

APIC 2023 ORLANDO

ANNUAL CONFERENCE & EXPOSITION

June 26-28



SPONSOR PROSPECTUS

www.annual.apic.org

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APIC

Founded in 1972,
the Association for
Professionals in Infection

Control and Epidemiology (APIC) is the leading association for infection preventionists and epidemiologists. With more than 15,000 members, APIC advances the science and practice of infection prevention and control. APIC carries out its mission through research, advocacy, and patient safety; education, credentialing, and certification; and fostering development of the infection prevention and control workforce of the future. Together with our members and partners, we are working toward a safer world through the prevention of infection. Join us and learn more at www.apic.org.

APIC 2023 Sponsorship Opportunities

APIC 2023
Annual Conference & Exposition
ORLANDO
June 26-28

PLATINUM SPONSORS

Equal to or greater than \$40,000



- Logo and link on conference website home page, online platform, and mobile app
- Logo listing in all pre-conference marketing and onsite signage
- Large onsite banner displaying the company logo
- Platinum sponsor floor sticker in front of exhibitor booth
- One full-page advertisement in Exhibitor Directory

GOLD SPONSORS

Equal to or greater than \$25,000



- Logo and link on the conference website, online platform, and mobile app
- Logo listing in all pre-conference marketing and onsite signage
- Gold sponsor floor sticker in front of exhibitor booth
- 1/2 page advertisement in Exhibitor Directory

SILVER SPONSORS

Equal or greater than \$15,000



- Logo and link on the conference website, online platform, and mobile app
- Silver floor sticker in front of exhibitor booth
- Logo listing in all pre-conference marketing and onsite signage
- 1/4 page advertisement in Exhibitor Directory

BRONZE SPONSORS

Equal or greater than \$5,000



- Logo on the conference website, online platform, and mobile app
- Logo listing in all pre-conference marketing and onsite signage
- Bronze floor sticker in front of exhibitor booth

CONFERENCE CONTRIBUTORS

<\$5,000



- Text listing on onsite signage
- Text listing on the conference website, online platform, and mobile app

Education

Abstract ePoster Gallery

\$7,500 - Exclusive



The ePoster Gallery will be available to all conference registrants in the online abstract poster gallery. This gallery will showcase a graphic image of each poster, the complete abstract text, and author profile. Search features include speaker, title, and topic.

Benefits Include:

- Logo and sponsorship acknowledgment on all marketing for this gallery, including the APIC website, Exhibitor Event Guide, mobile app, and onsite signage
- Acknowledgement on Poster Gallery Page



General Sessions

\$6,000 - 3 available

Sponsor one of the three general sessions presented each day during the conference.

Benefits Include:

- Your company logo will appear on all marketing materials, including the brochures, mobile app and website
- Onsite signage
- Sponsor recognition on the screen before the session
- Chair drop by the sponsor for the sponsored session (must be dropped by sponsor)



Exhibitor Theater

\$6,000 per session - 11 sessions available

Our Exhibitor Theater Area is the ideal forum to host 30-minute educational sessions regarding your products or services to an interested audience of infection preventionists. Each speaker session will be 30 minutes long for you to choose how to use that time. This area is located in the exhibit hall and you choose the speakers and topics!

Benefits Include:

- Ability to host a speaker/topic of your choosing
- AV, including laptop, monitor, speakers, microphone, and podium—all ready for your presentation
- Description of the session with speakers on the APIC Conference website
- Description of the session with speakers in the Exhibitor Event Guide and on the mobile app
- One floor sticker with your logo in front of the Exhibitor Theater area



Education cont.

Concurrent Session

\$2,500 each session

Link a targeted educational session that fits your marketing strategy and showcases your company to APIC attendees!

Benefits Include:

- Your company logo will appear on all onsite programs, mobile app, and website
- Onsite signage recognition



Pre-Conference Workshops

\$3,500 - 4 available

APIC hosts four pre-conference workshops before the beginning of the Annual Conference and Exhibition. These sessions are TBD, as more information will be released in the coming weeks.

Benefits Include:

- Opportunity to briefly address attendees
- Logo and sponsorship acknowledgment on all marketing for this session, including APIC website, Exhibitor Event Guide, mobile app, and onsite signage
- Post-conference eblast to workshop attendees will include your name & logo



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Exhibitor Hall Advertising & Booth Traffic Generators

Exhibit Hall Aisle Signs

\$15,000 - Exclusive

Showcase your company logo on ALL Exhibit Hall aisle and carpet signs. These 3-D aisle signs are hung from the ceiling and are highly visible throughout the Exhibit Hall. Your exhibit booth's aisle sign will also be in your corporate color.

Add On: Exhibit Hall Floor Sticker Aisle Sign

\$5,000 - Exclusive

Floor stickers prominently display your company logo on all exhibit hall aisle stickers, placed at the end of each aisle on the exhibit floor. These stickers help attendees navigate through the exhibit hall and, as such, are constantly being viewed. There will be an aisle sticker with your custom graphic at the end of each aisle. Your graphic will be 3'x2' with the APIC branding on the top 1' of the floor stickers. Sponsorship includes the cost of the production of the decal and labor for installation. **May only be purchased with the Exhibit Hall Aisle Sign Sponsorship.**

Hand Sanitizing Displays at Lunch

\$10,000 - Exclusive

Increase your exposure by placing your hand sanitizers next to the lunch in the Exhibit Hall. You may place up to twelve (12) hand sanitizing stations throughout the lunch area. This exclusive opportunity allows attendees to sample your hand sanitizer right before lunch! Complimentary lunch is served each of the three days in the exhibit hall.

Floor Stickers

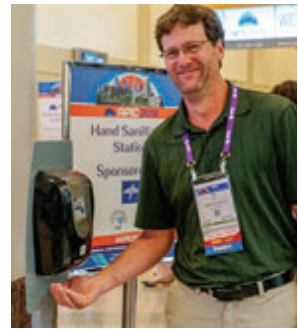
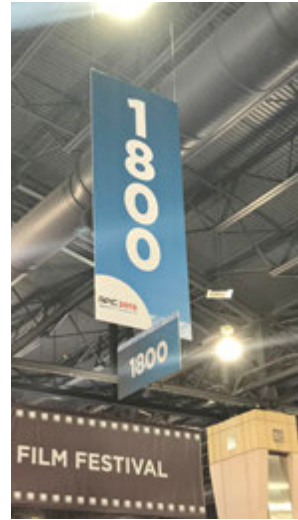
\$4,000 each -
Six packages available

Direct attendees to your booth with colorful and exciting custom floor stickers that start at the exhibit hall entrance and lead to your booth. These stickers will feature your custom graphics along with the APIC 2023 logo. This package includes a total of five (5) floor stickers, with an approximate size of 2' x 2'.

Aisle Bench Advertising

\$1,750 each -
Six benches available

Let attendees sit down and relax for a minute on strategically placed aisle benches located in the exhibit hall. Place your custom advertisement on a double-sided sign behind benches for maximum visibility. Attendees will see your ads as they walk past or sit down. Your custom advertisement will be placed on a sign that is 22 "x28" in size.



Brand Awareness

Badge Lanyard

\$15,000 - Exclusive

Put your company's logo around the neck of all conference attendees! This opportunity to sponsor the badge/lanyard will allow you to mobilize your logo throughout the conference and in future marketing of the APIC conference. The logo will be limited to four colors.



Conference Tote Bag

\$15,000 - Exclusive

Put your company logo on each attendee's tote bag. These bags are given to all in-person attendees, and your logo will be placed on one side of the tote bag. This will make a lasting impression as attendees bring these bags home and continue to use them. The logo will only appear in one color.



Recharge Station - Inside Exhibit Hall

\$10,000 - Exclusive

APIC will offer a Recharge Lounge (approx. 10' x 30') in the exhibit hall for attendees to recharge themselves or their devices. Attendees can get a quick "jump-start" for mobile devices, laptops, and tablets. Your sponsorship will exclusively brand this station.

Benefits Include:

- Logo and sponsorship acknowledgment in a designated area
- Power strips for charging devices
- One double-sided meter board sign (8'x 3') with your custom graphics



Recharge Station - Outside Exhibit Hall

\$10,000 - Exclusive

APIC will offer a Recharge area outside the exhibit hall where attendees can stop in between sessions or visits to the exhibit hall to recharge themselves or their devices. Attendees can get a quick "jump-start" for mobile devices, laptops, and tablets. Your sponsorship will exclusively brand this station.

Benefits Include:

- Logo and sponsorship acknowledgment in a designated area
- Power strips for charging devices
- One double-sided meter board sign (8'x 3') with your custom graphics



Brand Awareness cont.

Hotel Key Cards

\$6,000 - Exclusive

Optimize brand exposure by having all attendees at your selected hotels see your company logo. Your company logo and booth # will appear on the official APIC hotel key cards. You choose which hotels will have your custom keys. Please note that additional hotel and production fees apply.



APIC Daily News T-shirts

\$5,000 - Exclusive

Display your custom graphics on the back of the t-shirts worn by the staff distributing the APIC Daily News, the daily conference newspaper avidly read by the attendees. All attendees will see your graphics each morning as staff hands out the newspaper. The t-shirt color is of the sponsor's choosing.



Column Towers

\$5,000 each - Eight available

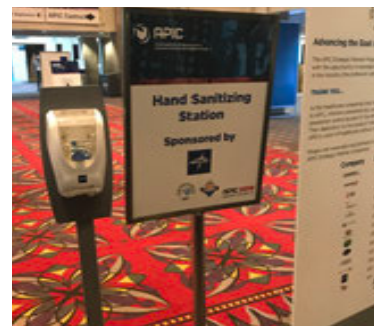
Column towers are easily seen as signage as attendees navigate their way through the convention center. Each column tower has three large vertical panels (approximately 8' x 3') of your custom advertising graphics, with APIC 2023 header and footer. These wraps are strategically located throughout the Convention Center for maximum visibility.



Hand Sanitizing Stations

\$3,000 each - Five available

Increase your visibility by displaying your hand sanitizers, lotions, and/ or creams in highly visible locations throughout the Convention Center (outside the exhibit hall). These stations will be displayed on all four days of the conference. Each station will have a 22x28" sign indicating your sponsorship to attendees.



Speaker Ready Room

\$2,500 - Exclusive

Show your support of APIC Speakers with your sponsorship of the Speaker Ready Room. Your company branding will be placed on signage outside the room and on the screen saver of all computers inside the room.

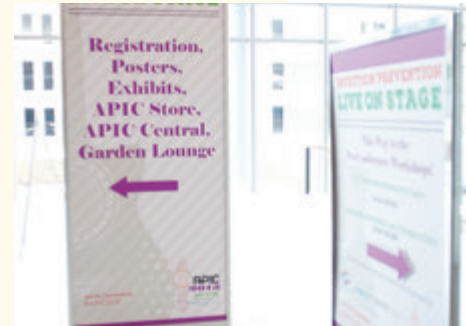


Brand Awareness cont.

Directional Signage

**\$2,500 each -
Six available**

Help attendees navigate the building while advertising your products/ services. Advertise with company graphics and logos on one of the APIC 2023 directional signs. These signs measure 1-meter wide x 3 meters tall. Sponsors have one entire side of the sign for their custom message.



Publication Bins

\$1,500 each

Provide your publication for distribution during the event. Your company's name and logo will appear on the bin structure. The Sponsor is responsible for providing an appropriate number of publications (1,000-3,000 copies). Publications Bins will be placed outside the exhibit hall near registration.



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Health and Wellness Opportunities

APIC cares about its attendees and their well-being. For 2023, APIC has developed wellness opportunities for attendees throughout the annual conference and exhibition. These opportunities are a perfect chance to show attendees your support for their well-being.

NEW! Hydration Wellness Water Bottles

\$10,000 - Exclusive 

Be the one that supports the hydration of APIC attendees! This sponsorship provides reusable water bottles to attendees in their conference tote bags. Bottles will have the Sponsor's logo (only logo; no text) on one side of the bottle. APIC attendees can use these throughout the conference to stay hydrated as they navigate educational sessions and the exhibit hall.

NEW! Chair Massages

\$5,000 - Exclusive 

Be the company at the forefront of rest and relaxation for attendees as they take a break and work out those tired muscles before continuing their education. These chair massages are a big draw, and your company logo will be in front of all attendees.

NEW! Chair Yoga Chair Yoga & Mindfulness Sessions

\$5,000 - Exclusive 

In 2022 these short chair yoga sessions were a big hit with attendees as they took a break with some stretching and breathing techniques. These sessions helped attendees refocus and prepare for more educational sessions. Ensure your company logo is there for attendees to see as they rejuvenate themselves.



Signage and Branding Opportunities

Lobby Hanging Banner

\$10,000 - 4 available

Put your branding front and center in the main lobby entrance of the Orange County Convention Center. Everyone will see this prime location as they are coming and going from APIC Annual Conference and Exhibition. Each double-sided banner measures approximately 5' wide by 16' high.

Level 2 Handrail Banner

\$7,500 - Exclusive

This custom banner will be placed on the handrail next to the escalator leading up to the third level of session rooms. This banner is highly visible to all attendees navigating their way around the conference. This single-sided banner measures approximately 18' wide by 7' high.

Level 1 Meeting Room Banner

\$5,000 - Exclusive

This custom banner will be placed above the entrance to the APIC meeting space. All attendees will see your custom banner as they make their way to session rooms. This single-sided banner measures approximately 33' wide by 2' high.

Curved Handrail Banner

\$5,000 - 5 available

Put your branding front and center in the main lobby entrance of the Orange County Convention Center. These curved handrail banners will hang from the 3rd level of the Orange County Convention Center along the glass railing. Attendees will see these as they leave the exhibit hall and/or convention center. This single-sided banner measures approximately 15' wide by 7' high.

Level 1 Walkway Banner

\$3,500 - 4 available

Put your branding front and center in the main lobby entrance of the Orange County Convention Center. These custom banners will be placed on the lobby walkway on the first level. Attendees will see this banner as they enter and exit the Orange County Convention Center and navigate their way through the conference. These single-sided banners measure approximately 24' wide by 2' high.



Events

CIC Reception

\$15,000 - Exclusive

Showcase your support for the attendees with their CIC certification at their exclusive dessert reception during the conference. More than 1,000 CIC attendees gather together to network.

Benefits Include:

- Display a table at the reception for your marketing materials
- Opportunity for two representatives to attend
- Logo and sponsorship acknowledgment on all marketing for this reception, including the APIC website, Exhibitor Event Guide, mobile app, and onsite signage



APIC Leadership Reception

\$10,000 - Exclusive

Showcase your support for the APIC volunteer leadership, including the Board of Directors, APIC Leadership Team, and Committee Chairs.

Benefits Include:

- Opportunity for two representatives to attend
- Logo and sponsorship acknowledgment on all marketing for this reception, including the APIC website, Exhibitor Event Guide, mobile app, and onsite signage



Chapter Leader Meeting

\$10,000 - Exclusive

An estimated 150-chapter leaders representing more than 100 APIC chapters convene for a full-day leadership program. Attendees network, share best practices, and receive practical training on various aspects of chapter leadership through this interactive and dynamic event. Topics include membership marketing, budget planning and growth, member programming, and events.

Benefits Include:

- Five (5) representatives can attend, meet and engage with local leaders
- Recognition via the APIC website
- Promotion via onsite signage at Annual Conference
- List of attendees
- Promotion via APIC eNewsletter
- Promotion via APIC Show Daily (onsite conference newsletter)
- Logo and sponsorship acknowledgment on all marketing, including website, program, mobile app, and onsite signage



Events cont.

NEW! Morning Buzz

\$5,000 - Exclusive

Each morning, attendees can gather for the “Morning Buzz” of the day. They will hear an update from the previous day and learn what is coming up for the current day of the APIC conference. As a sponsor of this buzz session, you will have first contact with attendees. This was brand new in 2022 and averaged about 50 people per session.

Benefits Include:

- Meterboard with a custom graphic showing your support of the morning buzz
- Ability to scan attendees as they come to gather the daily updates (must purchase lead retrieval separately)
- Logo and sponsorship acknowledgment on all marketing, including website, program, mobile app, and onsite signage.



NEW! Surprise & Delight

\$2,500 - 4 available

Welcome attendees to the annual conference and exhibition with a treat as they head to registration to pick up their badges. This is the perfect opportunity to be one of the first companies they encounter. Provide them with some snacks like popcorn, cookies, or other treats. The purchase of food is separate.

Benefits Include:

- Signage at food station with company logo
- Logo and sponsorship acknowledgment on all marketing, including website, program, mobile app, and onsite signage.



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Opening Reception

Never before has APIC opened up this incredible opportunity for sponsorship opportunities. This is your chance to put your brand in front of attendees from the start! This year's exciting opening reception will be at a local Florida attraction. The following opening reception options are available:

NEW! Wrist Band Entry \$10,000 - Exclusive

Be the company that is attached to each attendee in the park. Each attendee will receive a wristband with your company name to verify access to the park and throughout their time at the park.

Benefits Include:

- Company name located on each wristband given to attendees
- Signage at the convention center recognizing your company as one of the opening reception sponsors
- Signage at the park recognizing your company as one of the opening reception sponsors
- Logo and sponsorship acknowledgment on all marketing, including website, program, mobile app, and onsite signage.

NEW! Transportation \$7,500 - Exclusive

Put your name in front of attendees when they step on the shuttles to the opening reception.

Benefits Include:

- Signage at Pick Up and Drop off locations
- Signage at the convention center recognizing your company as one of the opening reception sponsors
- Signage at the park recognizing your company as one of the opening reception sponsors
- Logo and sponsorship acknowledgment on all marketing, including website, program, mobile app, and onsite signage.



Opening Reception cont.

NEW! Food Cart

\$2,500 - 5 Available

Give attendees a little fuel as they make their way around the park. Purchase a food cart sponsorship and provide snacks such as popcorn, drinks, etc. Additional costs will apply for the purchase of actual snacks.

Benefits Include:

- Signage at the food cart location
- Signage at the convention center recognizing your company as one of the opening reception sponsors
- Signage at the park recognizing your company as one of the opening reception sponsors
- Logo and sponsorship acknowledgment on all marketing, including website, program, mobile app, and onsite signage.

**New
Sponsorship
Opportunities
for
2023!**



Print Advertising

Exhibitor Directory & Event Guide

APIC's Event Guide and Exhibitor Directory is a reference publication distributed to attendees. A listing of all exhibitor symposia, hospitality events, and in-booth contact hour education helps attendees find the exhibitor events that take place during the busy three days of the APIC Annual Conference. The directory section lists all exhibitors, their products, services, and brand names (as provided by individual exhibitors). Attendees use this expanded directory to navigate the Exhibit Hall and as a year-round reference guide for finding vendors. This is a must-do advertising opportunity if you want year-round visibility and increased chances that an IP will contact you!

Back Cover	(11" wide x 8.5" tall)	\$8,000
Inside Front Cover	(11" wide x 8.5" tall)	\$6,000
2 full-page spread (1 available)	(22" wide x 8.5" tall)	\$5,000
Inside Back Cover	(11" wide x 8.5" tall)	\$4,000
Inside Vertical Half-Page Ad	(5" wide x 8.5" tall)	\$2,000

Tote Bag Insert

\$4,000 for flyer placement - 20 available

Send your message to APIC attendees by placing your company flyer in each conference tote bag. Each flyer may only be the size of 8.5' x 11' and folded no more than 1x. We have a limited number of inserts - 20 available and these sell out early. Don't delay in choosing this sponsorship!

Tote Bag Insert - Product Placement

\$7,500 for product placement - 2 available

Take your sample product right to the attendees. These sample-size products must be no larger than 7" x 7" and must be pre-approved by APIC. You may attach a flyer to the product that is no larger than the product itself.

Hotel Room Drop

\$2,000 - limited availability

Have your literature or product sample delivered to each Attendee's hotel room. You choose the hotel and the date for the room drop! An additional hotel fee per room will apply and be paid to the hotel.

Print Advertising cont.

APIC Daily News

APIC Daily News is the official daily newspaper of the APIC Annual Conference & Exposition. Each issue includes conference highlights, APIC news, and program updates—copies fly off the shelves each morning, as attendees know this is their go-to source for conference news.

Advertising opportunities include display ads (quarter-page to full page). Each advertising placement, quarter page or larger, includes the complimentary publication of one 200-word press release in each issue that the ad appears.

Each issue of APIC Daily News is also digitally distributed via email to all APIC members and APIC attendees each morning during the conference. (Apx. 15,000 recipients with 30% open rate). Banner ad placements are available, and will sell out quickly.

For more information on APIC Daily News advertising or to receive the media kit, please contact:

Jenn Waters, CustomNEWS
jwaters@showdailies.com or 240-401-6779



Digital Advertising

Conference Insider

\$3,500 - Three insertions

This dedicated APIC e-newsletter is specific to the APIC Annual Conference and typically has a run date that bookends the conference. It is designed to provide highlights about the conference as they are scheduled. This e-newsletter has a circulation of 15,000+ readers, including the entire APIC membership. It is a great way to drive traffic to your exhibit booth onsite in 2023 and gain name- recognition beyond the conference. This publication sells out quickly, so reserve your space today! The newsletter has three ads per issue; you will select three available issues for your ad to run. This ad can be hyperlinked to a website of your choice.

Available Dates:

- May 19
- June 2
- June 16
- June 23



NEW! Attendee Conference Registration Confirmation Email

\$10,000 - Exclusive

All registered attendees can see your digital ad and logo as they purchase their conference registration. Once attendees complete their conference registration, they will receive an autogenerated reservation confirmation email with an advertisement for your company.

Benefits Include:

- Reaches approximately 3,000 registrants.
- Sent to attendees upon completion of their conference registration.
- The image placement includes one hyperlink.
- Click tracking reports are provided post-meeting.

Attendee Hotel Reservation Confirmation Email

\$7,500 - Exclusive

All registered attendees can see your digital ad and logo prior to the meeting! Once attendees complete their hotel reservation details, they will receive an autogenerated reservation confirmation email with an advertisement for your company.

Benefits Include:

- Reaches approximately 3,000 registrants (not used for exhibitor or guest reservations)
- Sent to attendees upon completion of their hotel reservation
- The confirmation email will include an advertisement. The image size varies based on placement and includes one hyperlink
- Click tracking reports are provided post-meeting

Digital Advertising cont.

Custom Sponsored Eblast

\$4,000 - 10 Available

Send your custom message to all APIC 2023 Attendees with a custom eblast. Your message will be sent within six weeks of the conference. This sponsored eblast includes a banner image and an URL link.

APIC 2023 Conference App Splash Screen Page

\$10,000 - Exclusive

Your custom graphic will appear on the opening page of the mobile app every time each attendee opens the mobile app.



APIC 2023 Conference App Advertising Push Notification

\$750 each - Three available per day

Send out a text alert through the APIC 2023 app. With 225 characters, you can remind attendees to visit your booth, attend your symposium, or stop by your event.

Conference App - Banner Ad - Exhibitor Directory

\$3,000 - Exclusive

Advertise on the exhibitor directory of the mobile app

Conference - Banner Ad - Schedule Directory

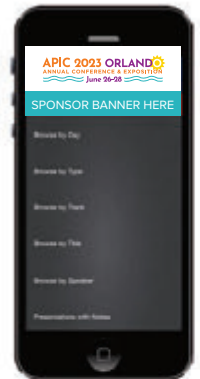
\$3,000 - Exclusive

Advertise on the schedule directory of the mobile app

Conference App - Banner Ad - Attendee Directory

\$3,000 - Exclusive

Advertise on the attendee directory of the mobile app



Online Platform Advertising

Commercials

\$2,000/30 Seconds

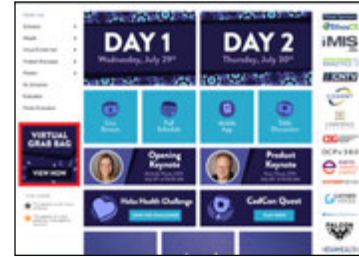
\$3,500/60 Seconds

Choose from a 30-second or 60-second commercial to be played before the educational content begins.

Navigation Ad

\$7,500 - Exclusive

Place a custom ad on the navigation bar of the virtual platform. This ad will follow attendees as they navigate their way around the meeting platform. This branded ad can link to your exhibit booth or a webpage of your choosing. Your branded ad will be continually seen by everyone. Ad will be placed online 60 days before the conference.



Tile Ads

\$7,500 - Two available

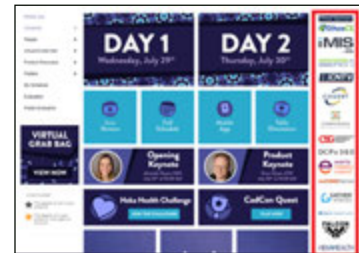
Place a custom ad on the homepage of the platform. This tile ad is placed among the tiles that direct attendees to sessions. It will be seen by every attendee that navigates their way through the conference. This branded ad can link to your exhibit booth or a webpage of your choosing. Ad will be placed online 60 days before the conference.



Rotating Banner Ads

\$3,500 - Three available

Place a custom ad on the right-hand column of the virtual platform. This ad will rotate on the platform and be seen by all attendees as they navigate to sessions and the exhibit hall. This branded ad can link to your exhibit booth or a webpage of your choosing. Ad will be placed online 60 days before the conference.



Sub-Page Header Banner

\$3,500 - Three available

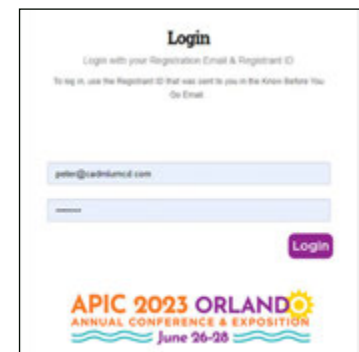
Place a custom ad on one of several subpages of the platform. All attendees will see this ad as they visit that specific page. This branded ad can link to your exhibit booth or to a webpage of your choosing. Ad will be placed online 60 days before the conference.



Virtual Platform Login Banner

\$2,500 - Exclusive

Place your logo front and center as attendees log into the virtual platform. Ad will be placed online 60 days before the conference.



Satellite Symposium

\$25,000 EACH

Reach infection prevention and control professionals with events in your own style and format!

Session Content

The satellite symposium can be as long or as short as you choose within the time frame provided. You have complete control over educational content and presenters. Satellite symposia are not part of the Annual Conference educational programming presented by APIC. A content topic must be listed on the application. APIC allows only one content topic per time slot to maximize the attendees experience as well as help increase attendance for exhibitors

Contact Hour Credit

Companies are responsible for making their own CNE/IPU provider arrangements. APIC does not provide or approve contact hours for any exhibitor sponsored event.

Symposium Regulations

- Only APIC 2023 exhibitors are eligible to host symposia. All marketing partners and educational contractors must be approved by APIC.
- All Symposium sponsors must have an exhibit booth inside the exhibit hall
- APIC reserves the right not to accept a symposium topic if it is determined to be not in alignment with APIC's vision, mission, and strategic goals.
- These symposia cannot conflict with any official APIC 2023 functions or sessions. Acceptable times are listed.
- All exhibitor marketing planned during the symposia must be approved by APIC. This includes, but is not limited to, invitations, announcements, and mailers.
- Space is assigned on a first-come, first-served basis. Space will NOT be assigned or held without a complete registration form and full payment.



Satellite Symposium cont.

- Joint ventures or combined exhibitor events are allowed; however, one company name must be listed as the event host. This company must be an APIC 2023 exhibitor.
- Educational symposia are separate from hospitality events. Social elements, including a band, DJ, etc. are not suitable for educational symposia. APIC will do its best to separate the hospitality events from educational symposia to ensure an appropriate atmosphere.
- APIC 2023 attendees are not required to pre-register for any symposium.

Benefits Include:

Marketing

- Pre-registration list of conference attendees (*mailing addresses only; APIC doesn't release phone, fax, or email with attendee lists*)
- One individual email to all APIC attendees with details on your symposium
- Listing of symposium title, faculty, location, and sponsoring company with description in Exhibitor Events Guide
- Listing of symposium title, faculty, location, and sponsoring company with description on APIC 2023 website and mobile app
- APIC 2023 logo to be used upon receipt of signed agreement form

Hotel Room Rental

- Room rental
- Podium

Registration

- 6' desk with two chairs outside of meeting room
- Lead Retrieval equipment for the symposium time frame
- Anything extra will be charged to the Exhibitor

Please note that AV is NOT included in this fee.

This fee DOES NOT include:

- Catering costs
- Audio Visual – ALL AV must be purchased and handled separately
- Education content
- Accreditation
- Faculty management, fees/honorarium, travel
- Presentation materials/hand-outs
- Additional Fee to record and place symposium on virtual platform for on-demand viewing is available



Symposium Add-On Pricing for Industry Perspectives Inclusion

Industry Perspectives is APIC's online resource that supports the enhancement of professional competency in infection prevention with easy access to industry content. By publishing your content on *Industry Perspectives* and aligning your company with the APIC brand, you will demonstrate a commitment to bringing expanded infection prevention and control knowledge to the APIC audience.

These options can bring significant exposure; however, please note that they do not count towards your annual conference sponsorship levels.

Satellite Symposium cont.

CHOOSE ONE OR ALL:

Pre-Symposium Market Exposure— List Symposia Session on Industry Perspectives **\$500**

Sponsor has the opportunity to list its satellite symposium on Industry Perspectives under the Calendar of Events tab. Sponsor can provide a URL link to the company website or landing page created for the symposium. Event listings provide additional exposure to the Sponsor on the run up to the annual conference. Event will be listed from the time that complete information is provided through the event occurring.

Post-Symposium Market Exposure— Upload Session Slide Deck on Industry Perspectives **\$2,000**

Sponsor has the opportunity to extend its exposure and post the session PPT/PDF static slides at the conclusion of the conference for 60 days upon receipt and upload of slides. Contact hours will not be supported for this. APIC will drive traffic to Industry Perspectives through periodic messages to membership. Your sponsorship includes lead capture functionality during the 60-day campaign.

Post-Symposium Market Exposure— Upload Symposium Video on Industry Perspectives **\$2,500**

Sponsor has the opportunity to record their live symposium session, extending the shelf life of the program, and upload the video on Industry Perspectives for 60-days upon receipt and upload of video. APIC will drive traffic to Industry Perspectives through periodic messages to membership. Sponsor is responsible for contracting with videographer at its expense. Our suggested video company is the conference AV Company, Projection. Your sponsorship includes lead capture functionality during the 60-day campaign.

NEW! Livestream and Record Your Content **\$5,000 each**

Don't miss this opportunity to connect your education with ALL attendees! Present your symposia or showcase session to our virtual audience and have it recorded during the presentation. You will get a copy of the recording, and it will be placed on the 2023 APIC Annual Conference & Exposition website. Attendees will have access to your education long after the APIC meeting is over.

Benefits Include:

- Private appointment time to present your content live to the 2023 APIC Annual Conference & Exposition virtual audience and have it recorded during the presentation. The livestream time will not be at the same as your in-person presentation time; it will be at a different time.
- Professional AV crew with proper lighting, staging, audio, and overall professional video look. Presenter will be seen on camera along with their slides.
- Receive a Mp4 copy of your recording for future use.
- The recording will be placed on-demand immediately after the livestream air time for ALL attendees to access long after the APIC meeting is over.
- One-time email reminder to virtual attendees letting them know about the date and time of your session.



Other Meetings

Focus Groups

\$6,000 each

Reach out to APIC attendees for market research focus groups. Attendees are rich sources of knowledge and ideas for your product development and marketing.

Host your focus group at APIC's Annual Conference & Exposition to increase your attendance while reducing expenses. APIC attendees are the perfect source for focus groups. You can capitalize on their attendance at the Annual Conference.

Benefits Include:

- Pre-registration list of conference attendees (mailing address only)
- One customized email to all APIC attendees detailing your focus group with a company hyperlink to a dedicated website.
- Room rental
- Basic AV set (screen, projector, microphone)

APIC DOES NOT:

- Select the group participants
- Provide invitations or moderators
- Partake in the content or planning of the focus group

It is customary for the Focus Group sponsor to provide an honorarium to attendees and a meal (breakfast or lunch).



Other Meetings cont.

Small Meeting Rooms **\$2,000 per 4-hour period**

You can rent meeting room space for your private meetings with clients and/ or internal sales representatives. These rooms are not to be utilized for focus groups or research with attendees but rather in-depth conversations with current clients or strategy sessions with sales representatives. If attendee feedback is desired, our focus group option is available.

Hours available are 8 am - 12 pm or 1 pm - 5 pm.

Benefits Include:

- Room rental is for a 4-hour period.
- This room rental fee does NOT include any AV or catering.
- Room seats a maximum of 20 ppl.

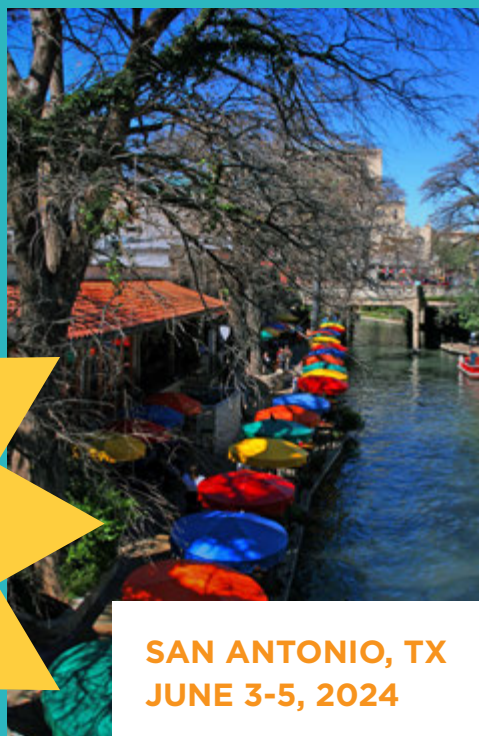




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Reach the **LARGEST** annual audience
of **Infection Preventionists.**

**Future
APIC Annual
Conferences**



**SAN ANTONIO, TX
JUNE 3-5, 2024**



**PHOENIX, AZ
JUNE 16-18, 2025**