

APIC

ANNUAL CONFERENCE & EXPO
JUNE 3-5 SAN ANTONIO

EXHIBITOR PROSPECTUS

annual.apic.org



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MISSION

The mission of the Association for Professionals in Infection Control and Epidemiology, Inc. (APIC) is to create a safer world through prevention of infection. The association's more than 15,000 members direct infection prevention programs that save lives and improve the bottom line for hospitals and other healthcare facilities. APIC advances its mission by pursuing the strategic goals of patient safety, implementation science, competencies and certification, advocacy, and data standardization. Visit APIC online at www.apic.org.

KEY CONTACTS

Exhibits

Meagan Keller, Exhibits Manager | 703-964-1240, Ext. 260

Alison Bashian, Exhibit Sales | 703-964-1240, Ext. 280

APICexhibits@conferencemanagers.com

Sponsorship

Andrea Schermerhorn, Sponsorship Manager | 301-658-2042

aschermerhorn@sponsorshipboost.com

General Service Contractor – Freeman

Exhibit Services Department | (888) 508-5054

ExhibitorSupport@freeman.com

REGISTRATION/HOUSING/LEAD RETRIEVAL

Questions, please contact MCI at apic@mcievents.com.

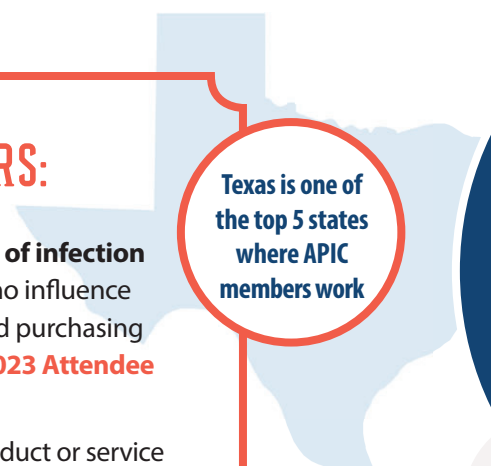
Subblock reservations will open January 17, 2024

APIC 2024 ANNUAL CONFERENCE

APIC's 2024 Annual Conference will take place June 3 – 5 in San Antonio, TX. If your organization offers solutions for infection control across a wide range of healthcare settings, you won't want to miss the it. As the largest gathering of infection preventionists (IPs) in the world, and the only conference programmed by IPs for IPs, this is an unparalleled platform to showcase your products and services. Align your offerings with the latest guidelines and best practices in infection prevention and control. Take this unique opportunity to network with key decision-makers and super-users including directors, administrators, and infection preventionists all who specialize in this field.

APIC DELIVERS:

- The **largest annual gathering of infection preventionist super users** who influence product/service evaluation and purchasing for healthcare facilities. **APIC 2023 Attendee to Exhibitor Ratio was 12:1.**
- Opportunities to drive your product or service through **pre- and post-event promotions.**
- **Exclusive daily exhibit hall hours.**
- **Engaging activation areas** throughout the show floor, such as the Exhibitor Theater, Wellness Area, Solution Circles and puppies!
- **Complimentary coffee breaks and lunches daily on the show floor**, so attendees don't have to leave the show floor. This allows them to maximize their time spent with exhibitors.
- **Quality leads from dedicated infection prevention and control professionals.** The 2023 meeting produced 18,400+ total leads with 126 average leads per company.
- A **complimentary post-event attendee list** to keep the conversation going after the event. (Post event attendee list includes company name, contact name and mailing address. APIC does NOT distribute phone, fax or e-mail.)

A light blue silhouette map of the state of Texas is positioned behind the text bubbles.

Texas is one of the top 5 states where APIC members work

APIC's Annual Conference is the largest event to connect face to face with IP super-users and influencers

Exhibiting at APIC delivers a substantial return on investment

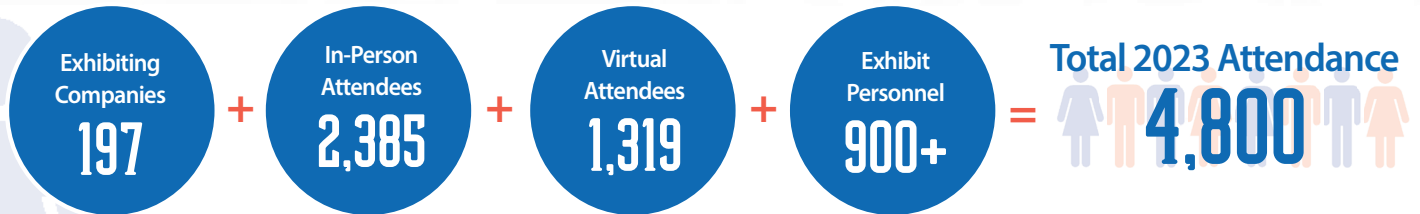
Exhibiting expands your marketing pipeline

APIC collects valuable data and metrics onsite

APIC aligns your brand with a trusted source

Showcasing your products at APIC offers the hands-on experience IPs crave

APIC 2023 HIGHLIGHTS

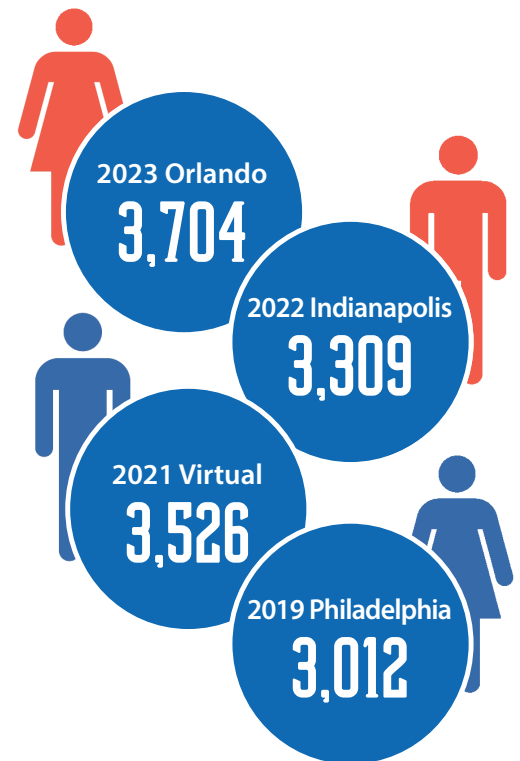


APIC's Annual Conference brings together professionals from across the healthcare continuum, including:

- Infection Preventionists
- Epidemiologists
- Healthcare Executives
- Laboratory Technologists
- Microbiologists
- Nurses
- Physicians
- Public Health Professionals
- Quality & Patient Safety Professionals
- Clinical Pathologists
- Dentists
- Chief Medical Officers
- Chief Nursing Officers
- Any healthcare professional whose responsibilities include the prevention of infection

PAST CONFERENCE ATTENDANCE

Figure includes clinical attendees only—does not include guests or exhibitor personnel.

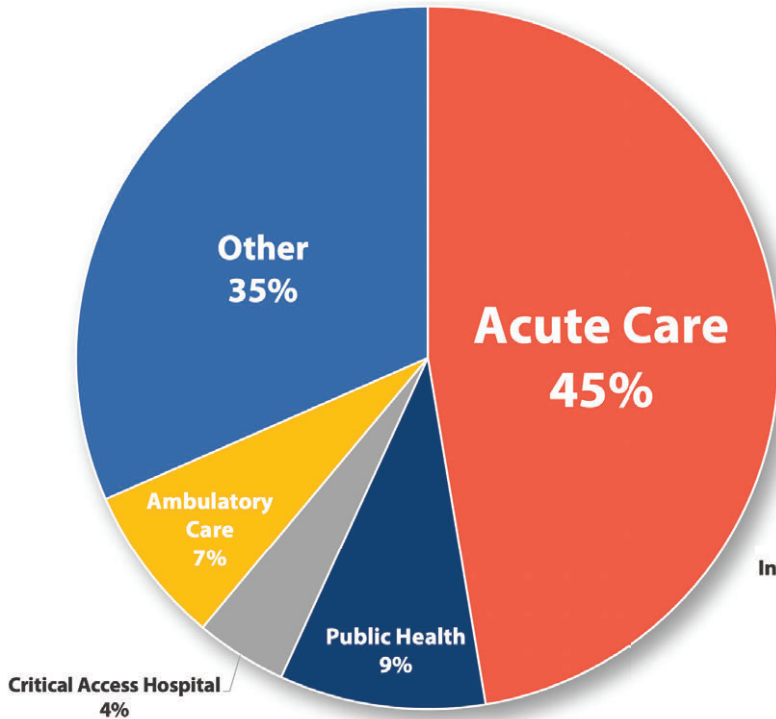


Source: APIC Annual Conference & Exposition Post-Meeting Survey, 2023

Attendees rank the Exhibit Hall as one of their primary reasons for attending the APIC Conference. Infection Preventionists from around the world are expected to attend APIC24 in San Antonio.

APIC 2023 HIGHLIGHTS

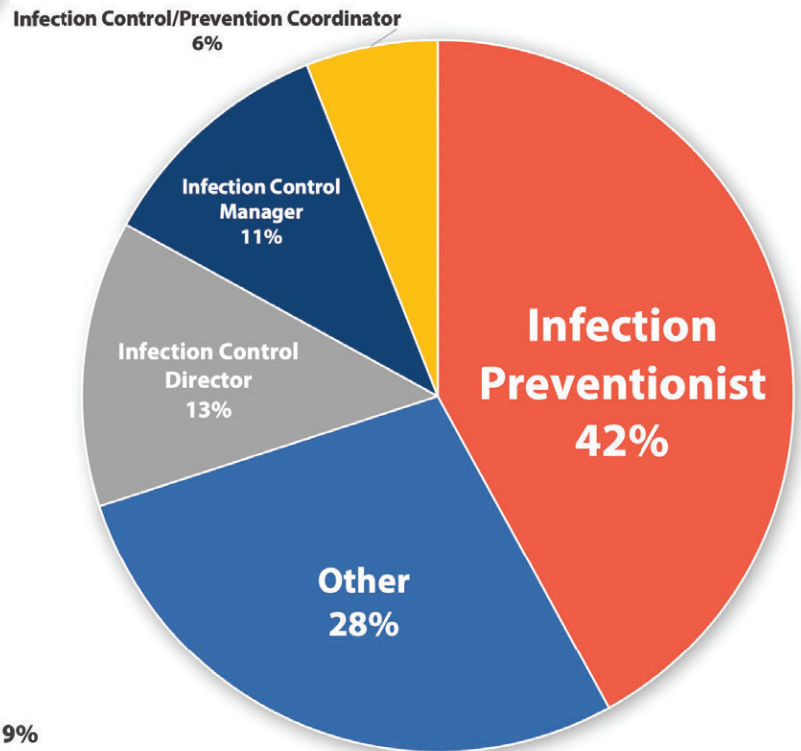
Unique to APIC, **16%** of members are Solo IPs (no other IPs in department/organization/system) and **67%** of members are full-time IPs working in vital positions for significant durations of time.



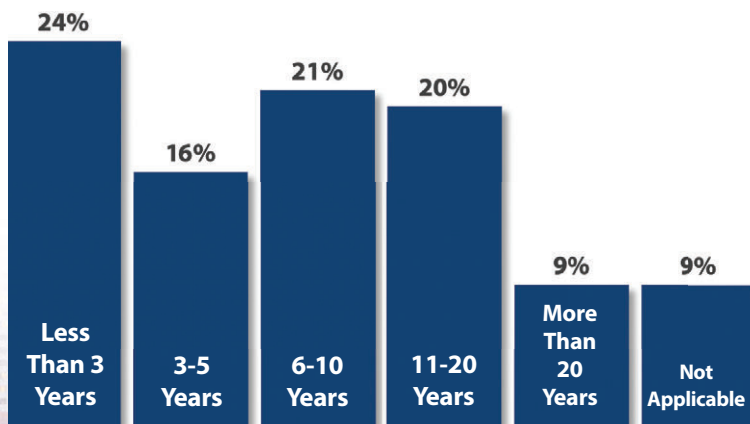
Top 5 Practice Settings for APIC Attendees

Other includes: Academic, Ambulatory Surgery Center, Consultant, Corporate IP, International, Long-Term Care, Pediatrics and Veteran's Affairs

Top 5 Job Functions for APIC Attendees



Number of Years in Infection Prevention & Control



Source: APIC Annual Conference & Exposition Post-Meeting Survey, 2023

APIC represents **80%** of infection preventionists in the world.

Our Attendees Say It All!

“We had a busy booth and positive engagement.”

“Was able to make great contacts in and out of the booth.”

“Experienced a lot of foot traffic and made new contacts.”

90% of super users thought the exhibits provided useful information for their practice

87% recommend products or services for their facility

62% make the final purchasing decisions for their facility

96% primarily visit the Exhibit Hall to gather information on products/services to help make purchases

65% will be reviewing, recommending and/or purchasing 6 months post Conference

77% evaluate products or services for their facility

90% think the Exhibit Hall is a valuable part of the APIC Annual Conference

84% believe the APIC Annual Conference was as good as or better than similar conferences they attend

Source: APIC Annual Conference & Exposition Post-Meeting Survey, 2023

ATTENDEE INSIGHTS

“Great turnout and outcome!”

“I’ll remember all of the new people and feeling of being part of a bigger picture most about the APIC Conference.”

Attendees are looking for companies like yours who offer products and/or services in areas such as:

Air purification • Ambulatory care • Ambulatory surgery centers • Antimicrobial agents • Antiseptics • Bacteria testing • Biohazardous/waste management • Bioterrorism • Blood collection • Catheters • Diagnostic tests • Emerging technologies • Environmental hygiene monitoring • Epidemiology • Fluid control products • Gloves, gowns and masks • Hand cleansers and sanitizers • Hand hygiene compliance • Healthcare construction & renovation • Home care and hospice facilities • Immunizations • Infection prevention • Infectious disease • Isolation rooms • Multidrug resistant organisms • Pandemic preparation • Patient safety • Personal protective equipment • Public reporting • Respirators • Sharps safety • Smallpox testing and vaccines • Sterilization and disinfection • Surgical products • Surveillance systems • UV disinfection • Vascular access products • Water purification • Wound management

“We had a number of good leads from the show and saw good traffic at the booth. This helped one of our goals of getting the word out of who we are after significant acquisitions.”

Most Important Trends for APIC Members Over the Next 1-3 Years *Can your company provide support?*

1. Emerging infectious diseases
2. Pandemic and outbreak preparedness/response
3. Staffing (turnover, recruitment, increased demand)
4. PPE
5. Antibiotic Stewardship

EXHIBIT INFORMATION

All booths are standard 10'x 10' (minimum rental) units or multiples thereof.

Linear Booth Space:

Individual 10' x 10' linear booths may be combined to create 10' x 20', 10' x 30', 10' x 40', etc. spaces.

To calculate the total booth cost, simply multiply the total square footage by \$36.00. Be sure to include any corner premium fees that may apply.

\$3,600 per 10' x 10' space

Island Booth Space:

To calculate the total booth cost, simply multiply the total square footage by \$36.00. Be sure to include any corner premium fees that may apply.

Corner/Island Premium

\$400 corner premium applies to all linear booth space located on a corner and island booth space.

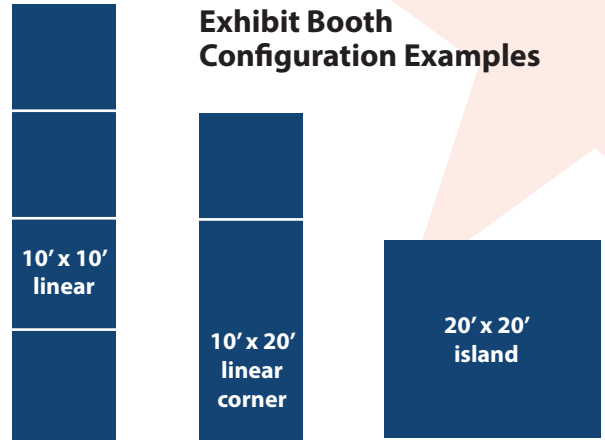


Exhibit Booth Configuration Examples

Booth Package Details

- 4 complimentary exhibitor booth staff registrations per 10'x10' booth: Badge type allows access to the Hall only. Additional badges may be purchased.
- Booth identification sign: Complimentary 7" x 44" ID sign with company name and booth number.
- Draped back wall and side rails, if in a linear space.
- 24-hour perimeter security services.
- Complimentary Exhibit Hall Only VIP passes for clients: 20 one day only passes per company.
- Exhibitors in 10x20 spaces receive 1 complimentary Full Conference Badge. Exhibitors in 10x30 spaces receive 2 Full Conference Badges. Exhibitors in 10x40 or 20x20 or larger receive 3 complimentary Full Conference Badges.
- Company name, logo, and description listing in website and mobile Exhibitor Directory.
- For an added fee of \$500 exhibitors can purchase an Enhanced Digital Listing that includes a banner, 1 video upload, up to 3 weblinks, up to 3 PDF resources and a longer company description at 150 words. This option will be available through the Exhibitor Portal.

NOTE: Booths do not come carpeted. Exhibitors are required to have flooring covering their full contracted space.

APIC'S PRIORITY POINTS

APIC's priority point system rewards your company for their support at the APIC Annual Conference & Exposition. The greater your support, the more points you can earn. Points earned each year are accumulated and applied toward your assignment order for the following year's show.

- ✓ Exhibitors earn points per 10' x 10' (or 100 sq ft) space purchased for the current year. These points are based on the current years booth size only.
- ✓ Sponsoring at least \$5,000 each year will earn priority points. These points are based on the current year's sponsorship spend only.
- ✓ Companies having history exhibiting at the APIC Annual Conference & Exposition in 2019, 2022 and 2023 will earn points which are accumulative.
- ✓ Strategic Partner Plus and Strategic Partners earn points for their partnership with APIC. These points do not carry over year to year.

For more booth package inclusions visit annual.apic.org

RESERVE YOUR BOOTH

1. Go to annual.apic.org
2. Click "Exhibit & Sponsor," then "For Exhibitors."
3. Complete the Application for Space. If your company isn't listed on the website, or you don't know your access key, email APICexhibits@conferencemanagers.com
4. Pay a 50% deposit. At the end of the online application process, you'll be asked to pay a 50% deposit of your anticipated booth fees. The following payment options are accepted online:

Credit cards: Amex, Visa, and MasterCard

Check: Select the "check" payment option at the end of the online application process and make the check payable to "APIC" and mail to: APIC Exhibits Department, 5500 Cherokee Avenue, Suite 550, Alexandria, VA 22312.

QUESTIONS?

APIC Exhibits Department

5500 Cherokee Avenue, Suite 550

Alexandria, VA 22312

Phone: 703-964-1240 ext. 260

Fax: 571-730-3072

APICexhibits@conferencemanagers.com



Before Submitting:

Please read the enclosed exhibit rules and regulations prior to submitting a signed contract. Also review the floor plan enclosed in this prospectus, as well as the online floor plan at www.apic.org/2024floorplan.

After Submitting:

Once your contract is received, a booth confirmation will be emailed to the contact's email provided within 10 business days.

Reservation Deadline:

There is no deadline to reserve a booth. APIC will continue to sell booths until the Exhibit Hall sells out. Potential exhibitors are encouraged to submit applications early so they secure their booth of choice and to ensure a listing in the online and mobile app exhibitor directory.

Cancellation Policy:

Any exhibitor who cancels all purchased booth space (in-person exhibit and virtual presence) on or prior to March 1, 2024, will forfeit and pay to APIC, as liquidated damages, a sum of money equal to 50% of the full price of said exhibitor's booth space. All exhibitors who purchase an in-person exhibit booth will also receive access to a virtual exhibitor resource page featured in the exhibitor resource center on APIC's virtual platform. Any exhibitor who cancels all their booth space after March 1, 2024, will forfeit and pay to APIC, as liquidated damages, a sum of money equal to 100% of the full price of said exhibitor's booth space. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit, as liquidated damages, the

amount set forth above, regardless of whether Show Management enters into a further lease for the space involved. Cancellation requests must be submitted in writing to the Exhibits Manager. In the event that APIC24 transitions to a virtual conference, exhibitors could choose to either receive a full refund or transfer to a virtual booth.

Space Reduction:

Should an exhibitor reduce the size of its contracted booth space on or before March 1, 2024, a 10% service charge of the original contract price will be assessed by APIC. Payment previously received will be applied to revised booth fee balance. Any remaining balance less the revised space fees and 10% service charge will be refunded up to a maximum of \$5,000. After March 1, 2024, an exhibitor is permitted to reduce the size of their contracted space; however, no refunds will be given and there will be no service charge. Show Management has the right to reassign the exhibitor to a different booth space based on revised size requirements. Space reduction requests must be submitted in writing to the Exhibits Manager.

Booth Selection:

Pick 3 scattered booth numbers and indicate them on your application. APIC does not permit End-cap booths, meaning a 10' x 20' booth that is exposed to aisles on three sides. APIC does not permit exhibitors to purchase linear booth spaces that are across the aisle or diagonal from one another. Individual 10' x 10' linear booths may be combined to create 10' x 20', 10' x 30', 10' x 40', etc. spaces. To calculate the total booth cost for linear booths, simply multiply the total square footage by \$36.00. Be sure to include any corner premium fees that may apply.

To view Exhibitor Rules & Regulations, visit annual.apic.org.

FIRST-TIME EXHIBITOR PAVILION

★ **The APIC First-Time Exhibitor Pavilion is back after selling out in 2023!** ★

Exhibitors wishing to participate in this exceptional pavilion must submit an application for review and approval. Please contact APIC's Exhibit Manager for this application.

Requirements

- In order to exhibit in the First-Time Exhibitor Pavilions all participants must meet the following requirements:
- Be a new exhibitor at the APIC Annual Conference & Exposition
- Should not be a current Strategic Partner or Corporate Champion
- Must offer product or service that aligns with the Infection Prevention industry
- Must apply for review by Show Management, if approved you will be assigned a kiosk in the First-Time Exhibitor Pavilion.
- Be able to contain your display within the allotted Kiosk Space (no additional signage or furniture will be allowed). No exceptions.
- Must attend the First-Time Exhibitor Prep Call
- Submit all required materials by the posted deadlines in the Exhibitor Portal (i.e., uploading company descriptions, logos, web links, etc.). Admin fee of \$150 will be assessed for those who miss the deadline or do not fully participate in all requirements.

Exhibitors may participate in this program for a maximum of one year.

Benefits

Once approved, companies will receive the following benefits as part of their exhibit experience (a \$5,000 value):

- 5-minute demo presentation opportunity in front of attendees within the First-Time Exhibitor Pavilion
- (2) Complimentary Exhibit Hall Only Badges (Value \$350)
- New Exhibitor Pavilion Ribbon
- Special acknowledgment and identifying icon as a First-Time Exhibitor on the APIC Annual Conference website, online Exhibitor Directory, and conference app
- Complimentary pre-event prep call on how to make the most of your attendee interactions
- Inclusion in the New Exhibitor Pavilion (Kiosk set up provided by APIC):
- Company Logo displayed on header or wall of kiosk
- Small storage cabinet as part of display Kiosk
- Basic electrical package (1 - 5amp outlet)
- Dedicated Pavilion Wi-Fi Access – 1 connection per company
- Wastebasket

Items not included and at exhibitor's expense:

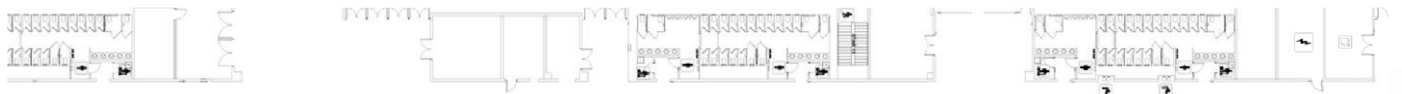
- Display or monitor
- Lead Retrieval

Interested in learning more about the First-Time Exhibitor Pavilion?

Please contact APICexhibits@conferencemanagers.com.



FLOORPLAN



APIC Community Service

Solution Circles

Wellness Activation

APIC Show Map

GOJO

APIC

Versey

BD

Human Library

PDI

LAVANOL

aramark

JejuJet

1200

1201

1300

1301

1400

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644 645 744 745 844 845 944 1044 1045 1144 1145 1244 1245 1344 1444 1445 1544 1545 1644 1645 1744 1745 1844 1845

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638 639 738 739 838 839 938 1038 1039 1138 1139 1238 1239 1338 1438 1439 1538 1539 1638 1639 1738 1739 1838 1839

636 637 736 737 836 837 936 1036 1037 1136 1137 1236 1237 1336 1436 1437 1536 1537 1636 1637 1736 1737 1836 1837

634 635 734 735 834 835 934 1034 1035 1134 1135 1234 1235 1334 1434 1435 1534 1535 1634 1635 1734 1735 1834 1835

628 629 728 729 828 829 928 1028 1029 1128 1129 1228 1229 1328 1428 1429 1528 1529 1628 1629 1728 1729 1828 1829

626 627 726 727 826 827 926 1026 1027 1126 1127 1226 1227 1326 1426 1427 1526 1527 1626 1627 1726 1727 1826 1827

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622 623 722 723 822 823 922 1022 1023 1122 1123 1222 1223 1322 1422 1423 1522 1523 1622 1623 1722 1723 1822 1823

620 621 720 721 820 821 920 1020 1021 1120 1121 1220 1221 1320 1420 1421 1520 1521 1620 1621 1720 1721 1820 1821

618 619 718 719 818 819 918 1018 1019 1118 1119 1218 1219 1318 1418 1419 1518 1519 1618 1619 1718 1719 1818 1819

616 617 716 717 816 817 916 1016 1017 1116 1117 1216 1217 1316 1416 1417 1516 1517 1616 1617 1716 1717 1816 1817

614 615 714 715 814 815 914 1014 1015 1114 1115 1214 1215 1314 1414 1415 1514 1515 1614 1615 1714 1715 1814 1815

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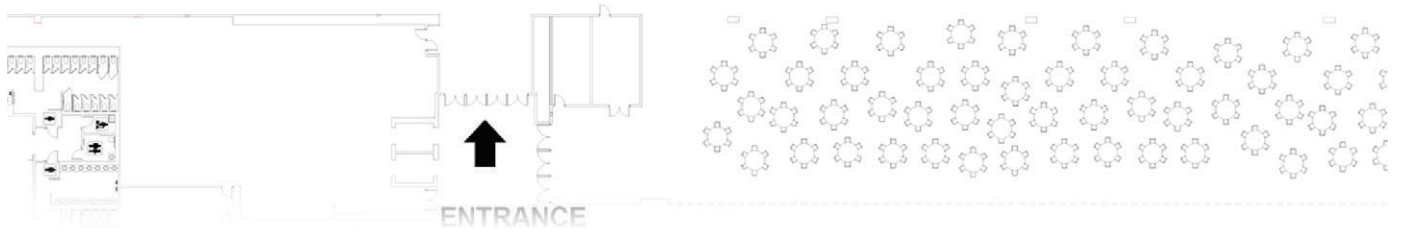
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Visit www.apic.org/2024 floorplan for current availability.



BADGE ALLOTMENTS

Badge Type	# of Badges included per 10'x10' space	Exhibit Hall Access	Education Session Access	Ability to Earn CE for Attending Sessions	Conference Materials (totebag, proceedings, etc.)	Lunch Tickets & Access to Welcome Reception
Exhibitor Registration	4	Yes	No	No	No	No (Tickets are available for purchase.)
Additional Exhibitor Registrations (\$195)	Unlimited	Yes	No	No	No	No (Tickets are available for purchase.)
Full Conference Registration (See website for current pricing)	10x20 or 10x30 = 1 10x40 or 20x20 = 2 Larger than 20x20 = 3	Yes	Yes	Yes	Yes	Yes

EXHIBIT HALL SCHEDULE

Exhibitor Installation

Saturday, June 1	8:00 AM - 5:00 PM	Exhibitor Installation
Sunday, June 2	8:00 AM - 5:00 PM	Exhibitor Installation
Monday, June 3	7:00 AM - 8:00 AM	Exhibitor Installation
	8:00 AM - 10:00 AM	Show Management Booth Inspections/Show Ready Preparations

Exhibit Hall Open

Monday, June 3	9:30 AM - 1:00 PM	Exhibit Hall Open
Tuesday, June 4	10:30 AM - 2:00 PM	Exhibit Hall Open
Wednesday, June 5	9:00 AM - 11:45 AM	Exhibit Hall Open

Exhibitor Dismantle

Wednesday, June 5	1:00 PM - 7:00 PM	Exhibitor Dismantle
Thursday, June 6	7:00 AM - 10:00 AM	Exhibitor Dismantle

This schedule is tentative and subject to change. If the official Exhibit Hall schedule changes, all exhibitors will be notified in writing. A final schedule will be included in your Exhibitor Services Manual and posted on the APIC website.

General Service Contractor

Freeman is the official general service contractor for APIC24 and will provide all services in the exhibit area. Freeman can be reached at (888) 508-5054 or ExhibitorSupport@freeman.com. Complete information, instructions and schedule of prices regarding shipping, drayage, labor for installation and dismantling, electrical service, furniture, etc., will be included in the exhibitor services manual that will be posted on the Freeman website (www.freemanco.com) in March 2024. An exhibitors' service center will be maintained during applicable hours to facilitate services requested for additional needs of exhibitors. Exhibitors are responsible for all information provided in the exhibitor services manual.

IMPORTANT DATES

APIC Exhibitor Training Webinar	February 6
Exhibitor Service Kit Online at www.freemanco.com	March 2024
Remaining 50% Exhibit Space Deposit Due (invoice is sent one month prior)	March 1
Exhibitor Sub-Block Housing List Due	April 12
Advance Warehouse Shipping Begins	April 29
Housing Deadline	May 10
Advance Warehouse Shipping Cut-Off	May 24
Move-in Begins	June 1
On-Site Shipping	June 1-2
Exhibit Hall Opens	June 3
Exhibit Hall Closes	June 5
Move-out.....	June 5-6

OFFICIAL HOUSING BUREAU ★ MCI USA

For your convenience and to keep costs lower, APIC uses a housing bureau for its attendees and exhibitors. Please do not contact the hotels directly. Hotels cannot make reservations in the APIC block; reservations must be made through the housing bureau. The APIC24 Housing Bureau is MCI USA. Special APIC24 rate deadlines are individualized per hotel. Please refer to the Housing Chart. Reservations may be made through our official link which will be posted on the Annual Conference website in January.

Exhibitor Sub-Block Reservations

To reserve a group of reservations, please contact the APIC Housing Bureau via email at apic@mcievents.com. Subblock reservations will open January 17, 2024.

All groups will need to sign a separate housing contract prior to making hotel reservations. All group rooming lists will be due by **April 12, 2024**.

APIC DAILY NEWS



APIC Daily News is the official daily newspaper of the APIC Annual Conference. 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. *APIC Daily News* is also digitally distributed via email to all APIC members and APIC attendees each morning during the conference.

Advertising opportunities include display ads (quarter- to full-page), product showcase listings and email banner advertising.

New for APIC 2024! The exhibitor list and floor plan will appear in the Monday and Tuesday issues, which will be distributed in both print and digital formats.

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

Jenn Hess | JH Communications LLC
jhess@showdailies.com | 508-530-2787



APIC

*Reach the LARGEST annual gathering of
Infection Preventionists in the world!*

FUTURE APIC ANNUAL CONFERENCES

Phoenix, AZ

June 16-18, 2025

Nashville, TN

June 15-17, 2026

Los Angeles, CA

June 14-16, 2027

APIC24 Annual Conference

Exhibits Department

5500 Cherokee Avenue, Suite 550

Alexandria, VA 22312

annual.apic.org