Virtual Exhibitor Prospectus

The APIC 2021 Annual Conference is the flagship event for the association, bringing together thousands of infection preventionists, epidemiologists, public health professionals, and researchers looking to obtain the latest research, products, and technology to create a safer world through the prevention of infection.

This year’s APIC Annual Conference is going virtual! Don’t miss this opportunity share your latest products and services to an educated, influential and well-connected audience from leading hospital systems, LTC facilities, and government organizations. Build your brand, strengthen customer relationships and meet new prospects at APIC 2021 Virtual. We are expecting nearly 100 exhibitors and 1,000 infection preventionists to attend APIC’s 2021 Virtual Conference.

About APIC

The Association for Professionals in Infection Control and Epidemiology (APIC) is the leading professional association for infection preventionists (IPs) with more than 15,000 members. Our mission is to create a safer world through the prevention of infection. This is achieved by the provision of better care to promote better health at a lower cost.

Most APIC members are nurses, physicians, public health professionals, epidemiologists, microbiologists, or medical technologists who:

- Collect, analyze, and interpret health data in order to track infection trends, plan appropriate interventions, measure success, and report relevant data to public health agencies.
- Establish scientifically based infection prevention practices and collaborate with the healthcare team to assure implementation.
- Work to prevent healthcare-associated infections (HAIs) in healthcare facilities by isolating sources of infections and limiting their transmission.
- Educate healthcare personnel and the public about infectious diseases and how to limit their spread.

Many IPs are employed within healthcare institutions and also serve as educators, researchers, consultants, and clinical scientists. The majority of APIC members are affiliated with acute care settings. An increasing number practice in ambulatory and outpatient services where they direct programs that protect patients and personnel from HAIs. Members are also involved in long-term care, home health, and other practice settings where infection prevention and control is an increasing area of responsibility for nurses and other healthcare personnel.

Contact Information

APIC Exhibits Department
703.964.1240 x170
APICexhibits@conferencemanagers.com

Questions? APICexhibits@conferencemanagers.com

Sign-Up Here
APIC Attendee Profile *(based on 2019 data)*

- 92% of attendees said they came to the meeting to view new products and/or services
- 85% recommend products or services for their facility
- 79% evaluate products or services for their facility
- 61% make the final purchasing decisions for their facility

**Practice Settings**
- Acute Care Inpatient 38%
- Acute Care Inpatient/Outpatient Program Services 34%
- Other 11%
- Public Health / Community Health 9%
- Industry 8%

**Job Function**
- Infection Preventionist 66%
- Registered Nurse (RN) 8%
- Other 5%
- Consultant 4%
- Epidemiologist 3%
- Public Health 3%
- Researcher 3%
- Quality / process improvement 3%
- Educator 2%
- Administrator / COO 2%
- Chief Medical or Nursing Officer 1%

**Number of Years in Infection Prevention and Control**
- 10 or more 35%
- 6 – 9 years 17%
- 1 – 5 years 35%
- Less than 1 year 13%

**Number of Beds**
- 501 and above 19%
- 200 to 500 30%
- 100 to 200 16%
- Under 100 35%

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

- Environmental Infection
  - Environmental Services • Environment of Care
- Hand Hygiene / Skin Disinfection
- Diagnostics
  - Microbiology • Molecular Diagnostics • Screening • *in vitro* Diagnostics
- Care Settings Surgical Suite • Acute • Long-Term Care • Ambulatory Care)
- Decontamination, Disinfection and Sterilization
  - Surfaces • Medical Equipment
- HAIs: Types and Pathogens
  - CLABSI • CAUTI • SSI • VAP • VRE • CRE • C. difficile • MRSA
- Health Information Technology
  - Surveillance • Monitoring • Reporting
- Pre-Operative Prevention
Schedule-at-a-Glance

Please note this schedule is preliminary and will be updated as the program is finalized.

ALL TIMES ARE US EASTERN TIME ZONE.

Sunday, June 27

8:30 – 11:30 AM   Pre-Conference Workshop
8 AM – 5 PM       Pre-Conference Workshops

Monday, June 28

10 – 11 AM        Opening Plenary Session
11 AM – 11:30 AM  Exclusive Time with Exhibitors
11:30 AM – 12:45 PM   Educational Sessions
1 – 2:30 PM       Symposia
2:30 – 3:45 PM    Educational Sessions
3:45 – 4:15 PM    Exclusive Time with Exhibitors
4:15 – 4:45 PM    Networking Cafés & Roundtable Discussions
5 – 5:45 PM       Game Night with Jeopardy!

Tuesday, June 29

9:15 – 9:45 AM    Wellness Sessions
10 – 11 AM        Plenary Session
11 – 11:30 AM    Exclusive Time with Exhibitors
11:30 AM – 12:45 PM   Educational Sessions
1 – 1:45 PM       Town Hall
1:45 – 3:15 PM    Symposia
3:15 – 3:45 PM    Exclusive Time with Exhibitors
3:45 – 4:15 PM    Networking Cafés & Roundtable Discussions
4:15 – 5:30 PM    Educational Sessions
5:45 – 6:30 PM    Game Night with Jeopardy!

Wednesday, June 30

9 – 10:15 AM      Educational Sessions
10:15 – 10:45 AM  Exclusive Time with Exhibitors
11 – 11:30 AM    Networking Cafés
11:30 AM – 12 PM  Exclusive Time with Exhibitors
12 – 1:15 PM      Educational Sessions
1:15 – 2:15 PM    Closing Plenary Session
2:30 – 4 PM       Symposia
## Virtual Exhibition Booth Opportunities

**Make Plans to Exhibit - Reserve Your Booth Today!**

<table>
<thead>
<tr>
<th>Inclusions:</th>
<th>Standard Exhibitor</th>
<th>Premium Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Price:</strong></td>
<td>$2,725</td>
<td>$6,350</td>
</tr>
</tbody>
</table>

### Virtual Exhibition Booth

- **Company Logo**
  - X
  - X
- **Booth Banner Ad Image**
  - X
  - X
- **Company Description**
  - X
  - X
- **Company Website Link**
  - 3
  - 6
- **Real-Time Lead Access (w/ contact information)**
  - Downloads into Excel and accessible 24/7 through the event and post-event for 30 days
  - Contains Name, Credentials, Title, Employer, Biography (if they completed it), Mailing Address, Email, Office Phone, Cell Phone, Social Media Links, # of times they viewed your booth, content and if they've requested information about your company, if they favored it, liked it.
  - You will obtain the information of the attendees who have opted in to share their information with exhibitors and have interacted with your virtual booth.
  - X
  - X

- **Detailed Booth Content Views Report (w/ contact information)**
  - This drilled down and detailed report will show who clicked any item in your booth and what specific item was clicked, i.e. specific link, specific PDF document, social media, giveaway button, etc.
  - Downloads into Excel and accessible 24/7 through the event and post-event for 30 days
  - Contains Name, Credentials, Title, Employer, Biography (if they completed it), Mailing Address, Email, Office Phone, Cell Phone, Social Media Links, # of times they viewed your booth, content and if they've requested information about your company, if they favored it, liked it.
  - You will obtain the information of the attendees who have opted in to share their information with exhibitors and have interacted with your virtual booth.
  - X
  - X

- **Overall Booth Views**
  - X
  - X

- **Company Video Upload**
  - (1 video; i.e. a company intro video)
  - X
  - X

- **Company Selection of Searchable Product Categories**
  - (choose up to 5)
  - X
  - X

### Giveaway Opportunity

(You will have the ability to add a giveaway button to your virtual booth, should you choose to. This button can be linked to a fillable form or anything of your choice, where you can collect information from attendees in exchange for a prize the exhibitor gives away - similar to an in-booth drawing at a live event.)

- **Company Document Upload (PDF only)**
  - (each document’s clicks/views will be trackable and included with lead report)
  - 3
  - 6

- **Exhibitor Video Chat Rooms**
  - Each room can be assigned to an individual rep with their name/photo or can be assigned to a region of the country or product line. Each video room can hold up to 6 people include reps. The chat room link may be shared with anyone on your team that needs access. There are two 30-minute timeslots each day of the 3-day event that are dedicated to video chats with attendees.
  - 4
  - 4

- **Exhibitor Text Chat**
  - This public message board will appear on your booth and can be manned/moderated by anyone on your team with the special URL link. The text chat transcript is also downloadable at any time.
  - X
  - X

### Registration

- **Complimentary Full Access Registration – includes access to all keynotes, educational sessions, and ability to earn CE (For Staff Use)**
  - 2
  - 5

### Customer Engagement

- **15-Minute Exhibitor Snapshot Video in On-Demand Library**
  (Exhibitor provides a 15-minute .mp4 video that will be placed into a special "Exhibitor Snapshot" library on the platform for attendee viewing. Exhibitor can obtain a real-time lead report 24/7 that will show contact information for anyone who views it and has agreed to share their information with the exhibitor. Video will be available for 90 days on the platform.)
  - X

- **One Listing in the Product Showcase**
  (A product showcase will be featured on the platform and is a great place to highlight a product or service. The product showcase will feature an alphabetical listing of products by product name and include: product image, short 100 character description long 950 character description, additional product image, product video, product PDF, URL link, and product category. Each product will have its own lead report with contact information of those attendees who said their information may be released to exhibitors.)
  - X

Questions? [APICexhibits@conferencemanagers.com](mailto:APICexhibits@conferencemanagers.com)
Access to the Matchmaking Tool
(The matchmaking tool within the platform will allow exhibitors to dynamically search and filter the attendee list based on certain criteria such as: employer, job title, state, practice setting, size hospital, and other demographic data. The exhibitor can then message the
attendee through the platform to make contact and arrange a virtual meeting or just begin a conversation. The attendees who appear in
the attendee list are those who have indicated that they want their information shared.)

<table>
<thead>
<tr>
<th>A La Carte Upgrades:</th>
<th>Cost:</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Product Launch Showcase Feature</td>
<td>$495.00</td>
</tr>
<tr>
<td>▪ Per product listing</td>
<td></td>
</tr>
<tr>
<td>▪ Product launch assets including:</td>
<td></td>
</tr>
<tr>
<td>o Product image</td>
<td></td>
</tr>
<tr>
<td>o Product description</td>
<td></td>
</tr>
<tr>
<td>o Product video link (1)</td>
<td></td>
</tr>
<tr>
<td>o Product brochure (1)</td>
<td></td>
</tr>
<tr>
<td>o Link to virtual booth direct from product listing</td>
<td></td>
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<tr>
<td>o Lead report for each product</td>
<td></td>
</tr>
<tr>
<td>Additional Full Access Registration (includes access to all keynotes, educational sessions, and ability to earn CE (For Staff Use))</td>
<td>$455.00</td>
</tr>
</tbody>
</table>

Sample Virtual Booth Display
Click here to view a sample booth and enter password PETE on the login screen.

Note: the following features depend on the level of booth purchase package purchased:

- Product Showcase (available to Premium Booths or as an “a la carte” add on)
- CadCon Quest / Scavenger Hunt (available to APIC Strategic Partners only)
- Matchmaking (available to Premium Booths only)

Questions? APICexhibits@conferencemanagers.com

Sign-Up Here
Contact Info Tab View
- Up to 4 contacts/booths
- May be changed as many times as needed before, during and post-event by using the backend exhibitor admin portal

Resources Tab
- Standard Booths: 3 of each PDF and Web Links
- Premium Booths: 6 of each PDF and Web Links
- May be changed as many times as needed
- Must be PDFs (cannot link another file type)
- Web Links can be any URL
- All clicks on these resources are tracked. For those attendees who opt to share their info with exhibitors will be captured in the lead reports.
- Exhibitors will see who clicked on what asset/link.

Sponsored Education Tab View
- Any sponsored presentations the exhibitor is presenting during the conference will be linked on this tab. This would include:
  - Symposia
  - Theaters
  - Exhibitor Snapshots
  - Roundtable Networking Forum
- The presentation title is hyperlinked from this tab and when clicked will take the user to the presentation description, etc. in the schedule.

Product Showcase Tab
- Any product listings in the Product Showcase part of the platform will be linked to the exhibitor’s booth
- Standard Booths: not included with the package but product listings may be purchased for $495 per product
- Premium Booths: 1 product listing included. Additional listings may be purchased for $495 per product.
Video Chat Tab View

- Up to 4 video chat channels/rooms are available
- May be identified by rep’s name or a product line/division
- Each video chat room can hold up to 6 people including reps and screen sharing is enabled.
- The conference has dedicated exhibition hours (two 30-min segments each day of the conference) which we ask that you have at least one rep manning a video channel
- Names can be swapped out whenever

Scavenger Hunt Tab View

- This feature is only available to APIC Strategic Partners
- This tab will be named “Strategic Partner Knowledge Hunt” and will be very similar to the scavenger hunt that occurred at the in-person conference.

Request Information

- Attendees can request to be contacted using this button.
- Requests go to the main booth contact’s email mailbox. The attendee’s information is unmasked when they request info. Any leads through this Request Info button are also captured in the exhibitor’s booth lead report.

Chat Now – Text Chat

- This is a public message board that your team can moderate and attendees can leave messages throughout the event.
- Text chat can be moderated/posts deleted from the exhibitor backend portal.
- Text chat transcript can be downloaded from the exhibitor backend portal.
Sample Backend Exhibitor Portal Access

Available 24/7 with real-time booth updating and reporting
SPONSORED PRESENTATIONS

These attendance reports reflect those attendees who have agreed to release their information to the sponsoring company. The list includes those that have watched the presentation AND those who have downloaded any handouts associated with the presentation.

- **Attendee Focus Group - SPT Labtech**
  Monday, January 25, 2021
  10:30 AM - 11:00 AM EST
  Views: 612 views of this presentation by 220 users (160 views from users who were not logged in)

- **SPT Labtech Exhibitor Tutorial: Next generation drug discovery workflows enabled by technology innovation**
  Tuesday, January 26, 2021
  10:00 AM - 10:30 AM EST
  Views: 632 views of this presentation by 259 users (116 views from users who were not logged in)

BOOTH VIDEO AND TEXT CHAT

Each assigned booth representative has a dedicated video chat channel and access to text chat within the booth (Gold and Diamond level exhibitors only).

If you have not yet set up your staff using the task in the task list below, they will not appear in this section. PLEASE SET THIS UP AND TEST AS SOON AS POSSIBLE, do not wait until the live event dates.

The dark blue button on the right for each representative will launch their video chat. The light blue buttons will launch the text chat which is a shared text discussion between your team and the attendees.

You can share the links to the video chats and the text chat with your booth representatives using the green “Share” links on the right. The booth rep video chats are only available Monday - Wednesday of the event.

- **Issa Isaac**
  - Launch Video Chat
  - Launch Text Chat
  - Share Chat Links with Issa

- **Michael Marlowe**
  - Launch Video Chat
  - Launch Text Chat
  - Share Chat Links with Michael

- **Ward Solar**
  - Launch Video Chat
  - Launch Text Chat
  - Share Chat Links with Ward

Tasks:

- **Company Contact** (completed 11/23/2020, 3:52 AM)
- **Company Information** (completed 11/23/2020, 10:40 AM)
- **Participation Terms & Conditions** (completed 11/23/2020, 3:57 AM) — Preview
- **Submit A Payment** (completed 11/23/2020, 3:59 AM)
- **Upload Company Logo** (completed 11/23/2020, 4:01 AM) — Preview
- **Company Product Categories** (completed 11/23/2020, 4:11 AM)
- **Enter Company Social Media Accounts** (completed 11/23/2020, 4:02 AM)

Questions? APICexhibits@conferencemanagers.com  
Sign-Up Here
Sample Product Showcase

Main Product Listing View

Product Showcase Popup

Product Showcase Benefits:
- Each product will have a lead report automatically generated
- Ability to highlight a new product
- Assets can be posted particular to that product
- Any products in the showcase will be automatically linked in your virtual booth

Questions? APICexhibits@conferencemanagers.com

Sign-Up Here
Sample Matchmaking Tool – AVAILABLE ONLY TO PREMIUM BOOTHs ONLY

BROWSE ATTENDEES

This is a dynamic, searchable attendee list.

Below is a list of registered attendees who have logged into the platform and agreed to share their profile information with exhibitors.

Use the universal search bar to search by name, organization and location or the 'Focus' button to filter the data by select criteria.

Use the chat bubble to add notes to attendee records and/or the star icon to favorite records.

Your company has an allotment of meeting invitations with a counter at the top.
Q: How long is the platform open/available?
A: The “live” event will be held from June 28-30, 2021, but the online platform will be available for an additional 90 days upon the completion of the event to allow attendees and exhibitors to view on-demand content or connect with other attendees at any point during that time.

Q: What can we put in our virtual booth?
Depending on booth package purchased, APIC will collect assets as appropriate from the list below for the purpose of building their virtual booth:

- Exhibitor Name, Description, Website URL, and Social Media
- Exhibitor Booth Banner Image
- Exhibitor Logo Image
- Exhibitor Giveaway Feature
- Request Additional Information Feature
- Provide Representative/Contact Information
- Exhibitor PDF Links
- Exhibitor Website Links
- Exhibitor Video Upload
- Exhibitor Product Categories
- Exhibitor Video Chat with Attendees

Q: What information is provided in the virtual booth analytics?
A: The following information can be pulled from your own personal portal at any time during the event (and post-event) and exported into Excel:

- Attendee impression tracking (name, title, organization, e-mail and phone number) and details regarding asset views, booth views and information request.
- Request Information button data from attendees who contact the exhibitors and share their information and interests
- A Like button to see which attendees liked your booth

Q: What is the estimated number of attendee registrants?
A: This is APIC’s first virtual event of this scale, so we are not able to precisely predict attendance numbers for APIC 2021 Virtual Annual Conference. APIC 2019 (the last in-person annual) was attended by approximately 2,800 infection preventionists from around the world. We are planning towards over 1,000 clinicians to join the 2021 Virtual Annual Conference. Attendance is available to APIC members at a reduced fee of $455 or $655 for non-member. This fee is less than what the in-person fees.

Q: How many exhibitor registrations do we receive with our booth package?
A: The number of registrations you receive with your sponsorship package depends on the package you purchase. Two are included with a standard booth and 5 are included with a premium booth.

Q: How often can I update my booth details?
A: You can update your booth real-time any during before, during or after the event.

Q: Can I purchase an e-blast to registered attendees?
A: Yes, contact apicsponsorships@sponsorshipboost.com for availability and pricing.

Q: When is the deadline to have all materials uploaded and submitted for the virtual booth?
A: May 20, 2021 (but we recommend as soon as possible)

Q: When is the deadline for the companies to purchase a package?
A: Ideally by June 3, 2021 to allow adequate time to submit the required booth content and set up your booth space.