APIC is expecting nearly 300 exhibitors and 2,800 infection preventionist attendees attending online and in-person for the 2022 Annual Conference.

Stand out from your competition and optimize your exposure to a attendees!

APIC offers a wide selection of sponsorship and advertising activities to enhance your presence and visibility at the annual conference.

- Increase your booth traffic through targeted advertising options.
- Demonstrate your products or services through presentations at the exhibit hall’s Exhibitor Theater.
- Enhance your brand exposure to infection preventionists from a variety of practice settings through your sponsorships.
- Showcase your support for APIC’s valuable education through plenary or concurrent session sponsorships.
- Promote your innovative products and services by hosting an educational symposium.
- Access IPs’ wealth of knowledge by hosting a focus group to acquire meaningful market research.

Contact us to help tailor these sponsorship options to fit your strategy. We can create custom-fit packages tailored to meet your company’s marketing goals.
APIC 2022 recognizes multiple levels of support; all conference advertising, sponsorships, symposia, and receptions are sold individually but may be combined to achieve the listed sponsor levels.

All sponsors are acknowledged on the APIC 2022 website, onsite signage, online platform and mobile app.

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 company logo
• Platinum sponsor floor sticker in front of exhibitor booth
• 1 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

For more information, contact:
Andrea Schermerhorn
APIC 2022 Sponsorship Manager
301-200-4616 ext. 108
APICsponsorships@sponsorshipboost.com
**On-Demand Library**  $20,000 - Exclusive

*Align your brand with APIC’s educational program at the APIC Annual Conference!

As part of every attendee’s full conference registration, attendees will receive access to all sessions in the on-demand library for viewing at a later time. This library features almost all of the APIC educational sessions and slides associated with them.

Your exclusive sponsorship includes:

- Contact information for all attendees
- Logo and sponsorship acknowledgment on all marketing material, including printed program guide, mobile, and onsite signage related to this sponsorship.
- Logo and sponsorship acknowledgment on the virtual platform login screen allowing access to all sessions.
- Onsite signage at registration and your booth

**Abstract ePoster Gallery**  $7,500 - Exclusive

The ePoster Gallery will be available to all full conference registrants, the online abstract poster gallery.

This gallery will showcase a graphic image of each poster and the complete abstract text and author profile. Search features include speaker, title, and topic.

Your exclusive sponsorship includes:

- Logo and sponsorship acknowledgment on all marketing for this gallery, including APIC website, Exhibitor Event Guide, mobile app, and onsite signage
- Post-conference poster gallery introductory page with your company logo and hyperlink

**Opening and Closing Plenary**  $6,000 each session

Sponsor the opening or closing plenary session that fits your marketing strategy and showcases your company to ALL attendees. Your company logo will appear on all marketing materials, including the brochures, onsite program, and onsite signage in the registration lobby.
EDUCATION cont.

Exhibitor Theater

$6,000 per session — 10 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. This area is located in the exhibit hall, and each speaker session will be approximately 20 minutes plus 10 minutes for Q&A. You choose the speakers and topics!

Sponsorship benefits include:

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

Concurrent Session

$2,500 each session

Link a targeted educational session that fits your marketing strategy and showcases your company to approximately 300 - 800 attendees! Your company logo will appear on all marketing materials, including the brochures, mobile app, onsite program, and onsite signage in the registration lobby.

Pre-conference Workshop: Consulting 101

$2,500

APIC hosts a pre-conference workshop to learn how to become a consultant and the advantages of working with a consulting firm like APIC Consulting Services. Led by CIC®-certified consultants and the Executive Director of APIC Consulting, this session will provide an overview of Infection Prevention and Control (IPC) consulting in various practice settings, how to begin consulting when you are working full-time, what types of consulting work are available, and the expectations of clients.

Sponsorship 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
EXHIBIT HALL ADVERTISING &
BOOTH TRAFFIC GENERATORS

Exhibit Hall Aisle Signs  $15,000 - Exclusive
Showcase your company logo on ALL twenty-one (21) Exhibit Hall aisle and carpet signs. These 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.

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 - Five 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 2022 logo. This package includes a total of five (5) floor stickers, with an approx. size of 2’ x 2’.

Aisle Bench Advertising  $1,500 each - Six available
Let attendees sit down and relax for a minute on strategically placed aisle benches located in the exhibit hall. Place your custom advertisement behind benches for maximum visibility. Attendees will see your ads as they walk past or sit down. This advertisement is 3’ tall by 4’ wide.

Strategic Partner Plus members will receive a 10% discount on all sponsorships
Strategic Partner members will receive a 5% discount on all sponsorships
Strategic Partner Plus members will receive a 10% discount on all sponsorships
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**NEW!**

**Badge Lanyard**  
$15,000 - Exclusive  
Put your company’s name around the neck of all conference attendees!! New this year, this opportunity to sponsor the badge/lanyard will allow you to mobilize your name throughout the conference.

**NEW!**

**Conference Tote Bag**  
$15,000 - Exclusive  
Put your company logo on each attendee’s tote bag. These bags are given to all attendees, and your name will be placed on one side of the tote bag. This is sure to make a lasting impression as attendees bring these bags home and continue to use.

**NEW!**

**Water Cooler & Bottles**  
$10,000 - Exclusive  
APIC 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. Your custom branding will be on the water coolers that are provided throughout the convention center.

**Recharge Station**  
$7,500 - Exclusive  
APIC will offer a Recharge Lounge (approx. 10’ x 30’) in the convention center 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.

- Sponsorship benefits include:
  - Logo and sponsorship acknowledgment in designated area
  - Power strips for charging devices
  - Logo and sponsorship acknowledgment on all marketing for this Lounge

**Window Clings**  
$7,500 each - Two packages available  
Have your company logo highly visible to APIC 2022 attendees with a package of window clings that are visible to attendees as they navigate through the conference center. These internal clings will be placed along the glass of the 2nd floor, visible to all attendees on the first and second floor of the convention center. Each custom package includes up to five clings with an approximate size of 2 feet x 2 feet.
APIC Daily News T-shirts  $6,000 - 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. Your graphics will be seen by all attendees each morning as the staff hands out the newspaper. The t-shirt color is of the Sponsor’s choosing.

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.

NEW! Speaker Ready Room  $5,000 - 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 as well as on the sleep screens of all computers inside the room.

Column Wraps  $4,500 each - Eight available

As attendees navigate their way through the convention center, column wraps are easily seen signage. Each column wrap has three large vertical panels of your advertising graphics, with APIC 2022 header and footer. These wraps are placed in strategic locations throughout the Convention Center for maximum visibility.
“You Are Here”

Locator Display Advertising $3,500 each - Two available
Show attendees where they are in the convention center with this brightly lit display. Located near the registration lobby in the Convention Center, the display provides a quick view of the conference center layout and identifies locations of various services. Your custom graphics are highly visible with backlighting—they are guaranteed to be seen. Your custom graphics are on the lower display panel (approx. 3’ x 8’).

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—Tuesday–Friday. Each station will have a sign placed with it indicating your sponsorship to attendees.

Directional Signage $2,000 each - Six available
Help attendees navigate the building while advertising your products/services. Advertise with company graphics and logos on one of the APIC 2022 directional signs. These signs measure 1-meter wide x 3 meters tall. Sponsors have one entire side of the sign for their graphics.

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.
CIC Dessert Reception $15,000 – Exclusive

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

Your exclusive sponsorship includes:
• Display table at the reception for your branding materials
• Logo and sponsorship acknowledgment on all marketing for this reception, including 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, and APIC Leadership Team and Committee Chairs.

Your exclusive sponsorship includes:
• Opportunity for two representatives to attend
• Logo and sponsorship acknowledgment on all marketing for this reception, including 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.

Your exclusive sponsorship includes:
• Five (5) representatives can attend, meet and engage with local leaders
• Recognition via APIC website
• Promotion via Industry Perspectives
• 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.
APIC Headshot Lounge  $10,000 – Exclusive

The headshot lounge offers attendees the opportunity to have professional portraits taken by our photographer, free of charge while they are at APIC 2022! As the exclusive sponsor of this area, your organization will receive full recognition for providing attendees with the opportunity to walk away from the Annual Conference with a new professional headshot.

Your exclusive sponsorship Includes:
• Sponsorship acknowledgment including your logo on all marketing material, including printed program guide, mobile app, and onsite signage related to this sponsorship.
• A designated area of the convention center specifically for the Headshot Lounge.
• Pre-Conference marketing eblast sent to all attendees to promote the Headshot Lounge with your company listed as the exclusive Sponsor.

International and New Member Reception  $6,500 - Exclusive

Prior to the Welcome Reception, APIC will offer 30-minute VIP reception specifically for international attendees and new members. Hosting almost 300 attendees from 42 countries, the reception offers attendees a chance to network with each other in a more relaxed and intimate atmosphere. APIC leadership welcomes the attendees; this is an excellent opportunity for the exclusive Sponsor to meet and network with APIC volunteer leadership!

Your exclusive sponsorship includes:
• Welcome address by the Sponsor
• Five (5) representatives can attend, meet and engage with local leaders.
• Sponsored cocktail napkins with company logo
• Logo and sponsorship acknowledgment on all marketing, including website, program, mobile app and onsite signage.

Conference Orientation  $2,500

The conference orientation is designed to help attendees navigate the conference schedule. APIC expects 75–100 attendees at this orientation. Your company will be seen as supportive of new attendees. Your sponsorship will be acknowledged on all marketing of this event and onsite signage.
APIC will celebrate its 50th Anniversary at APIC 2022 Annual Conference!
This celebration will kick off with the Welcome Reception on Sunday, June 12, 2022. APIC will honor this historical achievement with a timeline of milestones through the last 50 years of APIC & IPC history. This timeline will be printed and available for viewing at the annual conference. The print version will be approx. 15’ long x 8’ tall and located for all attendees to see at the Welcome Reception and convention center. Sponsors will be able to add their historical moments in their history to the timeline wall.

<table>
<thead>
<tr>
<th>Diamond Level Benefits</th>
<th>$15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Tabletop Display at Welcome Reception</td>
<td></td>
</tr>
<tr>
<td>• Full Page Ad in Exhibitor Directory</td>
<td></td>
</tr>
<tr>
<td>• APIC History Timeline</td>
<td></td>
</tr>
<tr>
<td>• Three historical moments of your history added to the APIC History Timeline</td>
<td></td>
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<tr>
<td>• Logo placement on APIC History Timeline</td>
<td></td>
</tr>
<tr>
<td>• Selfie Photo Station/Step and Repeat Photo Backdrop with all sponsor logos</td>
<td></td>
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<tr>
<td>• 15 tickets to attend the Welcome Reception</td>
<td></td>
</tr>
<tr>
<td>• Logo and Sponsorship acknowledgment on all marketing, including website, program app, and onsite signage</td>
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</table>

<table>
<thead>
<tr>
<th>Emerald Level Benefits</th>
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<tbody>
<tr>
<td>• Tabletop Display at Welcome Reception</td>
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<tr>
<td>• Half Page Ad in Exhibitor Directory</td>
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<tr>
<td>• APIC History Timeline</td>
<td></td>
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<tr>
<td>• Two historical moments of your history added to the APIC History Timeline</td>
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</tr>
<tr>
<td>• Logo placement on APIC History Timeline</td>
<td></td>
</tr>
<tr>
<td>• Selfie Photo Station/Step and Repeat Photo Backdrop with all sponsor logos</td>
<td></td>
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<tr>
<td>• 10 tickets to attend the Welcome Reception</td>
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<tr>
<td>• Logo and Sponsorship acknowledgment on all marketing, including website, program app, and onsite signage</td>
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<thead>
<tr>
<th>Sapphire Level Benefits</th>
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<td>• Quarter Page Ad in Exhibitor Directory</td>
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<td>• APIC History Timeline</td>
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<td>• One historical moment of your history added to the APIC History Timeline</td>
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<tr>
<td>• Logo placement on APIC History Timeline</td>
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<tr>
<td>• Selfie Photo Station/Step and Repeat Photo Backdrop with all sponsor logos</td>
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<tr>
<td>• Five tickets to attend the Welcome Reception</td>
<td></td>
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<tr>
<td>• Logo and Sponsorship acknowledgment on all marketing, including website, program app, and onsite signage</td>
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</tbody>
</table>

Strategic Partner Plus members will receive a 10% discount on all sponsorships
Strategic Partner members will receive a 5% discount on all sponsorships
PRINT ADVERTISING

Exhibitor Directory & Event Guide

APIC’s Event Guide and Exhibitor Directory is a reference publication distributed to each Attendee. 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 also as a year-round reference guide for finding vendors.

If you want year-round visibility and increased chances that an IP will contact you, this is a must-do advertising opportunity!

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>Cost</th>
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</thead>
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<tr>
<td>Back Cover</td>
<td>(11” wide x 8.5” tall)</td>
<td>$8,000</td>
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<tr>
<td>Inside Front Cover</td>
<td>(11” wide x 8.5” tall)</td>
<td>$6,000</td>
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<tr>
<td>2 full-page spread</td>
<td>(22” wide x 8.5” tall)</td>
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<tr>
<td>Inside Back Cover</td>
<td>(11” wide x 8.5” tall)</td>
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</tr>
<tr>
<td>Inside Vertical Half-Page Ad</td>
<td>(5” wide x 8.5” tall)</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

Exhibit Hall Map

Exhibit Hall Map is a foldable exhibit map listing all abstract poster categories and exhibitors and will be placed in the attendees’ tote bag, along with the conference onsite program and exhibitor guide. Your custom graphics will be displayed on the back cover. Attendees tend to use this map throughout the conference because it is quick and easy to access. You will see the map in the hands of attendees!

$6,000 – Exclusive

First-Time Attendee Tips

Pocket Program

First-Time Attendee Tips Pocket Program highlights the “Must Do” items for first-time attendees. It will be given to each first-time Attendee at registration. Your custom graphics will be displayed on the back cover.

$4,000 – Exclusive

Tote Bag Insert

15 available $4,000 for flyer placement
2 available $7,500 for product placement

Take your message directly to APIC attendees by placing your company flyer in each conference tote bag. We have a limited number of inserts – 15 available and these sell out early. Don’t delay in choosing this sponsorship!

Hotel Room Drop

$2,000

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.
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.

Advertising opportunities include display ads (quarter-page to full page) and product listings. Each advertising placement, quarterpage 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. Limited banner ad placements are available.

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
Conference Insider  $3,000 – 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 and is a great way to drive traffic to your exhibit booth onsite in 2022, and gain name-recognition beyond the conference.

This publication sells out quickly; so, reserve your space today!

**PUBLICATION DATES:**

April 15
April 29
May 13
May 27
June 10

Attendee Hotel Reservation Confirmation Email  $10,000 – Exclusive

Your digital ad and logo can be seen by all registered attendees 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.

- 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 up to two advertisements. The image size varies based on placement and includes one hyperlink.
- Click tracking reports are provided post meeting.

Strategic Partner Plus members will receive a 10% discount on all sponsorships.

Strategic Partner members will receive a 5% discount on all sponsorships.
Custom Sponsored Eblast  $3,500 – 10 Available
Send your custom message out to all APIC 2022 Attendees with a custom eblast. Your message will be sent within the six weeks prior to the conference. This sponsored eblast includes 175 words of copy, a banner image, and an URL link.

APIC 2022 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 2022 Conference App Advertising Push Notification  $500 each – Three available per day
Send out a text alert through the APIC 2022 app. With 226 characters, you can remind attendees to stop by your booth, attend your symposium, or stop by your event.

Exhibit Directory Page of App Banner Advertising  $4,000 – Exclusive

Strategic Partner Plus members will receive a 10% discount on all sponsorships
Strategic Partner members will receive a 5% discount on all sponsorships
ONLINE PLATFORM ADVERTISING

NEW! 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.

NEW! 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 to a webpage of your choosing. Your branded ad will be continually seen by everyone.

NEW! 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 to a webpage of your choosing.

NEW! 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 to a webpage of your choosing.
Strategic Partner Plus members will receive a 10% discount on all sponsorships.

Strategic Partner members will receive a 5% discount on all sponsorships.

**NEW!**

**Sub-Page Header Banner**
$3,500 - Three available

Place a custom ad on one of several subpages of the platform. This ad will be seen by all attendees as they visit that specific page. This branded ad can link to your exhibit booth or to a webpage of your choosing.

**Virtual Platform Login Banner**
$2,500 - Exclusive

Place your logo front and center as attendees log into the virtual platform.
$25,000 - 14 available

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.

Dates/Time
Educational events can be held within these time frames. There will be three symposia at most time periods.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUNDAY, JUNE 12</td>
<td>2-4 PM</td>
<td>Two Available</td>
</tr>
<tr>
<td>MONDAY, JUNE 13</td>
<td>6-7:30 AM</td>
<td>Three Available</td>
</tr>
<tr>
<td>MONDAY, JUNE 13</td>
<td>6-7:30 PM</td>
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<tr>
<td>TUESDAY, JUNE 14</td>
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</tr>
<tr>
<td>TUESDAY, JUNE 14</td>
<td>6-7:30 PM</td>
<td>Two Available</td>
</tr>
<tr>
<td>WEDNESDAY, JUNE 15</td>
<td>6-7:30 AM</td>
<td>Two Available</td>
</tr>
</tbody>
</table>

Symposium Regulations

• Only APIC 2022 exhibitors are eligible to host symposia. All marketing partners and educational contractors must be approved by APIC.

• 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.
Symposium Regulations continued

• These symposia cannot conflict with any official APIC 2022 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.

• 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 2022 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.

Pricing includes

• Marketing
  • Pre-registration list of conference attendees (mailing addresses only; APIC doesn’t release phone, fax, or email with attendee lists)
  • One 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 2022 website and mobile app
  • APIC 2022 logo to be used upon receipt of signed agreement form

• Hotel room rental
  • Room rental
  • Podium

• Registration
  • 6’ desk with 2 chairs outside of meeting room
  • Lead Retrieval equipment for meeting time
  • Anything extra to be charged to 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

A complete service kit will be available by February 22, 2022.
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.

**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.
Focus Groups

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 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.

Location: Indiana Convention Center

**DATES/TIME**

| MONDAY, JUNE 13 | 6 - 7:45 AM or 11 AM - 12:30 PM |
| TUESDAY, JUNE 14 | 6:30 - 8:15 AM or 11 AM - 12:30 PM |
| WEDNESDAY, JUNE 15 | 6 - 7:45 AM or 11 AM - 12:30 PM |

You will receive:
- Pre-registration list of conference attendees (mailing address only)
- One customized email to all APIC attendees detailing your focus group with company hyperlink to 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).
**Small Meeting Rooms**

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.

**DATES/TIME**

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Room rental specifics:

- 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.
Strategic Partner Plus members will receive a 10% discount on all sponsorships
Strategic Partner members will receive a 5% discount on all sponsorships

APIC PRE-CONFERENCE WORKSHOP


Indianapolis, IN | Sunday, June 12, 2022 | 8 AM - 5 PM

We invite you to participate as a sponsor of the pre-conference and AJIC Supplement.

YOUR CONTRIBUTION: $10,000 This is a multi-sponsor opportunity, with a maximum of 5 sponsors.

THE OPPORTUNITY

• Every three years, APIC Annual Conference hosts a workshop on the ever-present and ever-critical topic of decontamination, because key to the prevention of healthcare-acquired infections (HAIs) is appropriate disinfection and sterilization of instruments, equipment, and physical environment. And although the basic principles of disinfection and sterilization have not changed, new procedures and technologies continue to be introduced.

• With faculty lead provided by Dr. William Rutala, this much sought-after pre-conference attracts up to 250 attendees and produces an enduring deliverable. As in 2018, in 2022 also the conference will be followed by a Supplement to the American Journal of Infection Control (AJIC) on the same topic.

• While the live, day-long conference will provide education and the latest information to 250-300 numerous attendees, the AJIC Supplement—posted on the journal website as open access and free of charge to all—amplifies this outreach and ensures that the information becomes part of referenced scientific literature. The Supplement is expected to be approximately 100 pages long.

The scope and reach of this educational event and enduring scientific literature will warrant that your organization too benefits from visibility both at the live program and through the ongoing impact of the Supplement.

CONSIDER THIS:
According to Scopus citation data, since the publication of the last Supplement (May 2016) on this topic (based on the DSA workshop held at APIC 2018, the Supplement has been cited 54 times in subsequently published journal articles.

Current AJIC impact factor is 2.209 (measuring 24 months of citations). The May 2016 Supplement is 19 months post-publication and has an impact factor of 3.600.

The article download numbers for this Supplement in the last 19 months total almost 29,000 and are being accessed from:

• On the journal website, there have been 3,547 article downloads
• On ScienceDirect, there have been 25,298 article downloads

Your affiliation, as a sponsor, with this opportunity will not only make you very well known to the attendees of the conference but to the thousands who continue to use and return to the Supplement. Your connection to disinfection and sterilization for prevention of HAIs will be solidified: you will be known as the manufacturer that also supports education, and is committed to advancing the science.

Additional benefits to sponsors:
• Four (4) complimentary registrations to the day-long pre-conference workshop
• Logo placement in APIC 2022 marketing materials, including the APIC 2022 website
• One half-page advertisement in the Exhibitor Directory acknowledging all sponsors
• Mailing list for pre-conference attendees (only mailing addresses are included)

- Acknowledgement, with company logo, of sponsorship on special marketing emails about preconference sent to APIC members
- Name listing in the Supplement

The preconference objectives, agenda, and speakers are included for your consideration.

Goal: This program will present scientific and practical information related to the use of sterilization technologies, disinfectants and antiseptics in healthcare settings. The symposium will include lectures and panel discussion on the latest breakthroughs regarding cleaning/disinfec ting of non-critical environmental surfaces as well as reprocessing semi critical and critical medical devices. The presentations will discuss: current issues associated with antisepsis, disinfection and sterilization in healthcare; special issues and solutions associated with reprocessing endoscopes and other medical devices; new technologies and products for disinfection, sterilization and antisepsis; and the products to use to inactivate emerging pathogens (e.g., Candida auris, carbapenem-resistant Enterobacteriaceae, C. difficile, human papilloma virus). In addition to invited lectures, panel discussions and poster sessions will be offered.

Objectives:
- Discuss current issues associated with skin antiseptics and hand hygiene
- Describe new technologies and germicides for disinfection, sterilization and antisepsis
- Examine the special issues for reprocessing endoscopes and other medical and surgical instruments
- Evaluate the role of surfaces in transmission of viruses and epidemiologically important pathogens and the latest technologies in cleaning/disinfection/room decontamination to reduce the risk of healthcare-associated infections
- Discuss new challenges in surface disinfection and instrument reprocessing (e.g., biofilms, surface irregularities, designing for cleanability)
- Discuss the shift from high-level disinfection to sterilization for endoscopes
- Discuss new technologies and germicides to inactivate emerging pathogens (e.g., Candida auris, carbapenem-resistant Enterobacteriaceae, C. difficile, Ebola, MERS, avian influenza, human papilloma virus)
The **APIC-UBC Carpenters Hospital** is an interactive educational experience that showcases hospital infection control risk assessment (ICRA) rounding for construction.

Annual Conference attendees learn by walking through a simulated hospital hallway where renovation and maintenance projects are being completed. Located in the exhibit hall, this interactive experience showcases the many issues surrounding construction, renovation, and maintenance projects for a healthcare facility.

At APIC 2019, the APIC UBC Carpenters Hospital was launched. It was an overwhelming success!

1,062 attendees walked through the Hospital – 35% of all clinical attendees at APIC 2019.

Attendees visited the Hospital to:

- Identify how minor maintenance issues can impact infection prevention.
- Explain the value of infection control during construction program; and
- Showcase how input from IPs can result in an enhanced outcome or can help to prevent an adverse outcome in a construction or renovation project.

Participants in the interactive exhibit represented all categories of APIC members, from those who recently joined to those with 10+ years of experience. Further, all conference attendees from newcomers to repeat attendees engaged with this learning opportunity. Both CIC credential-holders and those who have yet to earn their CIC passed through this active learning space.
The simulated Hospital is located in the exhibit hall and is approximately 80' wide x 110' long. This “hospital corridor” has a combination of treatment and patient rooms. Each room represents a different ICRA scenario during a construction, renovation, or maintenance project.

Scenarios may include:

- Endoscopy Room
- Emergency Room
- Bone Marrow Transplant
- Sterile Processing Room
- Operating Room
- Water Management Scenario

One room will show various infection control infractions, followed by the same type of room with the infractions corrected.

Union carpenters provide the live-action of construction and/or renovation in each room. IPs will identify and recognize positive and negative protocols in our mock hospital as it relates to:

- Dust control procedures and barriers
- Use of negative air pressure machines
- Hospital staff traffic flow
- Emergency egress routing
- Construction access and debris routes
- Manometer use and locations
- Particulate monitoring
- Ante room equipment and procedures
- Decommissioning mechanicals
- Use of personal protective equipment
As the exclusive product/service sponsor of the APIC-UBC Hospital, you will receive the following benefits:

**Media Invitation**
Prior to the event, APIC will provide members of the media with an overview of the hospital scenarios. The media will also be invited to the reception to speak with sponsors.

**Product Placement**
Exclusive Product Placement or Service acknowledgment throughout the Hospital along with exhibitor booth number.

**Panel Discussion**
Participate in a panel on Wednesday, June 15, 2022 at the Exhibit Hall Theatre. APIC will moderate a panel of experts that will answer questions from attendees at the Hospital.

**Promotion & Lead Generation**
Each sponsor will receive the Post Show Hospital Attendee List (Name, title & organization). Their logo and sponsorship acknowledgment will be placed on all marketing materials, including the website, program guide, mobile app and onsite signage.
Reach the **LARGEST** annual audience of **Infection Preventionists**.

**ORLANDO, FL**
**JUNE 26-28, 2023**

**SAN ANTONIO, TX**
**JUNE 12-14, 2024**

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

**Future APIC Annual Conferences**