

# 2017

## APIC Strategic Partner Program

# Invitation to Join

*Help shape the future of  
infection prevention*

- Continue your commitment to infection prevention, infection preventionists (IPs), and APIC
- Being a part of the Strategic Partner Program (SPP) allows your company to stand out as a corporate leader in support of infection prevention and control
- As a thought leader, leverage key relationships with colleagues in the profession, industry, and field at large



**APIC**<sup>®</sup>

Spreading knowledge.  
Preventing infection.<sup>®</sup>

## Strategic Partner Program's Transformational Value

*...helping to bring about strategic change, value-based innovation, forward-oriented movement, and long-range perspective through...*

- Enhanced image of your company among professionals, field, industry, and marketplace
- Visibility as a good “corporate citizen” and thought leader positioned to influence change
- Ability to have impactful participation in the leading scientific conference and trade show through sponsoring various signature events at APIC's Annual Conference
- Recognition gained on national and international stage through acknowledgement in multiple APIC communications and website
- Opportunity to bring forward research and innovations

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## Strategic Partner Program Benefits and Value

*Allocate \$10,000 of your program dues to activities of your choosing from options provided* (Options for dues allocations provided under separate cover)

### ACKNOWLEDGEMENT & VISIBILITY

**“Proud Partner” logo provided by APIC:** post the logo on your website and include it in company publications, like the Annual Report, to indicate your long-term commitment to infection prevention. Featured on *Industry Perspectives*: APIC's new website dedicated to industry in infection prevention and control showcases the strategic partners. We will invite partners to share newsworthy items so we can give you a “shout-out” and highlight your ongoing efforts.

**Acknowledgement on APIC.org:** Through the year, APIC acknowledges this valuable partnership via a dedicated page on its website. Along with its logo, this page will contain a “Voice of Support” message from each Strategic Partner on its company's commitment to infection prevention, advancing the field, and supporting APIC through the Strategic Partner Program.

**Full-Page Ads:** In one issue per year of each of its leading and widely-disseminated publications, *American Journal of Infection Control* and *Prevention Strategist*, APIC will dedicate a full page in appreciation of and showcasing its strategic partners.

## STRATEGIC PARTNER STATUS AT APIC ANNUAL CONFERENCE

**Exhibit Space:** Special access: priority booth selection provided a year in advance; discount on exhibit hall space; strategic partner decals in exhibit hall

**Registration:** 4 complimentary full registrations

**Recognition:** Acknowledgement in marketing and onsite materials; venue for showcasing innovations; reception with APIC leadership

**Promotion:** Activities to encourage booth traffic and more engaged visitors to the booth

## PRIME POSITIONING IN THE PROFESSION

**APIC Membership:** 10 free associate memberships / year to APIC. You may add an unlimited amount of associate members at the special dues rate of \$150 / year.

**APIC Career Center:** Source the best talent in the field with APIC's Online Career Center. Partners receive a 30-day complimentary access pass and can post up to twelve (12) open positions.

**Exposure to New CICs:** The Competency Advancement Award Program, which supports individuals preparing for the Certification in Infection Control (CIC®) exam, is fully sponsored by the Strategic Partners. Scholarship recipients, as well as APIC membership at large, are fully informed of this support that helps to keep a versatile future pipeline of certified professionals in infection control. Strategic Partners will be invited to the CIC reception at the Annual Conference to be acknowledged and recognized for their support

## LEADING WITH LEADERSHIP DIALOGUE

**Industry Leadership Forum:** hosted biannually and facilitated by the APIC CEO and key board members, who report on demographics, public policy, regulatory landscape, unmet needs, emerging opportunities, etc. in infection prevention. Your participation in this exclusive forum allows you to demonstrate your commitment and leadership in infection prevention and control and collaborate with colleagues to further advance the field.

**Opinion-Leader Calls:** hosted 3 times/year by APIC as opportunity to interact with key opinion leaders in infection control and epidemiology.

**Government Affairs Calls:** hosted biannually by APIC's Government & Regulatory Affairs Department to alert you to the latest Public Policy news and let you know when critical action is needed on federal policy issues.

**Consultative Web-based Calls:** based on the need of partners, twice a year, a panel of up to 3 members of the APIC board will make itself available in a consultative role to strategic partners seeking expert overall feedback on ongoing innovation and research projects.

**APIC visits with Strategic Partners:** depending on need and logistics, option available to include a visit from a representative of the APIC board to a strategic partner.

## Strategic Partner Program Added Value

- *Industry Perspectives:* APIC's website for highlighting and disseminating cutting-edge innovation, research, and knowledge from industry in infection prevention and control. You may procure content space and/or advertising space and reach infection preventionists by using your own content and voice. [APIC.org/IndustryPerspectives](http://APIC.org/IndustryPerspectives)
- Live Focus Groups
- Online Surveys for Market Research
- Online Satellite Educational Sessions

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*Please join APIC in  
acknowledging the  
2016 Strategic Partners*

**3M**

**Aramark**

**BD**

**Clorox Healthcare**

**GOJO**

**Johnson & Johnson Medical  
Devices Companies**

**Medline**

**Medtronic**

**Nanosonics**

**Roche**

**Sealed Air. Diversey Care**

**Xenex**