2014 APIC Course Series
Exhibits & Sponsorship Prospectus

Education for the Prevention of Infection (EPI®) 101
Infection Prevention for Ambulatory Surgery Centers
Education for the Prevention of Infection (EPI®) 201
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.

About APIC Courses

Over the last several years, the landscape of healthcare has changed dramatically as regulations have resulted in a greater emphasis on infection prevention and reporting requirements. These regulations have expanded to care settings beyond the hospital, including ambulatory surgery centers, long-term care facilities and dialysis centers.
APIC provides three live courses that provide clinical education in infection prevention.

**Education for the Prevention of Infection (EPI®) 101**

EPI® courses promote knowledge and excellence in the practice of infection surveillance, prevention, and control. EPI® 101 is a novice-level course that introduces the various roles and responsibilities of the Infection Preventionist.

**Education for the Prevention of Infection (EPI®) 201**

This three day course is appropriate for individuals who have at least one year of infection prevention experience, have taken the EPI® 101 course, and/or are ready to move to the next level critical thinking to improve practice and outcomes.

**Infection Prevention for Ambulatory Surgery Centers: Meeting CMS Conditions for Coverage**

This class will teach healthcare professionals working in ambulatory care settings how to develop and maintain an effective infection prevention program to protect patients and comply with accrediting and regulatory requirements, such as the Centers for Medicare & Medicaid Services (CMS) conditions for coverage. It promotes evidence-based practices that you can use to reduce the risk of infection and provide a safer environment for your patients.

This program addresses infection prevention and control issues in a variety of ambulatory surgery settings, including:

- General surgery
- Orthopedic surgery
- Gastroenterology and endoscopy
- Eye centers
- Dental offices
- Cosmetic surgery centers

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**Baltimore, MD**

Infection Prevention for Ambulatory Surgery Centers (ASC):
Meeting CMS Conditions for Coverage
March 7-8, 2014

Education for the Prevention of Infection (EPI®) 101
March 9-11, 2014

Education for the Prevention of Infection (EPI®) 201
March 9-11, 2014

**Orlando, FL**

Infection Prevention for Ambulatory Surgery Centers (ASC)
September 19-20, 2014

Education for the Prevention of Infection (EPI®) 101
September 21-23, 2014

Education for the Prevention of Infection (EPI®) 201
September 21-23, 2014
BECOME AN EXHIBITOR

Plan now to be a part of the EPI and ASC courses to introduce your company to healthcare professionals new to infection prevention. Join APIC in Baltimore, MD and Orlando, FL in 2014 for these three courses with two opportunities to exhibit.

APIC provides tabletop exhibit space and sponsorship opportunities to companies interested in reaching this select audience.

As an exhibitor, your company can:

• Increase brand awareness within this select group of infection preventionists
• Promote your products/services to a unique demographic
• Meet and network with brand new infection preventionists

EXHIBIT INFORMATION-
$2,500 per course

All 2014 APIC EPI® and ASC course exhibitors receive the following:

• Tabletop display space – 6’ table, 2 chairs, electricity
• Ribbons for all exhibit booth personnel
• 4 complimentary exhibitor-only registrations
• Final registration list for each site, by course type
• Company name/logo featured on “APIC Bingo Sheet” – an exercise that encourages all course attendees to visit the exhibit booths in exchange for entry into APIC giveaways.
• Logo on the course web page
• Recognition on 2014 course marketing materials
ASC ATTENDEE DEMOGRAPHICS

Who attends Infection Prevention for Ambulatory Surgery Centers courses?
Practice Settings (multiple responses)

- Other
- Fertility Center
- Orthopedic
- Urgent Care
- Dental Care
- Pain Management
- Dialysis
- Endoscopy
- Surgery

Infection Prevention-related products and services that attendees will be reviewing, recommending and/or purchasing over the next 6 months (multiple responses)

Note: This list was provided on the course evaluation and does not necessarily reflect interest in these product categories exclusively.

- Other
- Surveillance Systems
- Surgical Skin Prep
- Hand Hygiene Products
- Environmental and Surface Disinfection
- Diagnostic Tests
Years worked in infection prevention

- More than 7 years: 21%
- 4-6 years: 10%
- 1-3 years: 26%
- Less than 1 year: 43%
Who attends EPI courses?

Professional Discipline (multiple responses)

**EPI® 101: Professional Discipline**

- Other: 2%
- Epidemiology: 3%
- Public Health: 6%
- MD: 86%
- EMT: 2%
- MT: 1%
- LPN/LVN: 1%
- NP: 1%
- RN: 2%

**EPI® 201: Professional Discipline**

- Other: 1%
- Epidemiology: 3%
- Public Health: 10%
- MD: 85%
- EMT: 4%
- MT: 7%
- LPN/LVN: 1%
- NP: 1%
- RN: 1%
EPI® ATTENDEE DEMOGRAPHICS (continued)

Practice Setting
(multiple responses)

EPI® 101: Practice Setting

- Other: 11%
- Behavioral Health: 5%
- Public Health: 9%
- Home Health: 23%
- Long Term Care: 69%
- Ambulatory Care: 3%
- Hospital: 6%

EPI® 201: Practice Setting

- Other: 0.3%
- Behavioral Health: 12.7%
- Public Health: 6%
- Home Health: 6%
- Long Term Care: 9%
- Ambulatory Care: 23%
- Hospital: 79%
EPI® ATTENDEE DEMOGRAPHICS (continued)

Years Worked in Infection Prevention

EPI® 101: Years in Infection Prevention

- More than 7 years: 27%
- 4-6 years: 6%
- 1-3 years: 3%
- Less than 1 year: 5%

EPI® 201: Years in Infection Prevention

- More than 7 years: 17%
- 4-6 years: 11%
- 1-3 years: 7%
- Less than 1 year: 65%
EPI® ATTENDEE DEMOGRAPHICS (continued)

Purchasing Power

Infection Prevention-related products and services that attendees will be reviewing, recommending and/or purchasing over the next 6 months (multiple responses)

Note: This list was provided on the course evaluation and does not necessarily reflect interest in these product categories exclusively.

EPI® 101: Infection Prevention-related Products and Services

- Other
- Emerging Technologies
- PPE
- Vascular Access Products
- Surveillance systems
- Surgical Skin Prep
- Hand Hygiene Products
- Environmental and Surface Disinfection
- Diagnostic Tests

EPI® 201 Infection Prevention-related Products and Services

- Other
- Emerging Technologies
- PPE
- Vascular Access Products
- Surveillance systems
- Surgical Skin Prep
- Hand Hygiene Products
- Environmental and Surface Disinfection
- Diagnostic Tests
# 2014 APIC COURSE & EXHIBIT SCHEDULE

APIC’s exhibit hall is located inside the ballroom where all meal functions are located to generate substantial traffic for your booth.

## Spring 2014

**Baltimore, MD**

Baltimore Waterfront Marriot
700 Aliceanna Street
Baltimore, MD 21202
Tel: 410-385-3000

### ASC Course

**March 7 – 8**

<table>
<thead>
<tr>
<th>Day 1</th>
<th></th>
<th>Day 2</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>7 – 8 a.m.</td>
<td>BREAKFAST</td>
<td>7 – 8 a.m.</td>
<td>BREAKFAST</td>
</tr>
<tr>
<td>10:15 – 10:30 a.m.</td>
<td>BREAK</td>
<td>10:15 – 10:45 a.m.</td>
<td>BREAK</td>
</tr>
<tr>
<td>12:30 – 1:30 p.m.</td>
<td>LUNCH</td>
<td>12:30 – 1:30 p.m.</td>
<td>LUNCH</td>
</tr>
<tr>
<td>3 – 3:30 p.m.</td>
<td>BREAK</td>
<td>3 – 3:15 p.m.</td>
<td>BREAK</td>
</tr>
</tbody>
</table>

### EPI Courses

**March 9 – 11**

<table>
<thead>
<tr>
<th>Day 1</th>
<th></th>
<th>Day 2</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 – 8:30 a.m.</td>
<td>BREAKFAST</td>
<td>6:30 – 8:30 a.m.</td>
<td>BREAKFAST</td>
</tr>
<tr>
<td>9:30 – 10:00 a.m.</td>
<td>BREAK</td>
<td>9:45 – 10 a.m.</td>
<td>BREAK</td>
</tr>
<tr>
<td>12 – 1 p.m.</td>
<td>LUNCH</td>
<td>11:30 a.m. – 12:30 p.m.</td>
<td>LUNCH</td>
</tr>
<tr>
<td>2:30 – 2:45 p.m.</td>
<td>BREAK</td>
<td>2:30 – 2:45 p.m.</td>
<td>BREAK</td>
</tr>
</tbody>
</table>

### Day 3

| 6:30 – 8:30 a.m. | BREAKFAST |
| 10:15 – 10:30 a.m. | BREAK |
| 12:45 – 1:45 p.m. | LUNCH |
| 2:45 – 3 p.m. | BREAK |

## Fall 2014

**Orlando, FL**

Disney’s Coronado Springs Resort
1000 W Buena Vista Drive
Lake Buena Vista, FL 32830
Tel: 407-939-1000

### ASC Course

**September 19 – 20**

<table>
<thead>
<tr>
<th>Day 1</th>
<th></th>
<th>Day 2</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>6:30 – 8:30 a.m.</td>
<td>BREAKFAST</td>
<td>6:30 – 8:30 a.m.</td>
<td>BREAKFAST</td>
</tr>
<tr>
<td>9:30 – 10 a.m.</td>
<td>BREAK</td>
<td>9:45 – 10 a.m.</td>
<td>BREAK</td>
</tr>
<tr>
<td>11:30 a.m. – 12:30 p.m.</td>
<td>LUNCH</td>
<td>11:30 a.m. – 12:30 p.m.</td>
<td>LUNCH</td>
</tr>
<tr>
<td>2:30 – 2:45 p.m.</td>
<td>BREAK</td>
<td>2:30 – 2:45 p.m.</td>
<td>BREAK</td>
</tr>
</tbody>
</table>

### EPI Courses

**September 21 – 23**

<table>
<thead>
<tr>
<th>Day 1</th>
<th></th>
<th>Day 2</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 – 8:30 a.m.</td>
<td>BREAKFAST</td>
<td>6:30 – 8:30 a.m.</td>
<td>BREAKFAST</td>
</tr>
<tr>
<td>9:30 – 10 a.m.</td>
<td>BREAK</td>
<td>9:45 – 10 a.m.</td>
<td>BREAK</td>
</tr>
<tr>
<td>12:45 – 1:45 p.m.</td>
<td>LUNCH</td>
<td>12:45 – 1:45 p.m.</td>
<td>LUNCH</td>
</tr>
<tr>
<td>2:45 – 3 p.m.</td>
<td>BREAK</td>
<td>2:45 – 3 p.m.</td>
<td>BREAK</td>
</tr>
</tbody>
</table>

## Past Exhibitors

- American Sentinel University
- ARAMARK Uniform Services
- CareFusion
- Diversey, Inc.
- EndoChoice
- GOJO Industries, Inc.
- Mölnlycke Health Care, Inc.
- Symmetry
- Covidien
- 3M Health Care
- Oberon, Inc.

## Floor Plan

Please see the APIC website for the latest floor plan for each site.

[www.apic.org](http://www.apic.org)
## SPONSORSHIP BENEFITS AT-A-GLANCE

Maximize your exposure at these courses by considering additional promotional and advertising opportunities. These sponsorships can strengthen brand recognition past the few days of the course.

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Totebag</strong></td>
<td>$5,000</td>
</tr>
<tr>
<td>Each attendee will receive a totebag filled with the onsite program. The totebag will showcase the APIC logo and your company logo.</td>
<td></td>
</tr>
<tr>
<td><strong>Totebag insert</strong></td>
<td>$1,000</td>
</tr>
<tr>
<td>Include your company flyer in each attendee’s totebag. Your company provides the flyer and APIC places it into the totebag!</td>
<td></td>
</tr>
<tr>
<td><strong>Hotel keys &amp; packet</strong></td>
<td>$5,000</td>
</tr>
<tr>
<td>Make the first impression on all attendees that stay at the designated hotel for the duration of the course.</td>
<td></td>
</tr>
<tr>
<td><strong>Lanyards</strong></td>
<td>$3,000</td>
</tr>
<tr>
<td>Each attendee’s registration badge will be on the custom lanyard that has your company logo.</td>
<td></td>
</tr>
<tr>
<td><strong>Hand sanitizer available at lunch break</strong></td>
<td>$1,000 each</td>
</tr>
<tr>
<td>APIC provides lunch to all attendees in the exhibit hall. Your company can provide hand sanitizing samples or stations located at the buffet line.</td>
<td></td>
</tr>
<tr>
<td><strong>Directional signage (back of meter board)</strong></td>
<td>$750 each sign</td>
</tr>
<tr>
<td>APIC will have 3 directional signs to help attendees navigate to the proper session rooms. Have your custom graphics on the back of each sign.</td>
<td></td>
</tr>
</tbody>
</table>
**NETWORKING RECEPTION**

APIC will host a networking reception for all attendees and faculty. Large signage, logo napkins and a signature drink will acknowledge your exclusive sponsorship of this event. Pre-course marketing of this event will also acknowledge your sponsorship of this reception. The exclusive sponsor will also be able to invite additional company representatives to attend this valuable networking event.

**Price $10,000**

**Benefits**

- Pre-registration list of conference attendees
- 1 totebag flyer with reception invitation
- 1 email to all APIC course attendees

A complete service kit will be available upon completion of signed registration form and payment in full.
APIC 2014 Course Series Exhibitor & Sponsorship Agreement Form

COMPANY NAME: ____________________________________________________________

CONTACT PERSON: __________________________________________________________

PHONE:_________________________________________________ FAX: ____________________

ADDRESS: ________________________________________________________________

CITY: ____________________________________________________ STATE & ZIP: ____________

E-MAIL: ________________________________________________________________

Exhibit | March 2014, Baltimore, MD | September 2014, Orlando, FL
---|---|---
- ASC course | $2,500 | ASC course | $2,500
- EPI courses | $2,500 | EPI courses | $2,500
- BOTH ASC and EPI courses | $5,000 | BOTH ASC and EPI courses | $5,000

Sponsorship

<table>
<thead>
<tr>
<th>Name</th>
<th>Price</th>
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Payment Method

- Check for $ _____________ enclosed
  check number _______________
  (Make check payable to: APIC)

- Strategic Partner Credits
  $ _______________ (not to exceed $5,000)

- Please charge $ _______________
  - Visa
  - MasterCard
  - American Express

  Card # Exp. Date

  Cardholder’s Name

  Authorized Signature

AUTHORIZATION

Signature on this form indicates a binding financial obligation to APIC for the sponsorship fee specified above, and indicates that you and your company agree to abide by the published rules and regulations governing EPI and Ambulatory Care program sponsors/exhibitors. Further, you and your organization agree to abide by APIC Corporate Guidelines. APIC reserves the right to review all ads and inserts associated with sponsorship for conformity to APIC standards and the right to reject any ads that it deems unacceptable. Ad and insert submissions may not compare trademarked products or disparage competitive products and/or services. Sponsoring, exhibiting or advertising with APIC does not imply endorsement of the company’s products by APIC. Signature on this document indicates commitment to comply with all Terms and Conditions outlined in the 2013 APIC Course Series Sponsorship Overview document.

PRINT NAME AND TITLE OF AUTHORIZING COMPANY OFFICER/REPRESENTATIVE

SIGNATURE OF AUTHORIZING COMPANY OFFICER/REPRESENTATIVE DATE