

DEMONSTRATE
EDUCATE COMMUNICATE
SUPPORT
COLLABORATE EVALUATE
INFLUENCE ENGAGE

15,000+
MEMBERS
STRONG

YOUR GATEWAY

TO THE INFECTION PREVENTION AND CONTROL COMMUNITY

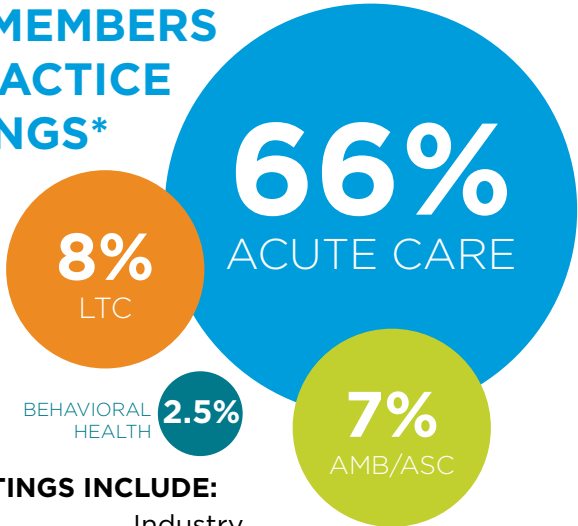
PARTNER | SPONSOR | EXHIBIT | ADVERTISE



The Association for Professionals in Infection Control and Epidemiology (APIC) is the leading association in infection prevention and control.

Our mission is to create a safer world through the prevention of infection. Infection Preventionists (IPs) play a critical role in the high stakes environment of infection prevention and control (IPC). They depend on APIC for quality education, evidence-based research and balanced advocacy. They look to industry for innovative products and services that positively impact patient safety and quality of care, which drive value-based purchasing (VBP).

APIC MEMBERS BY PRACTICE SETTINGS*



OTHER SETTINGS INCLUDE:
University Industry
Long-term care Public health
Rehabilitation center Military

APIC MEMBERS BY PROFESSION

- Backgrounds include:
- infection preventionists
 - nurses
 - physicians
 - public health professionals
 - epidemiologists
 - medical technologists
 - microbiologists
 - others in the infection prevention industry

APIC ENGAGEMENT AT-A-GLANCE:

2,500+

IPs AND CLINICIANS
ATTEND APIC'S
ANNUAL CONFERENCE

35,000+

MONTHLY VISITS TO **APIC.ORG**
WITH NEARLY **5 MILLION**
ANNUAL PAGE VIEWS

50,000+

ONLINE EDUCATION
REGISTRATIONS SINCE 2014

DID YOU KNOW?

IPs play a major role in organizational decision making related to products or devices, especially when there is a high degree of evidence associated with the product.

15,000+
MEMBERS
STRONG

AN APIC-LED EFFORT BROUGHT TOGETHER A **DIVERSE COALITION** OF **54 ALLIED ORGANIZATIONS** TO HELP GARNER SUPPORT FOR CONGRESS TO PROVIDE A **\$3 MILLION** INCREASE IN 2016 FOR STANDARDIZED COLLECTION OF HAI DATA THROUGH CDC'S NATIONAL HEALTHCARE SAFETY NETWORK.
(PL 114-113)

READY TO EXPAND YOUR REACH?

Whether you desire to reach highly engaged readers, provide relevant learning opportunities, showcase your innovative products, or demonstrate your commitment to the advancement of IPC, APIC's integrated marketing opportunities can provide solutions.

- ▶ **Thought Leadership + Brand Recognition**
- ▶ **Marketing + Promotions**
- ▶ **Education + Brand Equity**
- ▶ **Practice Advancement + Brand Equity**

ON ANY GIVEN DAY, ABOUT **1 IN 25** HOSPITAL PATIENTS WILL CONTRACT A HEALTHCARE-ASSOCIATED INFECTION (HAI). ACCORDING TO CDC DATA, THERE WERE AN **ESTIMATED 722,000 HAIs IN U.S. HOSPITALS** ALONE IN 2011, AND AN ESTIMATED 75,000 PATIENTS WITH HAIs DIED DURING THEIR HOSPITALIZATIONS. **MORE THAN HALF** OF ALL HAIs OCCURRED OUTSIDE OF THE INTENSIVE CARE UNIT.*

* Centers for Disease Control and Prevention
<http://www.cdc.gov/HAI/surveillance/>. 2014 Data



SHARE YOUR STUFF.

Industry Perspectives is an online platform 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.

INFLUENCE

CONTENT CAN INCLUDE:

- Knowledge-based information
- Educational content
- Product information

With **quality industry content**, infection preventionists will be able to supplement their clinical knowledge with details related to product usage, the science supporting a specific methodology, and implementation of best practices that keep patients safe from infection.

For more information please visit
apic.org/industry Perspectives



COLLABORATE

BE IN GOOD COMPANY.

APIC Strategic Partner Program is a formal, ongoing **relationship between APIC and healthcare companies** united in the common goal of reducing the risk of infection.

Our partners play an important role in supporting many of the programs and services that make APIC membership so valuable. In return, the Strategic Partners receive high visibility through consistent recognition and activities throughout the year.

The Strategic Partner Program is invaluable to companies that want to be **recognized as market leaders** and who seek by more than 15,000 APIC members, and who seek to visibly demonstrate both their commitment to the field and value as a market resource.

For additional information please visit:
apic.org/Partners/Strategic-Partners

Important Disclaimer: The APIC Strategic Partner program does not constitute an APIC endorsement of any Strategic Partner company or its products and services. APIC Strategic Partners are required to adhere to the APIC Corporate Guidelines.

APIC strategic partners for 2017:



REINFORCE PROFESSIONAL DEVELOPMENT.

The Infection Prevention Academy attracts hundreds of attendees for a week of hands-on learning delivered by APIC experts and an exhibit hall of select industry leaders. The Academy offers learners APIC's signature training courses on infection prevention to accommodate all competency levels. **Exhibit, sponsor or host a focus group at this unique venue.**

APIC Webinar Series presents monthly hour-long webinars addressing current topics and infection prevention fundamentals. Average webinar attendance exceeds 500 participants. **Sponsor a webinar and align your brand** with one of APIC's accredited webinars to highlight your support of the IPC profession.

Please visit apic.org/Academy and webinars.apic.org to find out more!

SUPPORT

SUPPORT INNOVATIVE LEARNING.



Virtual Learning Labs, delivered through an online platform, are APIC's newest education offering that takes participants on a deeper dive into the real world challenges that IPs face. The labs provide a blended learning atmosphere through live online learning sessions, instructor-led facilitation, discussion board activities, and real world application exercises for IPs at all proficiency levels. Each lab typically attracts over 100 participants and lasts for 4-5 weeks. **Sponsor a Virtual Learning Lab that aligns directly with your brand and extend your exposure to a focused group of IPs.**

Previous Virtual Learning Lab Topics Include:

- Health Information Technology
- Basic Statistics for Infection Preventionists
- Effectively Using Data

ENGAGE

To learn more, please visit
apic.org/Education-and-Events/Overview

EVALUATE

DARE TO BE GREAT.

Market Research Opportunity: APIC Online Panel

The APIC Online Panel provides access to an online survey panel of APIC members who have opted-in to take surveys and provide market research responses to related industry organizations.

APIC Panel Advantages

- Fast turnaround – 36 hours
- Validated sample – all are verified APIC members
- Targeted – Prescreened and already profiled
- Survey design and launch platform provided

Panelist Profile

- 1000+ APIC participating members
- 65% work in an acute care in-patient setting
- 72% have been a member of APIC for more than four years
- 43% are registered nurses and 11% are epidemiologists
- 60% are CIC® certified
- 82% have worked in infection prevention and control for at least four years
- 80% are IPs involved in making product purchase decisions



GET NOTICED.

Digital Advertising can **drive traffic directly to your website** and put your company in front of the clinical professionals that are seeking your products and services. Advertise in one, two, or all three of APIC's electronic newsletters and our annual conference electronic newsletter, *The Insider*.

Print Advertising reaches IPs and related healthcare professionals with the leading research publication, the *American Journal of Infection Control* (AJIC) and *Prevention Strategist*, APIC's signature member magazine, provides evidence-based strategies and practical guidance.

APIC
e-newsletters
have a
30%
AVERAGE
OPEN RATE

eNews: The latest regulatory updates, news about innovative APIC programs and services, and a recap of infection prevention in the general press.

15,000+APIC members

WEDNESDAY, WEEKLY

Education Now: Regular listings of the latest education offerings and new resources.

15,000+APIC members

MONDAY, EVERY OTHER WEEK

Chapter Leader News: Updates for local APIC leaders with member engagement opportunities.

1,200 local chapter leaders

FEBRUARY, APRIL, JUNE, AUGUST, OCTOBER AND DECEMBER

The Insider: Specific to the APIC Annual Conference and typically has a run date that bookends the conference itself. Designed to provide highlights about the upcoming conference and is a great way to drive traffic to your exhibit booth.

20,000 APIC members and prospects

MONTHLY: DEC-MARCH • TWICE MONTHLY: APRIL-JUNE

COMMUNICATE

SHOWCASE YOUR IPC SOLUTIONS.

APIC Annual Conference is where each year, more than 2,500 clinical professionals from around the world gather for three transformational days to expand their network and learn about evidence-based advances in infection prevention. With a total attendance of almost 5,000 individuals, and the largest exhibit hall dedicated to infection prevention, APIC's Annual Conference is the premier forum for infection prevention and epidemiology professionals.

To find the latest information regarding APIC's Annual Conference, please visit the conference website: apic.org/ac2017



DEMONSTRATE



Association for Professionals in
Infection Control and Epidemiology

Spreading knowledge. Preventing infection.®

To learn more about any of these opportunities, contact:

Susan Konohia
Associate Director, Corporate Sponsorships
skonohia@apic.org
202.454.2642