Align with the leading association for nearly 16,000 infection preventionists.

apic.org/align
WHO WE ARE

APIC is the Association for Professionals in Infection Control and Epidemiology—the leading professional association for infection preventionists (IPs), with nearly 16,000 members worldwide. APIC’s members include infection preventionists, epidemiologists, nurses, and other professionals who touch the lives of nearly every American who receives healthcare in hospitals, ambulatory centers, and long-term care facilities.

APIC provides its members with the resources, thought-leadership, education, and comprehensive training to help protect patients and staff across practice settings.

Our Vision
Healthcare without infection

Our Mission
Create a safer world through prevention of infection

APIC’S NEARLY 16,000 MEMBERS

by Practice Settings
- 56% ACUTE CARE
- 28% AMBULATORY CARE
- 11% LTC
- 7% ASC

Other settings include:
- University
- Critical access hospital
- Rehabilitation center
- Consulting
- Public health
- Military

by Profession
Backgrounds include:
- nurses
- physicians
- public health professionals
- epidemiologists
- medical technologists
- microbiologists
- others in the IPC industry
ALIGN WITH APIC
Commitment ∙ Access ∙ Brand Visibility

Commitment
APIC and our Corporate Partners work together toward APIC’s mission: To create a safer world through the prevention of infection. APIC’s Corporate Partners serve a vital role in our work. Gain visibility for your organization’s contributions to infection prevention.

Access
APIC corporate sponsorship provides access to the premier association of IPs, so you can expand your reach. Network with the leaders and decision makers within their respective healthcare settings. Your partnership with APIC opens the doors to a market of nearly 16,000 individual and organizational members in 113 chapters.

Brand Visibility
Aligning with APIC initiatives gives your organization effective marketing power and valuable exposure. Gain recognition by IPs nationwide and enhance your image. APIC recognizes corporate support in many public ways including the APIC website, advertising in our scientific journal, signage at live APIC meetings and conferences, and so much more.

APIC and its Corporate Partners work together to advance patient safety and effective infection prevention and control.

Get Involved!
Show your allegiance to the IPC profession by partnering with APIC today! Discover the variety of opportunities to align with APIC, including:

- Strategic Partner Program .................. Pages 2-5
- Event Sponsorship ......................... Pages 6
- Product Sponsorship ....................... Pages 7-8
- Professional Development Sponsorship .... Page 9-10
- Digital & Print Advertising ............... Page 11
- Corporate Support Training .............. Page 12
The APIC Strategic Partner Program is a formal, mutually beneficial partnership between APIC and industry partners united in the common goal of furthering the field of infection prevention and control (IPC).

Being a part of the Strategic Partner Program allows your organization to stand out as a corporate leader that is helping to shape the future of IPC. Our partners play an integral role in supporting many of the APIC programs and services that make APIC membership invaluable.

APIC Strategic Partner Program Benefits

**Align with APIC**
- Establish yourself as an APIC Strategic Partner — Exclusively listed on APIC.org as an APIC Strategic Partner
- Recognition ad in *AJIC* and *Prevention Strategist*
- Exclusive use of APIC Strategic Partner logo
- Serve as a patron to the Competency Advancement Assistance Program (CAA), which supports the professional development for 50 IPs looking to advance through CIC® Certification annually

**Access Guidance and Networking**
- In-person Leadership Forum — Hosted two (2) times per year
- Opinion Leader Calls with IPC Experts — Hosted two (2) times per year
- Government Affairs Calls — Hosted two (2) times per year
- Consultant Calls with APIC Subject Matter Experts
- On-site Visits with APIC Staff
- Press Release template
- Associate Memberships (and Discounted Rates)
- Chapter Leader Contact List, Event List, and Engagement List
- APIC Annual Conference — Four (4) Full Registrations
- Strategic Partner Reception with APIC Board of Directors (BOD)
- Leadership Reception with APIC BOD and Committee Chairs
- Strategic Partner Knowledge Hunt: this mobile app scavenger hunt draws additional attendees to your booth
- Dessert provided each day in Strategic Partner booths to increase attendee foot traffic
- Access to Strategic Partner Lounge for private meetings
- Invitation to APIC UBC Carpenters’ Hospital Reception with C-Suite Executives

**Brand Visibility**
- Strategic Partner Allocation
  - Conference exhibitor booth
  - Conference focus groups
  - Industry Perspectives
  - APIC webinars
  - and more!
• APIC Annual Conference
  – Priority booth location selection + 10% booth discount for following year
  – Strategic Partner Floor Sticker (in front of your booth)
  – Strategic Partner wall
  – Ads to Recognize Strategic Partner Contributions in:
    • On-site Program
    • Exhibitor Directory
    • Exhibitor Floorplan
    • Conference App
    • Show Daily Newsletter
• APIC Industry Perspectives: Provides valuable information to supplement IPs’ clinical knowledge related to IPC products and services
  – Dedicated webpage for Strategic Partners
• Chapter Leader News: This e-newsletter for APIC chapter leaders provides information pertinent to their leadership responsibilities and the activities of their chapters. This targets 113 chapters across the nation.
  – Audience includes more than 800 local chapter leaders
  – Monthly e-newsletter
  – EXCLUSIVE! Dedicated section for Strategic Partners, listing sponsorship opportunities of interest
• Chapter Leader Community Posting: This member discussion forum serves as an online community for chapter leaders.
  – Exclusive Strategic Partners listing
• Bimonthly Chapter Leader Calls: Led by the Associate Director, Membership & Component Relations
  – Exclusive Strategic Partners listing

Your Return on Investment
Investing with APIC provides incredible value! See what you’re getting when you partner with us.

**Communications/Marketing**

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive APIC Strategic Partner logo</td>
<td>EXCLUSIVE</td>
</tr>
<tr>
<td>Exclusive landing page on APIC.org with link to company webpage</td>
<td>$5,000</td>
</tr>
<tr>
<td>Company logo listed on Strategic Partner page within APIC’s Industry Perspectives with link to company webpage</td>
<td>$3,000</td>
</tr>
<tr>
<td>Press Release template</td>
<td>$1,500</td>
</tr>
<tr>
<td>Support for Competency Advancement Assistance Program</td>
<td>$20,000</td>
</tr>
<tr>
<td>Full page Prevention Strategist ad thanking Strategic Partners with company logo</td>
<td>$4,300</td>
</tr>
<tr>
<td>Full page AJIC ad thanking Strategic Partners with company logo</td>
<td>$5,200</td>
</tr>
<tr>
<td><strong>NEW!</strong> Featured in quarterly Strategic Partner spotlight e-newsletter</td>
<td>$4,000</td>
</tr>
<tr>
<td><strong>NEW!</strong> Complimentary market research survey with up to 50 APIC member responses (excluding survey incentive)</td>
<td>$5,000</td>
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</tbody>
</table>

**Meetings**

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two (2) Strategic Partner Leadership Forum Meetings</td>
<td>EXCLUSIVE</td>
</tr>
<tr>
<td>Dedicated APIC liaisons</td>
<td>EXCLUSIVE</td>
</tr>
<tr>
<td>Consultant calls with APIC subject matter experts</td>
<td>EXCLUSIVE</td>
</tr>
<tr>
<td>Two (2) Strategic Partner Opinion Leader Calls with APIC members and staff</td>
<td>EXCLUSIVE</td>
</tr>
<tr>
<td>Two (2) APIC Government Affairs Calls</td>
<td>EXCLUSIVE</td>
</tr>
<tr>
<td>Partner site visits (APIC staff and volunteer leader)</td>
<td>EXCLUSIVE</td>
</tr>
<tr>
<td>10% discount on APIC’s Customized Corporate Training Program</td>
<td>$2,200</td>
</tr>
</tbody>
</table>

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Allocations

$10,000 allocation of your program dues $10,000

Ten (10) complimentary APIC annual associate memberships (unlimited associate memberships at discounted rate of $150/year) $3,075

Annual Conference

Four (4) complimentary full registrations to APIC Annual Conference $5,840

Priority Points for booth selection EXCLUSIVE

10% exhibitor booth discount (sample based on 40x30 booth) $5,000

Strategic Partner Knowledge Hunt* $4,000

Meterboards directing attendees to Strategic Partner booths with logos* $200

Strategic Partner logo floor sticker placed in front of booth* $500

Dessert Placement at booth* $5,000

NEW! Strategic Partner breakout session at Chapter Leader Training EXCLUSIVE

Strategic Partner Wall $5,000

NEW! Invitation to APIC Hospital Reception with C-Suite Executives, APIC Board of Directors, APIC CEO EXCLUSIVE

Invitation to Strategic Partner Reception with APIC Board Members EXCLUSIVE

Invitation to APIC Leadership Reception with APIC Board Members, Committee Members, Committee Leaders EXCLUSIVE

Access to Strategic Partner Lounge $10,000

Full Page ad thanking Strategic Partners in the exhibitor directory $2,500

Strategic Partner listing in conference mobile app $2,000

Half page ad in the exhibitor directory promoting dessert in Strategic Partner booths $1,500

Full Page ad thanking Strategic Partners in the onsite program, with company logo $2,000

Show Daily Newsletter ad thanking Strategic Partners, with company logo $1,800

Cleaning, Disinfection, and Sterilization Conference

Discount on full Cleaning, Disinfection, and Sterilization Conference registration EXCLUSIVE

Chapter Engagement — New for 2020!

Chapter Engagement List EXCLUSIVE

Chapter Event List EXCLUSIVE

Listing in Chapter Leader News EXCLUSIVE

Listing in Chapter Leader Community EXCLUSIVE

Listing in Chapter Leader Call EXCLUSIVE

Total Value .................. $108,615

+ Exclusive Strategic Partner Benefits not offered elsewhere

Total Cost ............... $60,000

*Strategic Partner booths have 300% more visitor volume compared to general exhibitors
IN GOOD COMPANY
STRATEGIC PARTNERS

3M Health Care
Aerobiotix
Aramark
BD
CanTel
Civco
Clorox Healthcare
CS Medical
Diversey
GOJO
Medline
Pall Medical
PDI
PurpleSun
Sterifre Medical
APIC Annual Conference

Every June, thousands of healthcare professionals from around the world gather for three days to share best practices, advance their network, and learn about the latest advances in infection prevention and evidence-based science at the APIC Annual Conference.

- 2019 Full Paid Attendees: 3,000+
- 2019 Full Paid Attendees & Exhibitors: 4,900+

TO BECOME AN APIC ANNUAL CONFERENCE EXHIBITOR, CONTACT COLLEEN CAMPBELL AT APICexhibits@conferencemanagers.com

The Conference Sponsorship Program helps you create a lasting impact at the conference and is the perfect way to position your organization as an industry leader. As a sponsor of the APIC Annual Conference, you’ll increase your visibility to the profession and promote your research and innovation in an open forum that brings you face-to-face with new leads and key decision-makers.

TO LEARN MORE ABOUT APIC ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES, CONTACT JENNIFER KERHIN AT apicsponsorships@sponsorshipboost.com

Cleaning, Disinfection, and Sterilization Conference

This interactive conference provides IPs with an opportunity to explore fundamental challenges, emerging issues, and practical strategies and solutions in the critical infection prevention and control areas of cleaning, disinfection, and sterilization. The two-day format features plenary sessions, workshops, an exhibit hall, and networking events. In the intimate setting of this conference, attendees apply their knowledge, interact with leading experts, share their experiences and ideas, and expand their professional network.

TO LEARN MORE ABOUT EXHIBITOR AND SPONSORSHIP OPPORTUNITIES, CONTACT CAROLINE MAH AT cmah@apic.org

Education for the Prevention of Infection (EPI® and ASC)

APIC’s two signature novice-level programs (the EPI® Intensive and the ASC Intensive) provide foundational IPC training via four-day, in-person courses. Courses are offered across the country. Attendance ranges from 45-115 (dependent on whether program is EPI standalone or co-located with EPI and ASC).

Sponsorship opportunities include:

- Breakfast sponsor
- Lunch sponsor
- Print and/or product distribution at event

TO LEARN MORE AND VIEW THE COURSE LOCATIONS AND DATES, CONTACT CAROLINE MAH AT cmah@apic.org
PRODUCT SPONSORSHIP

Industry Perspectives
This online resource provides IPs and other healthcare professionals with easy access to relevant infection prevention information generated by industry partners. Share your expertise to help expand IPs’ competencies in evaluating products and services and the research that supports them. Content can be provided in multiple formats including white papers, reports, product guides, and videos.

International Infection Prevention Week
International Infection Prevention Week (IIPW), part of the Infection Prevention and You campaign, helps patients, families, and healthcare professionals better understand their role in preventing infections. With more than 1.5MM annual pageviews, the IIPW website provides actions for patients, healthcare providers, and families to take to reduce the spread of harmful infections. Become an Industry Champion for this important public awareness initiative, which will not only allow you to join forces with APIC to increase infection prevention awareness but also demonstrate your company’s commitment to infection prevention, patient safety, and public health.

Market Research
Access the highest quality survey panel of IPC professionals available. The APIC Online Panel for Market Research allows organizations who provide infection prevention-related products and services to effectively target and survey those in the field. Keep a pulse on what IPs are thinking and doing—and ensure accurate research is informing your organization’s decisions and strategy.

NEW! APIC Podcast
APIC’s new podcast, 5 Second Rule, provides free, educational content, reaching audiences all over the globe—with distribution on Apple Podcasts, Spotify, Google Podcasts, and Stitcher. Showcase your commitment to furthering the field of IPC and increase brand visibility with a broad audience. Sponsor a podcast episode with a stitch—an approximately 15-second commercial break, narrated by the host—and your logo on the episode webpage. In addition, your company will receive brand acknowledgment and high-visibility promotion in APIC e-newsletters and social media channels.
APIC Webinars

Free to APIC members, APIC’s monthly webinars cover a range of topics, from infection prevention innovations to leadership to disease outbreaks. Hosted by leading experts in the field, these hour-long experiences provide opportunities for attendees to earn contact hours and are ranked as one of the most valued member benefits. Webinars are also archived and available in our on-demand library. Sponsor a webinar to showcase your commitment to furthering the field of IPC, increase brand visibility, and capture valuable leads (who opt-in) to build relationships with a targeted audience. A typical webinar audience includes 200+ IPs.

NEW! Industry Webinars

Develop your own educational webinar on a key topic in the IPC field (non-product promotion). Select the educational content (one topic per webinar) and presenters of your choice. Similar to APIC’s educational webinars, you’ll have the opportunity for increased brand visibility and valuable lead generation through promotion in APIC’s e-newsletters. Industry webinars are not part of the APIC webinar educational programming presented by APIC.

NEW! APIC Microlearning Hub

APIC is excited to launch a new platform in 2020, where IPs can share best practices via microlessons. Microlessons provide accessible education in a brief (approximately 5-10-minute) format, often focusing on one specialized learning objective. The mobile-friendly site will feature timely microlessons (vetted by APIC) with formats ranging from short videos to narrated poster sessions or case studies. Sponsorship includes branding promotion on the site, via APIC e-newsletter, and on social media, as well as the list of users (who opt-in).

NEW! APIC IPC Collaboration Series

Also new for 2020, APIC is launching an online education series featuring joint presentations by IP experts with their peers in areas such as sterile processing, quality, the microbiology lab, public health, and more. The program will be a seasonal series featuring live presentations and practical case studies showcasing effective collaboration. Attendees will have the opportunity to engage with the speakers and their peers. Each presentation will be recorded. Sponsorship includes recognition noting partner’s support in the form of an unrestricted grant (including via APIC e-newsletter, and on social media), as well as the list of attendees (who opt-in).

TO LEARN MORE ABOUT APIC PRODUCTS AND TO BECOME A SPONSOR, CONTACT CAROLINE MAH AT cmah@apic.org
APIC Scholarships

By sponsoring a scholarship to support an IP student or professional, your organization not only showcases its dedication to the future of IPC but also:

- Directly supports a student or IPC professional with the opportunity to learn, grow, and develop in the profession.
- Demonstrates your commitment to empowering students and IPC professionals, who are the future of the profession.
- Connects your brand to the education and development of passionate students and IPC professionals.

Sponsored scholarships are fully managed by APIC—from promoting your scholarship, collecting applications, judging, and selection, to awarding of scholarship funds.

APIC Annual Conference

Held in June each year, the APIC Annual Conference is the largest gathering of infection prevention professionals in the world. Attendees return year after year for three powerful days of learning, networking, and inspiration. From our exceptional educational programming to our dynamic Exhibit Hall and everything in between, it is the must-attend event for IPs from around the globe.
• **International Annual Conference Travel Grant**
  This educational initiative provides access to 10 IPC professionals in underserved countries, outside of the U.S., who wouldn’t otherwise have an opportunity to attend Annual Conference.

• **U.S. Annual Conference Travel Grant**
  This educational initiative provides access to five IPC professionals in underserved communities within the U.S., focusing on IPs from regions hit by natural disasters who wouldn’t otherwise have an opportunity to attend APIC’s Annual Conference.

**APIC Training Courses**

Offered across the U.S., APIC’s four-day Education for the Prevention of Infection (EPI®) courses provide foundational training for novice IPs.

• **EPI® Intensive Certificate Scholarship**
  This course covers foundational training and competency-building in IPC. Attendees learn evidenced-based best practices to develop an effective IPC program to protect patients, reduce risk, and comply with accrediting and regulatory requirements.

• **ASC Intensive Scholarship**
  Similar to the EPI Intensive course, this course is customized for healthcare professionals providing infection prevention oversight in surgical centers, pain clinics, endoscopy centers, and other ambulatory care practice settings.

Scholarship for the EPI Intensive and ASC Intensive covers:

• Course Registration
• Airfare
• Hotel (three nights)
• Meal and incidental expenses

▶ **TO LEARN MORE ABOUT APIC SCHOLARSHIPS, CONTACT CAROLINE MAH AT cmah@apic.org**

**APIC Awards Program**

APIC Annual Awards Program recognizes outstanding achievement by individual members and chapters at the APIC Annual Conference. These include: Abstract Awards, Chapter Leader Award, and Chapter Excellence Award. The Chapter Leader Award provides the opportunity for chapters to recognize one of their members at the APIC Annual Conference. The Chapter Excellence Award recognizes local chapters that have aligned their members and resources in support of APIC’s mission and strategic plan.

▶ **FOR MORE INFORMATION, PLEASE CONTACT CAROLINE MAH AT cmah@apic.org**
DIGITAL AND PRINT ADVERTISING

Digital Advertising
Gain access to nearly 16,000 APIC members weekly, bi-weekly, and/or monthly, direct to their inboxes. APIC e-newsletters provide informative, timely news that affects the profession, as well as important association information. This is an excellent advertising vehicle to increase exposure for your product or service.

APIC e-newsletters include:
• eNews (weekly)
• Education Now (bi-weekly)
• Chapter Leader News (monthly)
• Conference Insider (twice monthly in advance of APIC’s Annual Conference)

Industry Webinar Promotion
Promote your company’s webinars via APIC’s digital platforms to nearly 16,000 APIC members. Promotion includes:
• Promotion via APIC e-newsletter
• Promotion via APIC Industry Perspectives

Print Advertising
American Journal of Infection Control (AJIC)
Infection preventionists, physicians, nurses, and epidemiologists rely on AJIC for peer-reviewed articles covering clinical topics, as well as original research. As the official scientific journal of APIC, AJIC is the foremost resource on infection control, epidemiology, infectious diseases, quality management, occupational health, and disease prevention. AJIC also publishes infection control guidelines from APIC and the CDC.

FOR ADVERTISING INQUIRIES, CONTACT:
Jeffrey Berman
215-249-3060
jberman@bemediapartners.com

Prevention Strategist
Distributed to APIC’s nearly 16,000 members on a quarterly basis, Prevention Strategist offers strategies, case studies, and best practices for IPs. Prevention Strategist translates the science of infection prevention into easily implementable ideas for IPs. The award-winning magazine provides stories and inspiration from IPs who have reduced infections in their respective healthcare organizations by using evidence-based best practices.

FOR ADVERTISING INQUIRIES, CONTACT:
Brian Agnes
770-810-6979
bagnes@naylor.com

TO LEARN MORE ABOUT DIGITAL ADVERTISING OPPORTUNITIES, CONTACT LAKESHA JONES AT ljones@apic.org
CORPORATE SUPPORT TRAINING

Train Your Team in the Language of IPs

- Basics of Infection Prevention and Control for Non-Clinicians
  Developed for professionals who interact with and deliver tools and services for IPs, this course provides an overview of IPC and a general framework for understanding and appreciating the important work of IPs. Ideal for sales, marketing, product development, and executive management teams, this course can be delivered via on-site or virtual training, or a hybrid of the two.

▶ PLEASE CONTACT COLIN RICHARDSON AT crichardson@apic.org FOR DETAILS.
Partner with the Best
to Reach Infection Prevention and Control Decision-Makers

Contact Information

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Association for Professionals in Infection Control and Epidemiology (APIC)
1400 Crystal Drive, Suite 900
Arlington, VA 22202
About APIC

The Association for Professionals in Infection Control and Epidemiology (APIC) is creating a safer world through the prevention of infection. APIC’s nearly 16,000 members develop and direct infection prevention and control programs that save lives and improve the bottom line for healthcare facilities. APIC advances its mission through patient safety, education, implementation science, competencies and certification, advocacy, and data standardization. Visit us at apic.org.