



Your Connection to Infection Prevention & Control Professionals

**Align with the leading
association with more than
15,000 infection preventionists**

apic.org/align



APIC[®]

Association for Professionals in
Infection Control and Epidemiology



WHO WE ARE

APIC is the Association for Professionals in Infection Control and Epidemiology—the leading professional association for infection preventionists (IPs), with more than 15,000 members worldwide. APIC’s members include infection preventionists, epidemiologists, nurses, and other professionals who touch the lives of nearly every person 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

A safer world through the prevention of infection

Our Mission

To advance the science and practice of infection prevention and control



MORE THAN 15,000 APIC MEMBERS

Practice Settings

- Acute Care
- Long-Term Care
- Critical Access Hospital
- Public Health
- Ambulatory Surgery Center
- Ambulatory Care
- Long-Term Acute Care
- Behavioral Health
- +More

Professions

- Nurses
- Physicians
- Public health professionals
- Epidemiologists
- Medical technologists
- Microbiologists
- Others in the infection prevention and control industry

ALIGN WITH APIC

Commitment • Access • Brand Visibility

Commitment

APIC and our Corporate Partners work together toward APIC's mission: To advance the science and practice of infection prevention and control. Partner with APIC to gain visibility for your organization's commitment and contributions to infection prevention.

Access

Expand your reach. APIC corporate sponsorships open the doors to a market of more than 15,000 individual and organizational members in more than 110 chapters. Now, you can network with the leaders and decision makers within their respective healthcare settings.

Brand Visibility

Align with APIC initiatives and gain recognition by IPs nationwide. APIC recognizes corporate support in many public ways including the APIC website, advertising in our scientific journal, signage at in-person APIC meetings and conferences, and so much more.

APIC and our 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 and explore the many opportunities to align with our mission.

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PARTNER PROGRAMS



Establish Your Organization as an Industry Leader in Infection Prevention and Control

Established in 2007, the APIC Strategic Partner Program is a formal, mutually beneficial partnership between APIC and industry partners united in the common mission of advancing the science and practice of infection prevention and control (IPC). As an APIC Strategic Partner, your organization will:

- Get access to over 15,000 infection preventionists (IP) in the United States and beyond.
- Network with IPC leaders, APIC Board of Directors, CEO, and Chapter Leaders.
- Gain brand recognition and visibility as a leader in IPC.
- Demonstrate your position as a leader in IPC research and innovation.
- Gain real IPC insight to inform your teams of the most pressing issues.

2025 Strategic Partners





EVENT SPONSORSHIP

APIC26

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. This is a hybrid event—allowing attendees to join in person or virtually from their home or office.

2025 In-Person
2,200 attendees (exhibitors not included)

2025 Virtual
1000+ attendees

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.

International Infection Prevention Week

October 18 - 24, 2026

International Infection Prevention Week (IIPW), part of the Infection Prevention and You campaign helps healthcare professionals, patients, and families better understand their role in preventing infections.

With over 200,000 annual pageviews and 95,550 social media impressions (8.4% engagement), IIPW empowers patients, providers, and families with resources to prevent harmful infections in their communities.

Become a sponsor for this important public awareness initiative, which will allow you to join forces with APIC to increase IPC awareness.

To become an APIC Annual Conference Exhibitor or sponsor, contact jillian_terrio@afassanoco.com

PRODUCT SPONSORSHIP

KNOWLEDGE SHARING

Virtual Symposia

Develop your own educational webinar on a key topic in the IPC field. Select the educational content and presenters of your choice. Similar to APIC's educational webinars, you have the opportunity for increased brand visibility and valuable lead generation through promotion in APIC's e-newsletters. With more than 10,000 total registrants in 2025, this is an impactful lead generation opportunity. **Virtual Symposia are not part of the APIC webinar educational programming presented by APIC.**

IP Spark (Microlearning Hub)

IP Spark is APIC's microlearning hub, relaunched for 2026 to provide infection preventionists with quick, high-impact learning and a peer-to-peer exchange of best practices. This exciting platform allows IPs to share insights through microlessons, which deliver accessible education in a brief (approximately 5–10 minute) format, often focusing on a single specialized learning objective. The mobile-friendly site features timely microlessons vetted by APIC's Education Committee, with formats ranging from short videos to narrated poster sessions and case studies. Sponsorship opportunities include brand promotion on the site, APIC e-newsletters, and social media. IP Spark makes it easy to build knowledge in minutes and apply practical insights directly to daily practice.

Industry Perspectives

This online resource provides IPs and 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 as well as the research that supports them. Content can be provided in multiple formats including white papers, reports, product guides, and videos.

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 interactive 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 300+ IPs.

IP Insight Panels

IP Insight Panels are live, interactive sessions that bring infection preventionists together with experts from diverse healthcare settings. Each session features a panel of experienced IPs and related specialists who share perspectives, discuss emerging issues, and collaborate on practical solutions through discussion, Q and A, and scenario based conversation. This format offers an engaging way to explore timely infection prevention topics and apply insights directly to daily practice.

Podcasts

APIC's podcasts, *5 Second Rule* and *AJIC: Science Into Practice*, provide free, educational content, reaching audiences all over the globe—with distribution on Apple Podcasts, Spotify, and Google Podcasts. Sponsor a podcast episode with a stitch—an approximately 30-second commercial break, narrated by the host—and your logo on the episode's webpage. In addition, your company will receive brand acknowledgment and high-visibility promotion in APIC e-newsletters and social media channels.

MARKET RESEARCH

Peer Panel Market Research

Access the highest quality survey panel of IPC professionals available. APIC Peer Panel 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.

Virtual Focus Group

Tap into the collective expertise of APIC's more than 15,000 members by hosting a market research focus group. These infection prevention professionals offer invaluable insights to inform your product development, innovation strategy, and marketing efforts.

Focus groups are ideal for companies committed to addressing the real-world challenges infection preventionists face every day. Each session lasts up to one hour and is designed to foster meaningful dialogue and actionable feedback. Need more time? You're welcome to schedule multiple sessions to meet your research goals.

Market Research Package

Keep a pulse on what IPs are thinking and ensure accurate research is informing your organization's decisions and strategy. Package include: (1) Peer Panel Market Survey, (1) Virtual Focus Group, and (1) Silver Retargeting campaign.

PROFESSIONAL DEVELOPMENT SPONSORSHIP

COURSE SPONSORSHIP

Education for the Prevention of Infection

EPI[®]/ASC/CIC[®] Certification Prep/LTC Essentials

APIC's two signature novice-level programs (EPI[®] Intensive and Ambulatory Surgery Centers and Outpatient Clinics/Services Intensive), along with Long Term Care (LTC) Essentials Course provide foundational IPC training for professionals. In-person courses are offered across the country. Attendance ranges from 45-115 attendees. In-person sponsorship opportunities include:

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

PRACTICE GUIDANCE RESOURCES

Demonstrate your commitment to the advancement of infection prevention and control. Support the development of impactful resources that advance infection prevention and control. Through APIC Center for Research, Practice Guidance, and Innovation SME-created practice tools (such as implementation guides, issue briefs, and other evidence-informed tools), your organization can help address critical challenges faced by infection preventionists in healthcare settings.



IPC Collaboration Series

This online education series features joint presentations by IP experts with their peers in areas such as sterile processing, environment of care, information services, the microbiology lab, public health, and more. The program is a seasonal series featuring live presentations and practical case studies showcasing effective collaboration. Attendees have the opportunity to engage with the speakers and their peers before, during and after each session. Each presentation is recorded. Sponsorship includes recognition noting partner's support in the form of an unrestricted grant (via APIC e-newsletter, and on social media), as well as the list of attendees (opt-in). More than 2,300 people registered for the Spring and Fall series in 2025.

COURSE SPONSORSHIP

Educational Travel Grants

The APIC Annual Conference & Exposition is the largest gathering of IPs 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, it is the must-attend event for IPs from around the globe. Recipients of Annual Conference grants are not eligible to receive nursing contact hours at the Conference. IPU's may be collected.

U.S. Travel Grant

This educational initiative provides access to five IPC professionals in underserved communities within the U.S., focusing on regions hit by natural disasters and are first-time attendees to APIC's Annual Conference.

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, Chapter Excellence Award, and the Elaine Larson Distinguished Scientist Award. APIC Abstract awards showcase the most significant scientific abstracts during the Annual Conference and recognizes the achievements of researchers and infection preventionists whose studies and presentations advance the practice.





DIGITAL & PRINT ADVERTISING

Digital Advertising

Gain access to more than 15,000 APIC members 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.

APIC Digital Advertising includes:

- eNews (Weekly)
- Chapter Leaders News (Monthly)
- Dedicated E-Blasts
- Social Media Posts

Print Advertising

American Journal of Infection Control (AJIC)
(Monthly Digital Publication)

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 AJIC advertising inquiries, contact:
Aileen Rivera
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Prevention Strategist

(Quarterly Publication)

Distributed to APIC's more than 15,000 members, *Prevention Strategist* offers strategies, case studies, and best practices for IPs. *Prevention Strategist* translates the science of infection prevention into easily implementable ideas or 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 Prevention Strategist inquiries, contact:
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Carol Nettles
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Product Launch Sponsorship

Jumpstart the brand recognition for your new product or company. This multi-pronged digital advertising package will allow you to get the word out to our more than 15,000 members and beyond.

- Digital ad insertions in eNews
- Silver retargeting campaign
- Industry Perspectives content submission
- Industry Perspectives event submission



Partner with the Best to Reach Infection Prevention and Control Decision-Makers

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About APIC

Founded in 1972, the Association for Professionals in Infection Control and Epidemiology (APIC) is the leading association for infection preventionists and epidemiologists. With more than 15,000 members, APIC advances the science and practice of infection prevention and control. APIC carries out its mission through research, advocacy, and patient safety; education, credentialing, and certification; and fostering development of the infection prevention and control workforce of the future. Together with our members and partners, we are working toward a safer world through the prevention of infection. Join us and learn more at apic.org.