Program Prospectus

Stand Out as a Leader in Infection Prevention & 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 be able to:

- Access over 15,000 infection preventionists (IP) in the United States and beyond
- Network with IPC leaders, APIC Board of Directors, APIC 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

Partnership Levels & Benefits

VISIONARY PARTNERSHIP
APIC's highest level of visibility and strategic engagement, offering expanded access to research, thought leadership, brand recognition, and direct connection with IPC leaders.

COLLABORATOR PARTNERSHIP
A foundational partnership level for organizations seeking meaningful year-round engagement with APIC and the IPC community through visibility, networking, and sponsorship access.

The following is a comprehensive breakdown of benefits and value where applicable.

Partnership Benefits	Visionary	Collaborator
Brand Alignment		
Exclusive! Use of the APIC Strategic Partner Logo	✓	✓
Exclusive! Logo Listing on APIC.org as an APIC Strategic Partner, Industry Perspectives	✓	✓
One (1) Silver Retargeting Campaign	✓	
Two (2) Digital Ad Insertions	✓	
Exclusive! One (1) two-page publication in December *Prevention Strategist* supplement	✓	✓
Exclusive! One (1) Custom Email to over 15,000 APIC Members	✓	✓
Industry Perspectives Content Uploads	4	2
Exclusive! Thank You Ad recognition in *AJIC*, *Prevention Strategist*, eNews, and Social Media	✓	✓
Exclusive! APIC Press Release announcing 2027 Partners	✓	✓
Exclusive! APIC Press Release template	✓	✓
Exclusive! Discounts on *Prevention Strategist* advertising	20%	15%
Exclusive! Discounts on APIC Sponsorships and Advertising	10%	5%
Priority access to new sponsorship opportunities	✓	✓
Research & Guidance		
Membership to APIC Research Network	✓	
Exclusive! One (1) one-page article in *Prevention Strategist* or *AJIC* Annual Conference supplement	✓	
Opportunity to present research to APIC members via one (1) Virtual Symposium	✓	
Priority access for one virtual Focus Group	✓	✓
Exclusive! Opinion Leader and Government Affairs Calls	✓	✓
Exclusive! Discount on APIC Consulting Services	10%	5%

Partnership Benefits	Visionary	Collaborator
Engagement & Networking		
Complimentary Associate & Chapter Memberships	15	10
Exclusive! Invitation to Strategic Partner Leadership Forum	5	3
Invitation to Behind-the-Scenes Facility Tour	✓	✓
Invitation to Local Chapter Event	✓	✓
Networking with Corporate IP Directors	✓	✓
Invitation to APIC Leadership Reception at APIC27	✓	✓
Exclusive! Invitation to APIC27 Strategic Partner Reception	✓	✓
Exclusive! Chapter Contact List	✓	✓
Exclusive! Listing on Chapter Leader eNews & Microsite	✓	✓
Exclusive! Access to Corporate IP Director Sponsorship Opportunities	✓	
Thought Leadership		
APIC Insights & Updates	✓	✓
Priority access to Virtual Symposium sponsorship	✓	✓
Exclusive! Inclusion in Chapter Speaker Directory	✓	✓
Annual Conference		
Exclusive! Priority points for APIC28 booth selection	10 points	5 points
Complimentary APIC27 Full Conference Registration	3	2
Discounts for APIC27 Expo & Sponsorships	10%	5%
Partner recognition from APIC27 Mainstage	✓	✓
Exclusive! Access to Strategic Partner Lounge	✓	✓
Exclusive! Knowledge Hunt Game Participation	✓	✓
Thank You recognition on APIC27 website rotating banner ad	✓	✓
Exclusive! Strategic Partner Wall participation	✓	✓
Exclusive! Strategic Partner badge in the APIC27 mobile app and online platform	✓	✓
Exclusive! Strategic Partner floor stickers	✓	✓
Exclusive! Post-conference attendee list with email addresses (opt-in only)	✓	✓

Add-On Packages

For Visionary Partners

For Visionary Partners with multiple divisions or brands, you can now expand the standard Visionary package with additional research, brand recognition, and engagement opportunities.

Research Expansion Package

$40,000

For Visionaries looking to add a second research package to their partnership. (Max. 1)

- Membership to APIC Research Network
- One-page article in *Prevention Strategist* or *AJIC* supplement
- Opportunity to present research to APIC members via one virtual symposium
- Complimentary APIC27 Full Conference Registration

Brand Expansion Package

$15,000

For Visionaries looking to bring awareness to a second brand in their corporate family. (Max. 1)

- Knowledge Hunt Game Participation
- Additional logo on rotating banner ad on APIC27 webpage
- APIC27 Expo & Sponsorship discounts
- Strategic Partner Wall recognition
- Strategic Partner badge in APIC27 mobile app and online platform
- Strategic Partner floor stickers
- Logo listing on APIC.org as an APIC Strategic Partner, Industry Perspectives
- Thank-you advertising in AJIC, *Prevention Strategist*, eNews, and social media

For All Strategic Partners

Marketing Add-On Package $11,000

Available to all Strategic Partners, this package expands visibility, brand reach, and engagement with APIC members and the broader IPC community.

- One Silver Retargeting Campaign
- Four Industry Perspectives Content Uploads
- Four Digital Ad Insertions

Sponsorship Options

☐ **Visionary .....** $100,000

☐ **Collaborator .....** $60,000

Add-On Options

☐ Research Expansion Package *(Visionary only)* $40,000

☐ Brand Expansion Package *(Visionary only)* $15,000

☐ Marketing Add-On Package $11,000

Multi-year pricing is available.

Total Amount Due: _____

Sponsorship Information

Company Name: _____

Contact Name: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Social Media Handles: _____

Authorization

Signature on this form indicates a binding financial obligation to APIC for the sponsorship(s) selected above. Cancellations of signed commitments are not accepted. APIC reserves the right to review all sponsorship collateral for conformity to APIC standards and the right to reject any collateral that it deems unacceptable. Signature below indicates that the sponsor understands that sponsoring with APIC does not imply endorsement of the company's products or services by APIC. Payment terms are net thirty (30) days from the date of the invoice.

Print Name and Title of Authorizing Company Representative:

_____

Signature of Authorizing Company Representative:

_____ **Date: _____**