



APIC[®]

Cleaning, Disinfection, Sterilization Conference

November 10-11, 2022

Connect with IPs committed to
improving patient safety through
cleaning, disinfection, and sterilization.

2022 Exhibitor and Sponsorship Prospectus

Grow Your Prospects

Offering two days of education and professional development to infection preventionists (IPs), the 2022 Cleaning, Disinfection, and Sterilization Conference (CDS) is your chance to build upon existing networks and develop new ones as you interact with 300+ attending IPs.

This year, the CDS conference will be held both in-person and virtually. The in-person Exhibit Hall in Boston, MA fosters one-on-one exchanges, while our digital sponsorship opportunities provide you with more ways to get your message to attendees.

THE 2022 CLEANING, DISINFECTION, AND STERILIZATION CONFERENCE PROVIDES THE OPPORTUNITY TO:

- **Expand your networks, collect leads, and follow up with IPs after the event.**
- **Take part in the CDS Passport Game designed to drive onsite booth traffic.**
- **Extend the learning experience through onsite exchanges and virtual connections.**

Past Exhibitors & Sponsors

Aerobiotix
Applied Silver
Cantel
Clorox Healthcare
Metrex
Nevoa
Northstar Sales Alliance
PDI
Rubbermaid
Synexis
Ultraviolet Devices
Varidyn



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](https://www.apic.org).

Exclusive Time with Infection Preventionists

CDS is a dynamic, engaging event for IPs looking to advance their careers and knowledge in the areas of cleaning, disinfection, and sterilization. This conference also provides IPs with an interactive experience to learn and grow.

The CDS Conference provides a unique opportunity for individuals to advance their knowledge and skills, learn about effective practice and emerging technologies, and network with a diverse community of IPC professionals.

Get to Know APIC Members

IPs play a critical role in IPC for their facilities and depend on APIC for vital resources, quality education, and evidence-based research. They look to industry partners for innovative products and services that positively impact patient safety and quality of care.

MORE THAN 15,000 APIC MEMBERS

by Practice Settings

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

by Profession

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



Onsite Exhibitor Opportunities

Meet conference attendees in person in Boston, MA. Exhibitors are invited to select from three benefit package options. Each package includes ways you can share your message through both onsite and virtual benefits.

Cleaning, Disinfection, and Sterilization Conference Onsite Exhibitor Packages

	Gold \$5,500	Silver \$3,500	Bronze \$2,000
Onsite Benefits			
One table top exhibit with 6' table and 2 chairs	■	■	■
Two exhibitor-only registrations	■	■	■
Ribbons for all representatives	■	■	■
Participation in Exhibitor Passport attendee game*	■	■	■
Two full registrations that include access to CDS education sessions (A \$1,190 VALUE!)	■		
Virtual Benefits			
Enhanced virtual listing in the exhibitor resource center including booth banner, logo, three web links, three PDF files uploads, one company video, one booth giveaway promotion button, and company description.	■	■	■
Two (2) complimentary virtual registrations with access to two live-streamed sessions per day, plus on-demand access to recorded sessions after the event. (A \$1,090 VALUE!)	■	■	■
One (1) virtual giveaway submission	■	■	■
Additional Benefits			
Social media announcement mention	■	■	■
One lead retrieval access	■	■	■
Final registration list of attendees with full name, professional affiliation, and mailing address	■	■	■
One event listing in APIC's <i>Industry Perspectives</i> website (A \$500 VALUE!)	■	■	
One advertisement in APIC's eNews (A \$550 VALUE!)	■	■	
Content piece(s) on APIC <i>Industry Perspectives</i> website (UP TO \$4,000 VALUE!)	2	1	
One advertisement in APIC's <i>Education Now</i> newsletter (A \$500 VALUE!)	■		

*Exhibitor Passport is a contest which encourages booth traffic. More to come.

For All Packages:

Final Registration List includes names and street addresses only. In order to maintain confidentiality, APIC does not share member email addresses without consent. For more information, please contact Stacy Yu at syu@apic.org.



Your Exclusive Time with IPs

Schedule

The following represents the onsite conference schedule. Exact times of each block may be subject to change.

THURSDAY, November 10, 2022

7:30 - 8:30 AM	Breakfast/Exhibit Hall Open
8:30 - 9:30 AM	Opening General Session
9:30 - 10:00 AM	Refreshment Break/ Exhibit Hall Open
10:00 - 11:00 AM	Concurrent Sessions
11:00 AM - 1:30 PM	Exhibit Hall Open
Noon - 1:00 PM	Lunch
1:30 - 2:30 PM	Concurrent Sessions
2:30 - 3:15 PM	Refreshment Break/ Exhibit Hall Open
3:15 - 4:30 PM	Concurrent Sessions
4:30 - 6:00 PM	Evening Networking Reception

FRIDAY, November 11, 2022

7:30 - 8:30 AM	Breakfast/Exhibit Hall Open
8:30 - 9:30 AM	General Session
9:30 - 10:00 AM	Refreshment Break/ Exhibit Hall Open
10:00 - 11:00 AM	Concurrent Sessions
11:00 AM - 1:30 PM	Exhibit Hall Open
Noon - 1 PM	Lunch
1:30 - 2:45 PM	Concurrent Sessions
2:45 - 3:00 PM	Refreshment Break
3:00 - 4:00 PM	Concurrent Sessions
4:00 PM	Conference Concludes

Sponsorship Opportunities

Expand your reach to IPs by taking advantage of exceptional branding, networking, market research, and knowledge-sharing opportunities for your organization.

Onsite Branding

NEW! Lanyards **\$5,000 (EXCLUSIVE)**

All attendees are required to wear their name badge to access sessions, meals, and the Exhibit Hall. Show your support by sponsoring the official CDS lanyard! This branding opportunity creates constant visibility for your company as attendees move through the conference. Sponsorship includes listing as an overall CDS sponsor, both digitally and in print communication. Any remaining lanyards will be provided to the sponsor at the end of the event.

NEW! Padfolio **CONTACT APIC**

One of the best tangible takeaways for any meeting attendees is the meeting padfolio. Meeting attendees rely on this for use during and long after the event.

NEW! Air Purification **\$3,000**

Promote your brand as the exclusive air purification sponsor in our exhibit hall for both days of the CDS conference.

NEW! Hotel Room Drop **\$750**

Have your literature or product sample delivered to each attendee's hotel room. Hotel fees per room will apply.

NEW! Escalator Cling (1 available) **\$3,750**

Lead the way to the CDS Conference in a high-traffic location! Call attention to your booth from the escalators leading to the conference registration area on the upper level of the hotel.

Lunch Station Hand Sanitizing Display (1 available) **\$2,000**

Increase your exposure by placing a highly visible hand sanitizing station next to the lunch in the exhibit hall. You may place up to six (6) hand sanitizing stations throughout the lunch area.

Digital Branding

NEW! Video Wall **CONTACT APIC**

Have your advertising front and center on the video wall located on the 3rd floor before the Exhibit Hall.

Promotional Email to Attendees (4 Available) **\$2,500**

Send your custom message out to all CDS attendees. Your email will be scheduled to be sent out two to four weeks prior to the conference.

NEW! Conference Registration Confirmation Email **\$3,000 (EXCLUSIVE)**

Add your company advertisement to the bottom of the CDS Conference registration confirmation email. Sent to all in-person and virtual conference attendees at the completion of registration, your digital ad or logo will get maximum exposure from the very beginning. The digital ad or logo can be hyperlinked to a website of your choice.

Banner Ads (4 Available)

Optimize brand exposure with a banner ad on our CDS Conference event website for maximum visibility.

(3) Rotating Clickable Banner. **\$1,250 EACH**
Rotating banners appear on the main CDS Conference website.

(1) Static Clickable Banner. **\$1,250**
This static banner ad will appear on all pages of the CDS Conference website.

Virtual Platform Login Banner **\$1,500 (EXCLUSIVE)**

Place your logo front and center as attendees log into the virtual platform.

NEW! Wi-Fi Network Sponsorship **\$5,000 (EXCLUSIVE)**

Be the exclusive WiFi Sponsor for both days, Thursday and Friday of the CDS Conference.

NEW! CDS Conference App Advertising Push Notification **\$300 EACH (6 AVAILABLE)**

Send out a text alert through the CDS 2022 app directly to event attendees' mobile device. With 226 characters, you can remind attendees to stop by your booth, attend your symposium, or stop by your event.

NEW! CDS Conference App Splash Screen Page **\$2,000 (EXCLUSIVE)**

Your custom graphic will appear on the opening page of the mobile app every time each attendee opens the mobile app.

Product Showcases

NEW! The Pitch Event **\$3,500**

Thursday

Showcase your CDS Technology of the future! Do you have a product that is going to change the world of infection prevention and control? During The Pitch, present your solution to members of APIC's Education committee and CDS attendees in this prize-filled prime time feature event. Each company is given a total of 15 minutes. Pitches should be 5-7 minutes, followed by Q&A with APIC committee members and attendees. Presenters will also have an opportunity to survey attendees on critical questions that your organization may have.

Onsite Networking

Continental Breakfast (2 Available) **\$5,500 EACH**

Thursday, Friday

Capture the attention of attendees before sessions begin. Sponsorship includes signage, branding, and speaking remarks.

Lunch (2 Available) **\$8,500 EACH**

Thursday, Friday

Promote your brand while attendees are re-energizing during lunch. Sponsorship includes signage and speaking remarks in the banquet room.



Break Service (2 Available) **\$3,500 EACH**

Thursday, Friday

Sponsorship at the coffee break is a great add-on to an existing sponsorship, or as a stand-alone opportunity. Sponsorship includes your corporate logo on table tents at each serving station.

NEW! Exclusive Evening Reception

Thursday

Evening Networking Reception **\$10,000**

Sponsor a reception to ensure high visibility for your company. Signage and sponsored cocktail napkin and/or signature drink to promote your exclusive sponsorship. This sponsorship includes your company name on the CDS Conference webpage and in marketing communications. The sponsor may invite up to 6 representatives to the reception.

▶ Meal and Networking Reception Sponsorships also entitles you to:

- Attendee registration list with names and mailing addresses
- 1 emailed invitation to reception (sent by APIC) to registered onsite attendees
- Sponsored cocktail napkin and/or drink
- Poster displaying sponsor logo

NEW! Wellness Lounge **\$2,000 (3 AVAILABLE)**

The Wellness Lounge offers attendees a chance to take a break from the hustle of life and the conference. The Lounge will invite attendees inside with soft lighting, relaxing music, and comfortable furniture. Meditative activities like coloring books and pencils and wellness-related reading materials will be available to those who'd like to take advantage of them. We hope this will be a restorative place for attendees to relax and enjoy during the CDS conference.



Market Research

Focus Group (Onsite: 4 Available) **\$3,000 EACH**

Wednesday, Thursday, Friday

Focus groups benefit those companies committed to solving the very problems that bring IPs together for the CDS Conference. Select up to 15 participants at a time to further your market research. You'll receive timely feedback on products and services from experienced users and potential clients.

Each focus group runs up to one hour in length; companies seeking more time are welcome to schedule more than one focus group to meet their goals. Focus groups may only be held during specified hours per the contract.

Sponsorship includes:

- One emailed announcement to registered attendees (sent by APIC) for focus group, with interested responses provided to sponsor
- One-time provision of registration list with full names and street addresses

Onsite Focus Group Sponsors also receive:

- Rental of hotel meeting room
- Basic audio/visual needs including speaker, microphone, projector, and screen

Upon confirmation, APIC provides contact information for our venue's A/V coordinator, should your company choose to order additional equipment at its own expense. You will also receive hotel contact information to arrange room set-up and order food and beverages for the focus group.

APIC does NOT:

- Serve as host or sponsor of focus groups
- Select participants
- Share email address or phone numbers of attendees
- Provide invitations or moderators
- Partake in the content or planning of a sponsored focus group
- Provide any F&B or other catering services

Further Logistics:

Please note that it is customary for the sponsor to provide an honorarium to attendees who participate in focus groups.

Knowledge Sharing

NEW! Symposium (2 Available)

\$8,000

Session Content: The symposium can be as long or as short as you choose within the time frame provided. You have complete control over educational content and presenters. Symposiums are not part of the CDS Conference educational programming presented by APIC.

A content topic must be listed on the application. APIC allows only one content topic per time slot to maximize the attendees experience as well as help increase attendance for exhibitors.

CNE Credit: Companies are responsible for making their own CNE provider arrangements. APIC does not provide or approve CNE credit for any exhibitor-sponsored event.

Symposium Regulations

- APIC reserves the right not to accept a symposium topic if it is determined to be not in alignment with APIC's vision, mission, and strategic goals.
- These symposiums cannot conflict with any official APIC CDS functions or sessions.
- If exhibitor marketing planned for the symposium must be approved by APIC. This includes, but is not limited to, invitations, announcements, and mailers.

This opportunity is on a first-come, first-served basis. Sponsorship will NOT be assigned or held without a complete registration form and full payment.

APIC's *Industry Perspectives*

APIC's *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 demonstrate a commitment to bringing expanded infection prevention and control knowledge to the APIC audience.

Pre-Event Exposure \$500

List your participation at the 2022 CDS Conference on *Industry Perspectives*, under the events tab. Sponsor will provide a brief company abstract, company logo, and company web address. This will provide sponsor exposure leading up to the 2022 CDS Conference. Event will be listed and promoted from the time that complete information is provided through the end of the conference.

Post-Event Content

Let attendees learn more about your company prior to the event and extend your exposure post-event by posting content related to your products and services on the *Industry Perspectives* website. Content may be in the form of product information and demos, evidence-based information, white papers, research-related content, and/or videos.

Content sponsor pricing:

3 months, 2 content pieces **\$4,000**

6 months, 4 content pieces **\$5,500**

9 months, 6 content pieces **\$7,000**

12 months, 8 content pieces **\$8,500**

Sponsorship fee includes (content posting only):

- Banner ad will be displayed on *Industry Perspectives* homepage in either a vertical fashion or in a rotating slide banner which will be hyperlinked to company website**
- Your content will be featured on the topic page in a rotating slide show
- Continual messaging by APIC to the IP community to drive traffic to your site and your content
- Metric analytics and lead contacts provided monthly upon request
- Content archives for up to one-year post sponsorship period

For more information visit industryperspectives.com. To discuss sponsorship opportunities, contact

LaKesha Jones at ljones@apic.org

2022 CDS Conference Exhibitor and Sponsorship Application & Contract

For more information, please contact Stacy Yu at syu@apic.org.

Sponsoring Company

Address

City

State

Zip

Phone

Fax

Contact Name and Title

Email Address

Name of Attending Representative(s)

Exhibitors are required to exhibit both days. Designated set-up and breakdown times will be provided with the exhibitor kit prior to the event. Please choose the opportunities in which you would like to participate:

Onsite Exhibitor Packages:

- Gold — \$5,500
- Silver — \$3,500
- Bronze — \$2,000

Branding Opportunities:

- Lanyard — \$5,000
- Padfolio — Contact APIC
- Air Purification — \$3,000
- Hotel Room Drop — \$750
- Escalator Cling — \$3,750 (1 available)
- Lunch Station Hand Sanitizing Display — \$2,000 (1 available)

Digital Branding Opportunities:

- Video Wall — Contact APIC
- Promotional Email to Attendees — \$2,500
- Conference Registration Confirmation Email — \$3,000 (1 available)
- Conference App Splash Screen Page — \$2,000 (Exclusive)
- Conference App Push Notifications — \$300 each (6 available)

- Virtual Platform Login Banner — \$1,500 (Exclusive)
- WiFi Network Sponsorship — \$5,000 (Exclusive)

Banner Ads

- Rotating Clickable Banner — \$1,250 (3 available)
- Static Clickable Banner — \$1,250 (1 available)

Product Showcases

- NEW!** The Pitch — \$3,500

Networking Opportunities:

- Breakfast — \$5,500 (2 available)
- Lunch — \$8,500 (2 available)
- AM/PM Break Service — \$3,500 (2 available)
- NEW!** Evening Networking Reception — \$10,000
- NEW!** Wellness Lounge — \$2,000 (3 available)

Market Research Opportunity:

- Onsite Focus Group — \$3,000

Knowledge-Sharing Opportunity:

- Symposium — \$8,000
- Industry Perspectives* Pre-event listing — \$500
- Industry Perspectives* Content posting: Contact LaKesha Jones at ljones@apic.org

Application Contract Terms:

Application to sponsor as signed and dated below by and between _____.

Hereinafter called "sponsor" and the Association for Professionals in Infection Control and Epidemiology (APIC): in accordance with the terms, conditions, and regulations governing exhibits and sponsorship of the Association for Professionals in Infection Control and Epidemiology's 2022 Cleaning, Disinfection, and Sterilization Conference, held November 10-11, 2022, the undersigned hereby makes application for sponsorship which, when accepted by APIC, becomes a contract.

The exhibitor assumes all responsibility for any and all loss, theft, or damage to exhibitor's displays, equipment, and other property while on Boston Marriott Copley Place hotel premises, and hereby waives any claim or demand it may have against Marriott Hotel and Resorts or its affiliates arising from such loss, theft, or damage. The exhibitor agrees, for the benefit of Marriott Hotel and Resorts and its affiliates, to comply with all Marriott Hotel and Resorts policies for exhibitors and all applicable laws, codes, and regulations. In addition, the exhibitor will defend (if requested by and with counsel satisfactory to Marriott Hotel and Resorts), indemnify, and hold harmless APIC and Marriott Hotel and Resorts, and their respective parent, subsidiary, and other affiliated or related companies from and against any liabilities, obligations, claims, damages, suits, costs, and expenses. This includes, without limitation, attorneys' fees and costs through and including any appeal arising from or in connection with the exhibitor's occupancy and use of the exhibition premises or any part hereof, or any negligent act, error, omission, or willful misconduct of the exhibitor or its employees, contractors, subcontractors, or agents.

Cancellation Policy:

Exhibitor fees and sponsorships cancelled, in writing prior to September 30, 2022, will receive a refund less 20% administrative fee. No refund of any kind will be issued for exhibitor fees or sponsorships after September 30, 2022. Fees are final at the time of contract acceptance by APIC staff.

Payment Information:

- I require an invoice before submitting payment
- Enclosed is my check in the amount of \$_____, payable in U.S. funds, to the Association for Professionals in Infection Control and Epidemiology
- Strategic Partner Allocation \$_____
- Charge \$_____ to my credit card: Visa Mastercard AMEX

Name on Card (Please Print)

Account Number

Expiration Date

SEC

Signature

Email Address

Contact Information:

If paying by credit card, scan and email this sponsorship application with payment information to LaKesha Jones at ljones@apic.org. If paying by check, mail this sponsorship application to LaKesha Jones c/o APIC 1400 Crystal Drive, Suite 900, Arlington, VA 22202.

For Internal Use Only: Finance Coding	APIC ID#: _____	Transaction #: _____
Acct: _____	Program: _____	Total: _____
Acct: _____	Program: _____	Total: _____

Thank You to APIC's 2022 Strategic Partners

APIC Strategic Partnership is a formal, ongoing relationship between APIC and healthcare companies who are united in the common goal of reducing the risk of infection.

Strategic Partner Plus

3M Health Care

aramark 

 **BD**

CINTAS
READY FOR THE WORKDAY[®]

**CLOROX**
HEALTHCARE[™]

CS Medical 

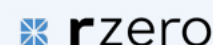
**GOJO**

**MEDLINE**

**Mölnlycke**[®]

OLYMPUS

**PALL**
PALL CORPORATION

 **rzero**



Strategic Partner

**AEROBIOTIX**[®]
BETTER AIR FOR HEALTHCARE

Ambu FOREVER FORWARD

 **Diversey**[™]

**GP**
PRO
Georgia-Pacific

Metrex
INFECTION PREVENTION

**PDI**
BE THE DIFFERENCE

**Rubbermaid**
Commercial Products

**Sterifre**
MEDICAL

**synexis**[®]
real biodefense for real life

**TORK**
Think ahead.

**umf** corporation

**UVD**
UV you can tru

WELLAIR

As of July 2022



APIC[®]

**Cleaning, Disinfection,
Sterilization Conference**

November 10-11, 2022

Exhibitor and Sponsorship Prospectus

Grow Your Prospects with APIC.

Contact Information

Stacy Yu

Associate Director
Corporate Partnerships
syu@apic.org

APIC — Association for Professionals in
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