



Virtual Exhibitor Benefits

The Cleaning, Disinfection, and Sterilization (CDS) Conference is a dynamic, engaging event for IPs looking to advance their careers and knowledge in the areas of cleaning, disinfection, and sterilization.

Offering two days of education and professional development to infection preventionists (IPs), the 2022 CDS Virtual Conference is your chance to build upon existing networks and collect new leads from attending IPs.

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

- Share information on your products, collect leads, and follow up with IPs after the event.
- Extend the learning experience and collect leads for 90 days following the close of the show.

VIRTUAL BOOTH PACKAGES

	Premium \$2750	Standard \$1500
REGISTRATION		
Complimentary Full Access Registration <i>Includes access to all keynotes, educational sessions, and ability to earn CE (For Staff Use)</i>	4	2
VIRTUAL EXHIBIT BOOTH FEATURES		
Company Logo	●	●
Booth Banner Ad Image	●	●
Company Description	●	●
Company Website Links	6	3
Company Document Upload (PDF only)	6	3
Real-Time Lead Access (w/contact information) <ul style="list-style-type: none"> Downloads into Excel and accessible 24/7 through the event and post-event for 90 days Contains Name, Credentials, Title, Employer, Biography (if they completed it), Mailing Address, Email, Office Phone, Cell Phone, Social Media Links, # of times they viewed your booth, content and if they've requested information about your company, if they favorited it, liked it. You will obtain the information of the attendees who have opted in to share their information with exhibitors and have interacted with your virtual booth. 	●	●
Detailed Booth Content Views Report (w/ contact information) <ul style="list-style-type: none"> Downloads into Excel and accessible 24/7 through the event and post-event for 90 days This detailed report will show who clicked any item in your booth and what specific item was clicked, i.e specific link, specific PDF document, social media, giveaway button, etc. Contains Name, Credentials Title, Employer, Biography (if they completed it), Mailing Address, Email, Office Phone, Cell Phone, Social Media Links, # of times they viewed your booth, content and if they've requested information about your company, if they favorited it, liked it, You will obtain the information of the attendees who have opted in to share their information with exhibitors and have interacted with your virtual booth. 	●	●
Overall Booth Views <i>Exhibitors will see a total impression count for their booth regardless if the attendee agreed to share their information with exhibitors.</i>	●	●
Company Video Upload (1 video; i.e. a company intro video)	●	●
Company Selection of Searchable Product Categories (Choose up to 5)	●	●
Giveaway Opportunity <i>You have the option to add a giveaway button to your virtual booth. This button can be linked to a fillable form or anything of your choice, where you can collect information from attendees in exchange for a prize the exhibitor gives away - similar to an in-booth drawing at a live event.</i>	●	●
Scavenger Hunt <i>You have the option to participate in the Scavenger Hunt. Gamification has historically increased booth traffic by approximately 300%</i>	●	●
PRODUCT SPOTLIGHTS		
Product Showcase Listing <i>The product showcase will feature an alphabetical listing of products by product name and include: product image, short 100 character description long 950 character description, additional product image, product video, product PDF, URL link, and product category. Each product will have its own lead report with contact information of those attendees who said their information may be released to exhibitors.</i>	4	2
15-Minute Exhibitor Snapshot Video in On-Demand Library <i>Exhibitor provides a 15-minute .mp4 video that will be placed into a special "Exhibitor Snapshot" library on the platform for attendee viewing. Exhibitor can obtain a real-time lead report 24/7 that will show contact information for anyone who views it and has agreed to share their information with the exhibitor. Video will be available for 90 days on the platform.</i>	●	

	Premium \$2750	Standard \$1500
Additional Benefits		
Social Media announcement mention	●	●
Final registration list of attendees with full name, professional affiliation, and mailing address (Opt-in only)	●	●
One advertisement in APIC's eNews (A \$550 VALUE!)	●	
Content piece(s) on APIC Industry Perspectives website (UP TO \$4,000 VALUE!)	2	1
One event listing in APIC's Industry Perspectives website (A \$500 VALUE!)	●	
One advertisement in APIC's Education Now newsletter (A \$500 VALUE!)	●	

A LA CARTE OPTIONS	PRICE
One (1) Additional Product Showcase <ul style="list-style-type: none"> ● Product Showcase assets including: <ul style="list-style-type: none"> ○ Product image ○ Product description ○ Product video link (1) ○ Link to virtual booth direct from product listing ○ Lead report for each product 	\$250
New Product Launch Showcase Feature Badge (per product)	\$200
15-Minute Exhibitor Snapshot Video in On-Demand Library <i>Exhibitor provides a 15-minute .mp4 video that will be placed into a special "Exhibitor Snapshot" library on the platform for attendee viewing. Exhibitor can obtain a real-time lead report 24/7 that will show contact information for anyone who views it and has agreed to share their information with the exhibitor. Video will be available for 90 days on the platform.</i>	\$500

For All Packages:

Final Registration List includes names and street addresses only. To maintain confidentiality, APIC does not share member email addresses without consent. For more information, please contact LaKeshia Jones at ljones@apic.org.

Sponsorship Opportunities

BRANDING

Commercial

Spotlight your company and products during CDS with a 30 or 60 second shout-out by our emcee OR a pre-recorded commercial. Emcee or pre-recorded commercials will take place in between educational sessions.

30 second commercial \$1,250
1 minute commercial \$2,000

Fireside Chats with Kristen \$2000

Be a thought leader in cleaning, disinfection, and sterilization. These 1-2 minute pre-recorded interviews with conference host, Kristen Arnold, your organization can discuss a topic focused on the needs of the attendees. Fireside Chats will be streamed during the Virtual CDS conference for all attendees to view. Topics should not be product, technology, or company centric.

DIGITAL ADS

Promotional Email to Attendees

\$2,500 (4 available)

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

Conference Registration Confirmation Email

\$2,500 (1 available)

Add your company advertisement to the bottom of the CDS Conference registration confirmation email. Sent to all 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

Optimize brand exposure with a banner ad on our CDS Conference event website for maximum visibility. These ads will be seen by every attendee that logs onto the platform.

Rotating Clickable Banner

\$1,250 EACH (3 available)

Rotating banners appear on the main CDS Conference website.

Static Clickable Banner

\$1,250 (1 available)

This static banner ad will appear on all pages of the CDS Conference website.

TileAd

\$1,250 (1 available)

This tile ad is placed among the tiles that direct attendees to sessions. This branded ad will link to your exhibit booth.

Market Research

Virtual Focus Group

\$2,000 EACH (3 available)

Wednesday, Thursday, Friday

Virtual 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

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

Virtual Symposium

\$7,500 EACH (3 Available)

Session Content: The virtual 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 Cleaning, Disinfection, and Sterilization (CDS) 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.
- All 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.

Sponsorship includes:

- Marketing
- Pre-registration list of conference attendees (mailing address only)
- One dedicated email to all attendees with details of your symposium
- Listing of symposium title, faculty, and sponsoring company with description in conference schedule
- Registration
- Lead retrieval

This fee DOES NOT include:

- Education content
- Accreditation
- Faculty management, fees/honorarium, travel
- Presentation materials/hand-outs

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 LaKisha Jones at 202-454-2623 or ljones@apic.org.

Sponsorship Options

(Check all the apply)

Exhibitor Package

- Premium Package \$2,750
- Standard Package \$1,500

Al La Carte

- Additional Product Showcase \$250
- New Product Launch Showcase
Feature Badge \$200
- 15-Minute Exhibitor Snapshot
Video in On-Demand Library \$500

Branding

- Commercial 30 second \$1,250
- Commercial 60 second \$2000
- Fireside Chat with Kristen \$2,000

Digital Ads

- Promo Email to attendees \$2,500
- Registration confirmation email \$2,500

Banner Ads

- Rotating Clickable Banner \$1,250
- Static Clickable Banner \$1,250
- Tile Ad \$1,250

Market Research

- Virtual Focus Group \$2,000

Knowledge Sharing

- Virtual Symposium \$7,500

Total Amount Due: _____

Sponsorship Information

Company Name: _____

Contact Name: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

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 collaterals 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 endorsements of the company's products of services by APIC.

Print Name and Title of Authorizing Company Representative

Signature of Authorizing Company Representative

Date