



SPONSORSHIP OPPORTUNITIES

International
Infection Prevention
Week October 14-20, 2018



Association for Professionals in Infection Control and Epidemiology

Join IIPW and leverage the power of APIC’s engaged online community to increase awareness of your company, its products and services, and its commitment to infection prevention.

Champions at all levels receive the following visibility and recognition benefits:

- Company logo on the [Champions](#) page, hyperlinked to company’s website.
- Message from the APIC CEO sent to chapter leaders thanking Champions by company name.
- Template press release provided with a quote from APIC leadership that showcases your commitment to infection prevention.
- An ad in the Winter issue of *Prevention Strategist* listing all Champions.
- APIC.org will recognize Champions in the “What’s New at APIC” section.
- Recognition in eNews, linking to Champions page.



To sponsor IIPW, please contact Carlos Fulcher at cfulcher@apic.org or 202-454-2642.

Infection Prevention is Everybody’s Business

Innovative Champion

\$10,000

This is an opportunity for your company to be associated with APIC’s robust social media presence, via its Facebook page, during IIPW. Sponsorship includes:

- Sponsor featured as *Innovative Champion* on [APIC’s Facebook page](#) with company logo.
- A brief “Word from the Sponsor” section on the *Infection Prevention & You Champions* page.

- Currently, APIC has 15,000+ followers on Facebook, with an average reach of 4,056 per post and 265 engaged users per post.
- In October 2017, APIC had 19,000 engaged users and a total reach of 394,700 users.

Inspire Champion

\$5,000

This is an opportunity to sponsor the APIC IIPW website for IPC resources. Sponsorship includes:

- Sponsoring company logo featured as *Inspire Champion* on the [Polls and Quizzes](#) and [Games and Activities](#) pages.
- A link to the healthcare part of sponsor’s website.

IIPW 2017 earned the following metrics on these IIPW webpages:

- Polls and Quizzes – 26,000 downloads
- Games and Activities – 10,000 downloads

Advocate Champion

\$3,000

This is an opportunity to display your commitment to IPC while enhancing your brand. Sponsorship includes:

- Three banner ads and 50-word advertorial in IIPW 2018 dedicated eblasts; August, September, October.
- Banner ad and advertorial may link directly to sponsoring company’s website homepage*.

Contributor Champion

\$2,500

You may decide to participate in and support the campaign without additional online activity. Join the campaign at the Contributor level and receive all the recognition benefits listed at the top.

*Out of respect for the privacy of APIC members, APIC cannot accept URL’s that land on lead retrieval pages such as sign-up forms. Links leading to interactive videos or demos are prohibited. APIC accepts links to sponsors homepage or other sponsor website pages but APIC reserves the right to review URL’s and reject landing pages that do not conform to APIC’s advertising rules.