

CELEBRATE the  
FUNDAMENTALS of



**October 15-21, 2023**

### **Become a Sponsor**

Since 1986, International Infection Prevention Week (IIPW) has helped patients, families, and healthcare professionals better understand their role in preventing infections.

This year's theme is **“Celebrating the Fundamentals of Infection Prevention”** which highlights getting back to the basics of infection prevention for everyBODY. Join APIC's International Infection Prevention Week and leverage the power of APIC's online member community to increase awareness of your organization's products, services, and commitment to the future of infection prevention.

Together, we can help our communities stay vigilant in infection prevention and control.

To sponsor IIPW, please contact:

Stacy Yu

**[syu@apic.org](mailto:syu@apic.org)**





## Sponsorship Opportunities

Event Benefits	Platinum \$7,000	Gold \$5,500
Sponsor logo on Infection Prevention & You homepage	•	
Sponsor logo on APIC Facebook banner	•	
Sponsor logo on IIPW Sponsors page hyperlinked to company's website	•	•
Sponsor logo on the IIPW main page	•	•
IIPW Badge	•	•
Press release template featuring a quote from APIC leadership acknowledging sponsor commitment to infection prevention and control	•	•
Exclusive message from APIC CEO sent to Chapter leaders thanking corporate sponsor by name	•	•
Thank you ad featured in the Winter issue of <i>Prevention Strategist</i>	•	•
(1) Special edition of eNews announcing sponsor	•	•
(1) IIPW Sponsors "Thank You" Instagram post including sponsor logo	•	•
(1) IIPW Sponsors "Thank You" Facebook post including sponsor logo	•	•
(1) Dedicated Twitter post featuring Sponsor logo and handle	•	•
Complimentary content pieces in Industry Perspectives	3	2
Banner ad(s) and 50-word advertorial featured in 2023 IIPW eblast (September, October) linked to sponsor's webpage*	2	
(1) Thank You banner ad for wrap up eblast	•	•
<b>ADD ONS</b>		
Instagram post + stories package (10 available) <i>1 Instagram post, 3 Instagram story slides. Company to provide logo, APIC will create graphic and tag company.</i>		<b>\$500</b>
Instagram reel package (5 available) <i>Video provided by company. APIC will create reel and tag company.</i>		<b>\$750</b>

Double Platinum Sponsorship option available. Contact Stacy Yu at [syu@apic.org](mailto:syu@apic.org) for more information.

\*APIC accepts links to sponsor's homepage or other sponsor website pages, but APIC reserves the right to review links and reject landing pages that do not conform to APIC's advertising rules.

## Sponsorship Agreement – International Infection Prevention Week

### COMPANY INFORMATION

Company: \_\_\_\_\_  
 Contact (name): \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Social Media Handles: \_\_\_\_\_

### SPONSORSHIP PACKAGES

Platinum \$7,000  Gold \$5,500

### ADD ON PACKAGES

Instagram post + stories package (\$500)  
 Instagram reel package (\$750)

### AUTHORIZATION

AUTHORIZED SIGNATURE: \_\_\_\_\_  
 TITLE: \_\_\_\_\_  
 DATE: \_\_\_\_\_