



# IIPW WEEK 2026

OCTOBER 19 - 25, 2026  
Generations of Infection Prevention

## 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, "**GENERATIONS OF INFECTION PREVENTION | PAST. PRESENT. PROTECTED.**" isn't just a campaign - it's a rallying cry. With over 200,000 annual pageviews and 95,550 social media impressions IIPW empowers patients, providers, and families with resources to prevent harmful infections in their communities.

Join us as a sponsor and champion this vital initiative, showing unified support for infection prevention and control.

### Throughout the week, we'll focus on daily themes:

<b>Monday</b>	Hand Hygiene
<b>Tuesday</b>	SP/TB/Outbreaks
<b>Wednesday</b>	Vaccine & Antibiotics
<b>Thursday</b>	Environment of Care
<b>Friday</b>	Technology

### Sponsorship Opportunities

Gold Level        \$7000  
Platinum Level   \$8500

### Benefits Include

- Sponsor logo on various APIC platforms
- Social media recognition
- Industry Perspectives content pieces
- Thank you ads and announcements

To sponsor IIPW, please contact [sponsorships@apic.org](mailto:sponsorships@apic.org).

# SPONSORSHIP LEVELS

# IIPW WEEK 2026

## WEBSITE ASSETS

GOLD PLATINUM

Logo inclusion on IIPW homepage banner (1)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Logo & URL Inclusion in IIPW Sponsor page (1)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Industry Perspectives Leaderboard Ad & Content Inclusion (1)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

## SOCIAL MEDIA ASSETS

Logo inclusion on APIC Facebook & LinkedIn pages (1)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Facebook & LinkedIn post amplification on APIC social platforms - No product promos (1)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
IIPW daily social tiles (templates for sponsor to add logo to) & social copy (1/day)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Instagram story amplification with custom graphic & link (1)	ADD ON	<input checked="" type="checkbox"/>

## SPONSORSHIP LEVEL

Check the box

Gold Level: **\$7000**

Platinum Level: **\$8500**

## DIGITAL ASSETS

IIPW badge	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
eNews announcement & 'Thank You' inclusions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Banner graphic, advertorial copy, and URL in IIPW eBlast (2)	ADD ON	<input checked="" type="checkbox"/>
Inclusion in 'Thank You' ad in Winter issue of <i>Prevention Strategist</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Press release template	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

## ADD ONS

Check the box if applicable

Instagram Story Amplification: **\$1000**

IIPW eBlast Inclusions: **\$1000**

Instagram Reel Package: **\$1000** (sponsor to provide approved content)

## SPONSORSHIP AGREEMENT

To sponsor IIPW, please contact [sponsorships@apic.org](mailto:sponsorships@apic.org).

\*APIC accepts links to sponsor's homepage or other sponsor website pages, but we reserve the right to review and reject landing pages that do not conform to APIC's advertising rules. Payment terms are net 30 days from the date of the invoice.

### BILLING INFORMATION

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

### AUTHORIZATION

Sign and return by August 21, 2026

Total Sponsorship Amount: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_