



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:

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

Sponsorship Opportunities

Platinum Level	\$8500
Gold Level	\$7000
Social Media Package	\$4000

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.

SPONSORSHIP LEVELS

IIPW WEEK 2026

WEBSITE ASSETS

	PLATINUM	GOLD	SOCIAL MEDIA
Logo inclusion on IIPW homepage banner (1)	☒	☐	☐
Logo & URL Inclusion in IIPW Sponsor page (1)	☒	☒	☒
Industry Perspectives Leaderboard Ad & Content Inclusion (1)	☒	☒	☐

SOCIAL MEDIA ASSETS

Logo inclusion on APIC Facebook & LinkedIn pages (1)	☒	☐	☐
Facebook & LinkedIn post amplification on APIC social platforms - No product promos (1)	☒	☐	☒
IIPW daily social tiles (templates for sponsor to add logo to) & social copy (1/day)	☒	☒	☐
Instagram story amplification with custom graphic & link (1)	☒	☒	☒

DIGITAL ASSETS

IIPW badge	☒	☒	☒
eNews announcement & 'Thank You' inclusions	☒	☒	☒
Banner graphic, advertorial copy, and URL in IIPW eBlast (2)	☒	☒	☐
Inclusion in 'Thank You' ad in Winter issue of <i>Prevention Strategist</i>	☒	☒	☐
Press release template	☒	☒	☐

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 LEVEL

Check the box

Platinum Level: **\$8500** ☐

Gold Level: **\$7000** ☐

Social Media Package: **\$4000** ☐

SPONSORSHIP AGREEMENT

To sponsor IIPW, please contact 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 31, 2026

Total Amount: _____

Signature: _____

Title: _____

Date: _____