



IDWeek™

Advancing Science, Improving Care

2021 Exhibitor Prospectus + Opportunities

Satellite Symposia | Learning Lounges | Presentation Theaters | Promotional Advertising | Corporate Support

Participate in the premier infectious diseases event — **IDWeek 2021!** **IDWeek** attendees represent all facets of ID research and treatment from the bench to the bedside. **IDWeek 2021** celebrates 10 years of collaborative education and continues its mission of advancing science and improving care. **IDWeek** is the must attend event for companies operating in the ID space.

A completely virtual event Sept. 29 – Oct. 3, 2021

Join us!

idweek.org/exhibitors

IDWeek Overview, Schedule, & Attendee Demographics

IDWeek celebrates 10 years as the premier infectious diseases event. IDWeek is the joint annual meeting of the Infectious Diseases Society of America (IDSA), Society for Healthcare Epidemiology of America (SHEA), the HIV Medical Association (HIVMA), the Pediatric Infectious Diseases Society (PIDS) and the Society of Infectious Diseases Pharmacists (SIDP).

The IDWeek 2021 Program Primer (*coming soon*), schedule and program committee can be accessed by visiting idweek.org/program.

2020 IDWeek provided exhibitors* the opportunity to connect with over 12,400 attendees from IDWeek and *Chasing the Sun*, 24 hours of COVID-19 coverage. IDWeek 2021 will encourage attendees registered for IDWeek and our COVID-19 coverage to visit the exhibit hall and attend learning lounges, satellite symposia and presentation theaters. IDWeek 2021 will be hosted in the JUNO platform. Create an account to demo the platform by visiting demo.JUNOlive.co.

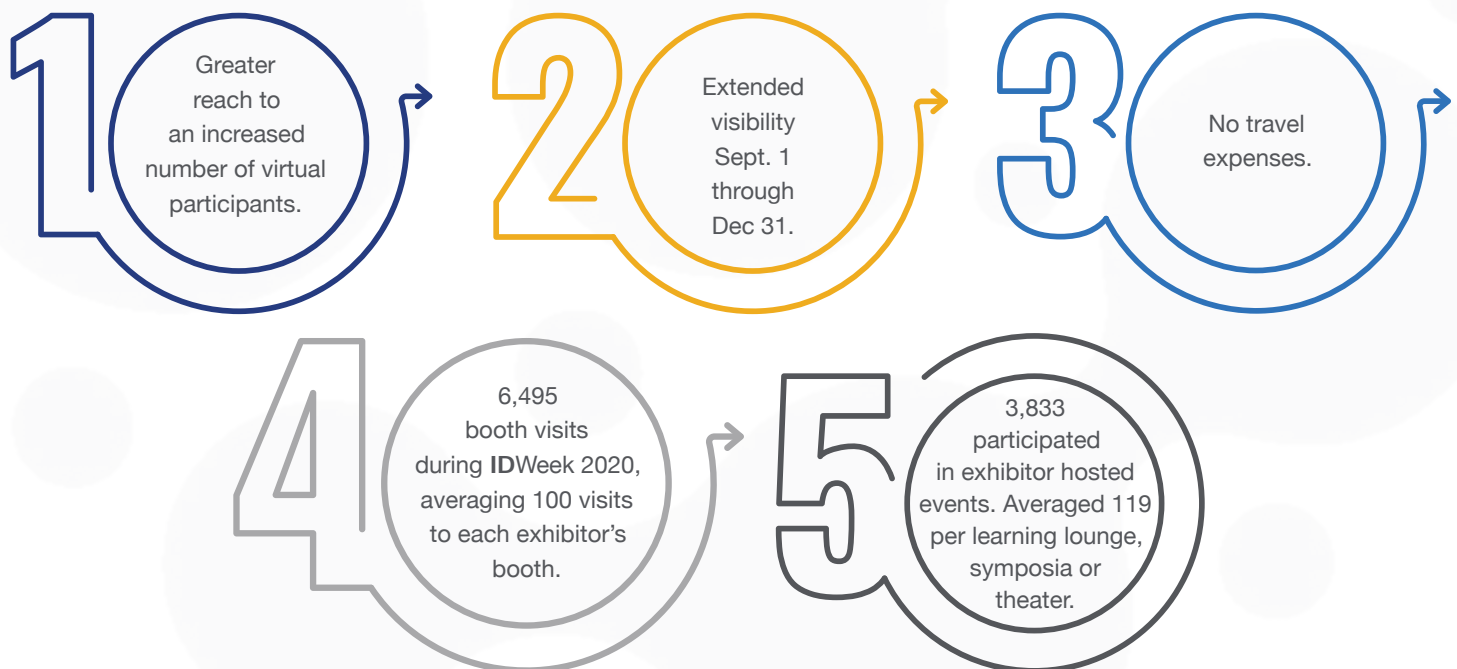
**All exhibitors, event hosts, corporate supporters and promotional advertisers must be directly related to the field of infectious diseases. IDWeek must approve all participating companies.*

Staffed Virtual Exhibit Hall Hours

Thursday, Sept. 30
Friday, Oct. 1
Saturday, Oct. 2

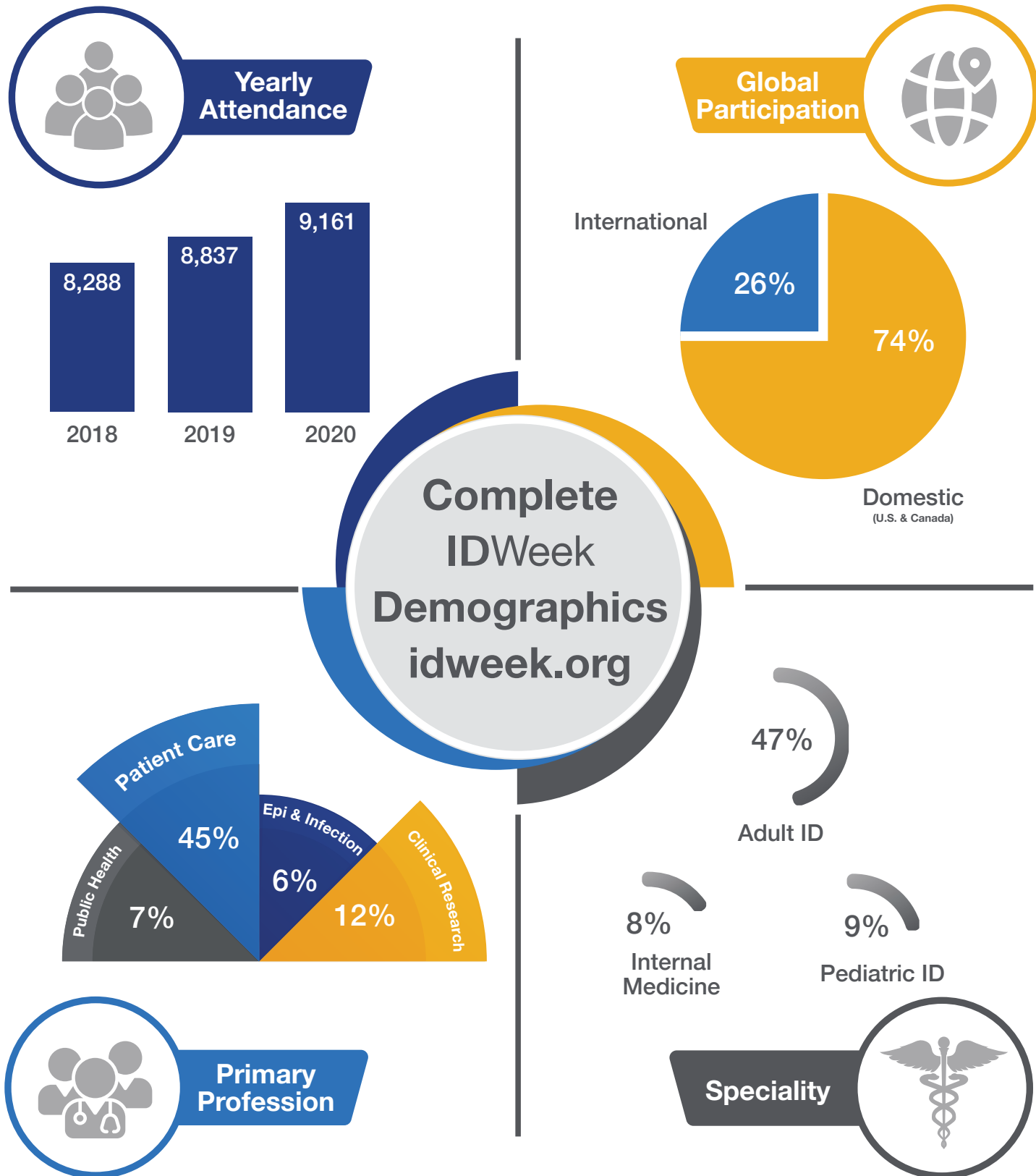
1:45 – 3:45 p.m. ET
12:45 – 2:45 p.m. ET
11:15 a.m. – 1:15 p.m. ET

Top 5 Reasons to Participate in IDWeek 2021



- All opportunities and packages in this Prospectus are subject to change.
- Additional program specifications, deadlines and costs will be published on May 3, 2021 at 2 p.m. ET.
- Additional opportunities may be added.

Attendee Demographics



Virtual Exhibit Options

Applications will be accepted beginning on May 3, 2021 at 2 p.m. ET. IDWeek Champion booth packages are limited to five. If interested, contact **Aaliyah Lambert** to check availability.

*IDWeek Ally does not include any JUNO virtual booth features listed below. Upgrade to an IDWeek Partner booth to receive these benefits.

	IDWeek Champion	IDWeek Promoter \$25,000	IDWeek Partner \$3,700	IDWeek Ally* \$2,500
Complimentary Exhibitor Full Conference Passes	SOLD OUT	✓ 10	✓ 5	✓ 2
Complimentary Exhibitor Staff Conference Passes	✓ 50	✓ 30	✓ 20	
JUNO virtual booth (features below)	✓	✓	✓	
Article in JUNO	✓	✓		
Credit toward an affiliated educational event or promotion opportunity	✓ \$13,000	✓ \$5,000		
1 ad in the JUNO platform TBD	✓			
1 custom email to IDWeek attendees	✓			
Logo listing				✓
One link to website of choice				✓

IDWeek 2021 JUNO Virtual Booth Features:

- ✓ Company Name + Bio
- ✓ Images (logo, background, featured rotators)
- ✓ Videos (featured rotators)
- ✓ Actions (allow attendees to complete, favorite, comment, download)
- ✓ Select Relevant Tags
- ✓ Add Members (employees) to Page
- ✓ Resources (case studies, white papers, research papers, PowerPoints, PDFs, etc.)
- ✓ Questions (add polls/questions to the virtual booth)
- ✓ Hosting a Session? (add it to the virtual booth for visibility)
- ✓ Metadata (website, email, phone number, address, socials)
- ✓ 3 days of unopposed exhibit hall hours
- ✓ Gamification including exhibit hall blitz hours offering extra points
- ✓ Push notifications to drive attendance
- ✓ Reporting on booth activity
- ✓ Visibility Sept. 1 – Dec. 31, 2021; attendees can extend their access through March 31, 2022.

Affiliated Educational Event Schedule & Rates



Learning Lounge

\$13,000

45-min educational demonstration or presentation

4 concurrent events in each time slot:

Sept. 30 2 – 2:45 p.m.; 3 – 3:45 p.m.

Oct. 1 1 – 1:45 p.m.; 2 – 2:45 p.m.

Oct. 2 11:30 a.m. – 12:15 p.m.;
12:30 – 1:15 p.m.



Presentation Theater

\$16,500

1-hr educational demonstration or presentation

2 concurrent events in each time slot:

Sept. 23 11 a.m. – noon;
noon – 1 p.m.



Satellite Symposium

\$45K, \$50K, \$60K

2-hr CE presentation must be organized by a third party that offers CME/CE credit to attendees

2 concurrent events in each time slot:

Sept. 13-17 11 a.m. – 1 p.m.
(Daily – \$45K)

Sept. 20-22 11 a.m. – 1 p.m.
(Daily – \$50K)

Sept. 24 (\$50K) 11 a.m. – 1 p.m.

Sept. 27-28 11 a.m. – 1 p.m.
(Daily – \$60K)

Sept. 29 (\$60K) 8 – 10 a.m.

All events are unopposed by IDWeek scientific content.
View the **IDWeek Program Primer**.
All times are ET.

Applications will require:

- ✓ Event title
- ✓ General topic of event
- ✓ Any drug discussed in your event
- ✓ Competitors you prefer not to be scheduled against
- ✓ Satellite Symposia require a preliminary program agenda that includes proposed speakers, provisional titles for the talks and session objectives. Proposed speakers should be diverse in gender, age and ethnicity. Speakers who represent the diversity of the attendee base are encouraged.
- ✓ If applicable, a Letter of Appointment from the exhibiting company on behalf of the third-party organizer. Required for satellite symposia.
- ✓ Payment is due 60 days from application date.

Applications will be accepted beginning on
May 3, 2021 at 2 p.m. ET.
Time slots are reserved first come, first served.

Promotional Opportunities

Opportunities will likely include:

- ✓ idweek.org website ads
- ✓ IDWeek app ads
- ✓ JUNO platform ads + articles
- ✓ Registration website ads (has first right of refusal)
- ✓ Registration confirmation email ads (has first right of refusal)
- ✓ IDWeek social media promotion of learning lounges – satellite symposia – presentation theaters
- ✓ Remarketing ads – **a year-round opportunity**
- ✓ Virtual photo booth
- ✓ Email edition of the *Wall Street Journal* (has first right of refusal)
- ✓ Options to mail giveaways to the attendees

Specifications, prices, reservation forms and creative due dates will be published on May 3, 2021.

Additional official opportunities will be offered by these IDWeek partners:

CustomNEWS

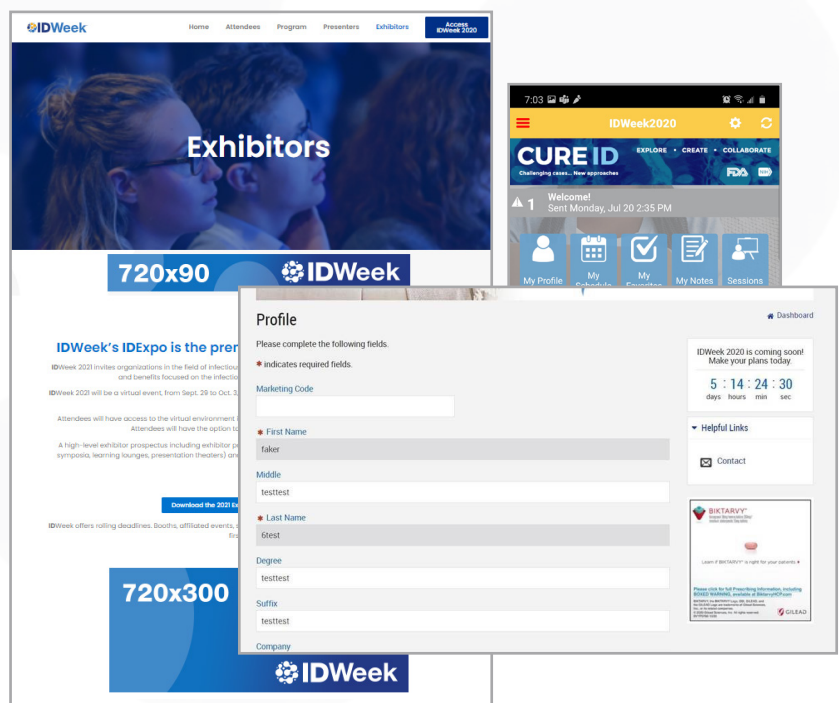
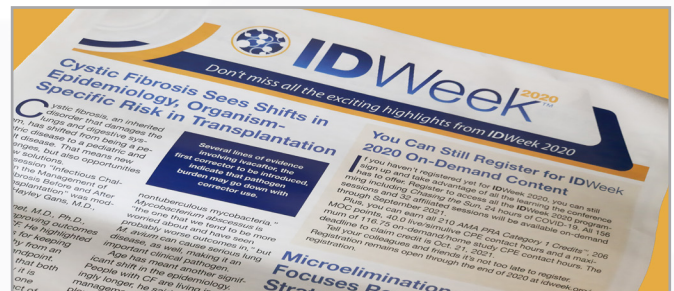
1. Pre-meeting highlights mailer to attendee homes in U.S. and Canada, including postcards.
2. IDWeek Daily News email and e-newsletter during IDWeek.
3. Post-meeting highlights mailer to attendee homes in U.S. and Canada, including postcards.

View the information sheet and rate card.

Pharmaceutical Media, Inc.

IDWeek now offers year-round email advertisements through PMI. IDWeek sends emails weekly on Tuesdays. Contact **Kathleen Malseed** with PMI to assist you with available dates for ad placements.

Share exciting new ideas for successful virtual promotion with
Dana Johnston.



Corporate Support Packages

There are seven different support levels.*
Each level is multi-sourced and can be supported
by more than one supporter.

*Individual a la carte purchases for virtual booths, learning lounges, satellite symposia, presentation theaters and promotional opportunities do not qualify for corporate support packages.

Supporters are eligible for the following recognition items:

Bronze Patron — \$5,000 – \$19,999

- Complimentary attendee registration (1)*
- Supporter recognition (details TBD)
- Name acknowledgement in the *IDWeek Daily News*

Silver Patron — \$20,000 – \$49,999

- Complimentary (1) post-meeting registration list
- Complimentary attendee registrations (2)*
- Supporter recognition (details TBD)
- Name acknowledgement in the *IDWeek Daily News*

Gold Patron — \$50,000 – \$74,999

- Complimentary (1) pre- and (1) post-meeting registration lists
- Complimentary attendee registrations (4)*
- Supporter recognition (details TBD)
- Name acknowledgement in the *IDWeek Daily News*

Platinum Patron — \$75,000 – \$99,999

- IDWeek Partner JUNO virtual booth package
- Complimentary (1) pre- and (1) post-meeting registration lists
- Complimentary attendee registrations (6)*
- Supporter recognition (details TBD)
- Name acknowledgement in the *IDWeek Daily News*

Corporate Support Packages (continued)

Diamond Patron — \$100,000 – \$249,999

- IDWeek Promoter JUNO virtual booth package
- Complimentary (1) pre- and (1) post-meeting registration lists
- Complimentary attendee registrations (10)*
- Supporter recognition (details TBD)
- Name acknowledgement in the *IDWeek Daily News*

Canary Diamond Patron — \$250,000 – \$499,999

- IDWeek Champion JUNO virtual booth package (while supplies last)
- Complimentary (1) pre- and (1) post-meeting registration lists
- Complimentary attendee registrations (30)*
- Supporter recognition (details TBD)
- Name acknowledgement in the *IDWeek Daily News*

Blue Diamond Patron — \$500,000+

- IDWeek Champion JUNO virtual booth package (while supplies last)
- idweek.org website ad package (while supplies last)
- One postcard in the pre-meeting highlight mailer to attendees (while supplies last)
- One postcard in the post-meeting highlights mailer to attendees (while supplies last)
- Complimentary (1) pre- and (1) post-meeting registration lists
- Complimentary attendee registrations (30)*
- Supporter recognition (details TBD)
- Name acknowledgement in the *IDWeek Daily News*

IDWeek is committed to meeting the needs of our potential supporters.

Please contact **John Buckley** to discuss the corporate support program.

Feel free to share exciting new ideas for successful corporate support benefits.



Corporate Support Policy



Unless pertaining to the virtual exhibit hall, trade names or product-group messages may not be used on any materials designated as an IDWeek 2021 support opportunity.



The “supporter must produce and provide” indicates that supporters are responsible for the purchase, production, and delivery of items.



A signed LOA containing language stipulated by the ACCME is required. Once the LOA is dually signed and invoice will be generated, and payment is expected in 60 days.



IDWeek must approve all artwork prior to the production of supported items.



Written authorization from the supporter is required before IDWeek will accept inquiries or provide information to agents and third parties.

IDWeek 2021 Important Dates*

May 3, 2 p.m. ET	Complete Exhibitor Prospectus details + Booth/Learning Lounge/Satellite Symposia/Presentation Theater applications available.
May 20, 2 p.m. ET	Promotional Opportunity applications accepted.
Mid-May	Attendee and exhibitor registration to open.
June 9, 5 p.m. ET	Abstract and case submission deadline. Visit idweek.org/presenters .
Sept. 1-Dec. 31	IDWeek 2021 available to attendees via the JUNO platform.
Sept. 13	Satellite symposia and presentation theaters begin and are offered daily through Sept. 29.
Sept. 29-Oct. 3	IDWeek 2021
Jan. 1-March 31, 2022	Attendee Extending Access Period

**All dates are subject to change*

Contact the IDWeek Team

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Consultant, IDWeek Affiliated Events

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Thank you for your interest in participating in **IDWeek 2021!**

Our team is eager to help you achieve your goals.

What can we do to help you become the **IDWeek** planning hero to your stakeholders?