



# Promotional Item Details

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

***Join us!***

**[idweek.org/exhibitors](https://idweek.org/exhibitors)**

# Year-Round Feathr Remarketing Ads

Our audience becomes your audience with retargeting. Get direct access to idweek.org visitors and retarget them with your brand's ads anywhere they visit online.

## Ad sizes:

- Leaderboard: 728 x 90px
- Half page: 300 x 600px
- Medium Banner: 300 x 250px

## File types accepted:

- .png, .jpg, .gif
- Video files
- HTML ads/ad tags



**Page Views: 610,028**

**Sessions: 274,919**

**Users: 152,009**

**New Users: 148,356**

## Pick Your Three Month Impression Package

# of Impressions	Introductory Cost per 1,000	Introductory Price
25,000	\$140	\$3,500
50,000	\$130	\$6,500
100,000	\$120	\$12,000
200,000	\$110	\$22,000
300,000	\$100	\$30,000
400,000	\$90	\$36,000
500,000	\$80	\$40,000

# Year-Round idweek.org Website Opportunities

## IDWeek Website

\$18,000

Your campaign will begin when your advertisement is placed and run until the 2022 IDWeek website goes live in November 2021. Ads may be placed at any time. Advertisers are encouraged to place their ads early in the calendar year for the most visibility.

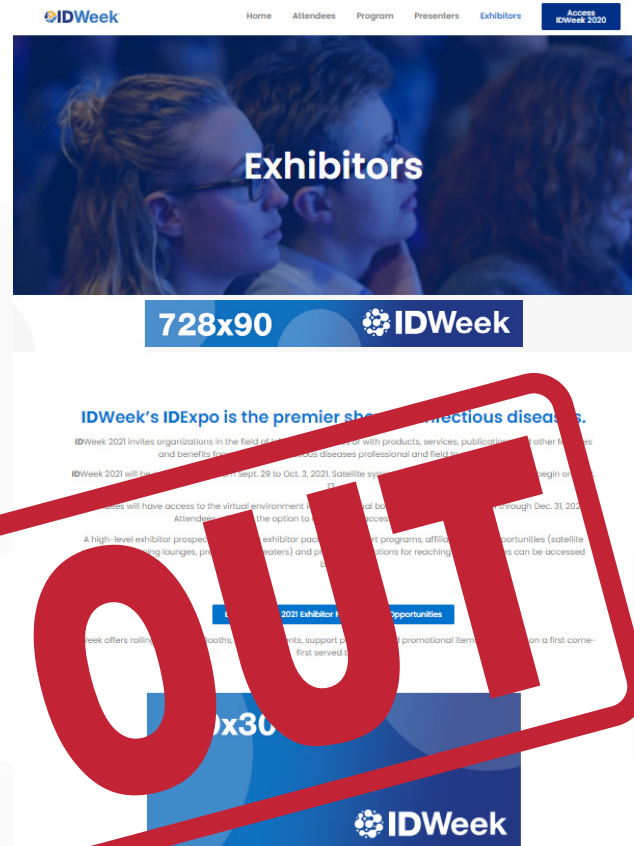
Advertisers will be given two ads, top and mid page.

**Sponsor Package:** Top Page: 728 x 90px

- Mid Page: 720 x 300px  
(both responsive on mobile)

Files may be .jpg, .gif, .png or provide a full URL to image. Must supply click-through URL.

Ads will be placed within 5 business days. There will be a \$500 ad change fee to replace ads during the campaign. Content may open or animate outside of the designated space.



Only one or only **SEVEN ADVERTISERS** on idweek.org!  
The estimated number of impressions per advertiser is 50,000.

## Click & Show Data

Sponsors are encouraged to add a tracking code to the click-through URL.

A good tool for building those URLs is **Google Analytics**.

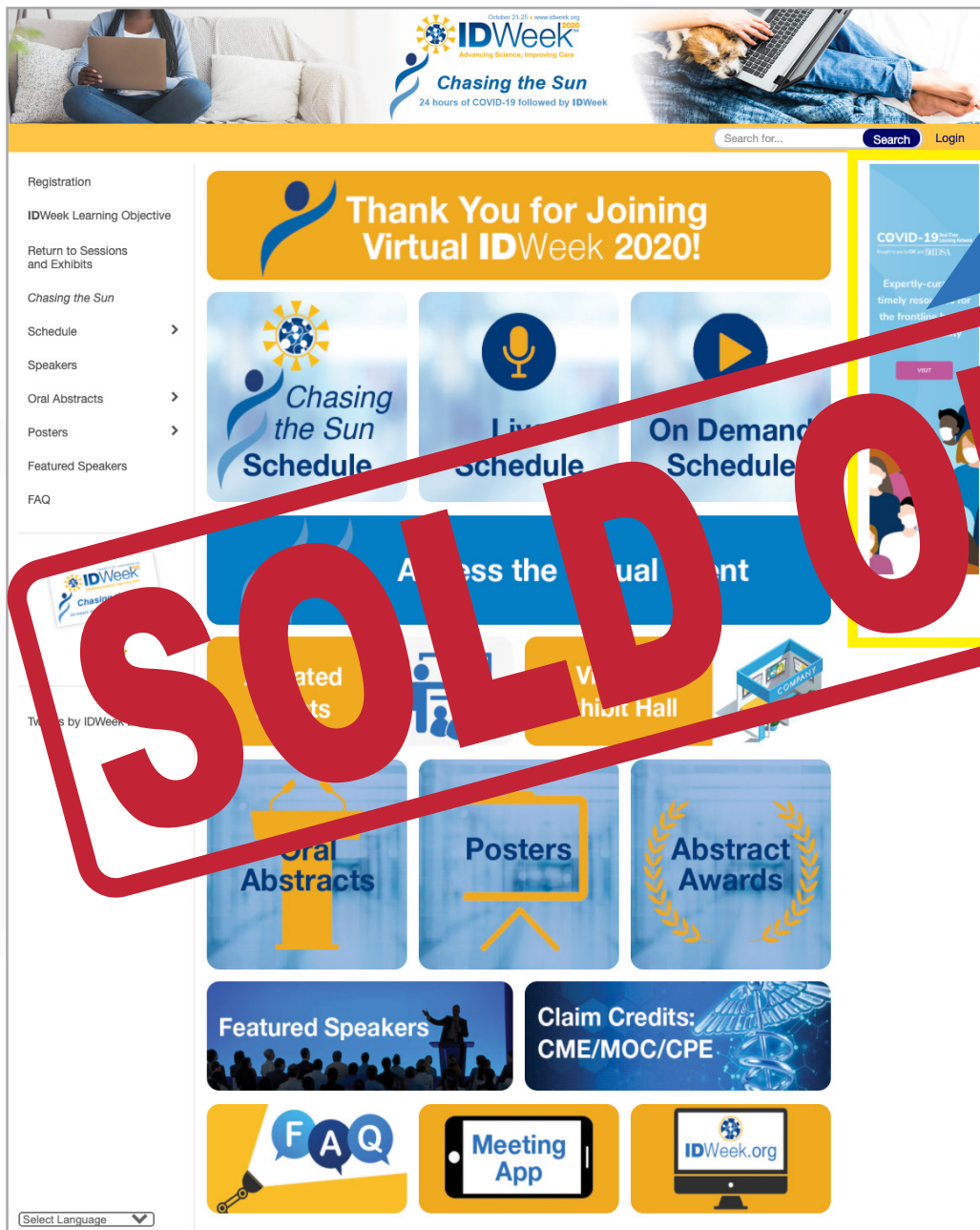


# Interactive Program: Cadmium

## Portrait Banners

\$7,000

Gain visibility by highlighting a company, product, event or other initiative in the IDWeek Interactive Program. This homepage placement is the launch pad to the complete schedule released in June. Ads will rotate in random order and can be added at any time.



Up to 7  
rotating  
banners  
available

Dimensions:  
20 x 100px  
.png file

Provide click-  
through URL

Due:  
Published when  
received

# Virtual Platform: JUNO Opportunities

## JUNO Ads

\$7,000

Ad space is available in the Exhibit Hall and Help Desk of the JUNO platform.

- Ads rotate in random order. File Specifications: 1180 x 110 px .jpg or .png.
- Provide a click-through URL to an outside website, booth, affiliated event, or article in JUNO.
- JUNO recommends using Google Analytics to create trackable URLs.
- Ad and URL are due Aug. 18.



## JUNO Articles

\$3,500

Share an article, case study, editorial or other written publication about your company, product or services in a Featured Articles section of the JUNO platform. This section will be outside of the exhibit hall and help you gain additional visibility with the **IDWeek 2021** attendees. Include a link at the bottom of your write up directing the reader back to your virtual booth.



- Articles will be published in alphabetical order by title.
- Articles will be limited to 20. Sponsors may write more than one article.
- There is no word or page limit.
- Articles and formatting must be supplied in HTML by Aug. 4.
- A gallery image will be needed, specs TBD.

## JUNO Scavenger Hunt Prize

\$1,000

**IDWeek 2021** will host a scavenger hunt in the JUNO platform with daily (Sept. 29-Oct. 3) random prizes to attendees earning points. Sponsor a prize and have it displayed in the JUNO platform to gain visibility.



- Sponsor must select and pay for the prize after receiving **IDWeek** approval
- A high-quality image of the prize will be required by Aug. 4.
- Upon authorization, **IDWeek** will release the winner's name and address to the sponsor to mail the prize directly to the recipient.
- Sponsors may offer up to 10 prizes total. There may be 10 sponsors or one sponsor with 10 prizes.

**IDWeek** will strictly adhere to the **AMA Code of Medical Ethics** regarding gifts to physicians.

**Visit the JUNO site and create an account to demo the platform.**



# Virtual Photo Booth

IDWeek 2021 will offer the virtual attendees a bit of fun and whimsy with a virtual photo booth!

Two sponsors will receive:

- Their logo on the landing page/start screen
- Their logo on a photo frame
- Their logo or image as a sticker

The Virtual Photo Booth is currently tentative pending final approval and confirmation it can be implemented in the JUNO platform.

Take a look at the **Sample Sponsor Page** and experience it for yourself using the **Virtual Booth Demo**.

- Open to two sponsors for \$8,500 each.
- **Images due:** Aug. 4
- **Logo specifications:** TBD



*Have an idea you  
loved from another  
virtual event?  
Tell us about it!*

# Sponsored Social Media Posts + Emails

## Learning Lounges, Satellite Symposia & Presentation Theaters

**Eligibility:** Any learning lounge, satellite symposium or presentation theater from IDWeek 2020 now available on-demand or scheduled for IDWeek 2021.

**Your event promotion will be posted on up to four platforms of your choice.**

Twitter — 9,700+ [twitter.com/IDWeek2021](https://twitter.com/IDWeek2021)  
(1200 x 628px)

Facebook — 3,000+ [facebook.com/IDWeek](https://facebook.com/IDWeek)  
(1200 x 630px)

Instagram — 551 [instagram.com/idweekmeeting](https://instagram.com/idweekmeeting)  
(1080 x 1080px)

LinkedIn — 86 **NEW** [linkedin.com/company/idweek](https://linkedin.com/company/idweek)  
(1200 x 627px)

**Accepted File Types:** .jpg, .png and video URLs

**Note:** No discounts will be given for posting on less than four platforms.

## Specifications



**Text:** Subtract 15 characters for us to include \*SPONSORED POST\* text.

- Twitter: 280 characters
- Facebook: 63,206 characters
- LinkedIn: 120,000 characters
- Instagram: 2,200 characters

**Hashtags:** Posts can include all hashtags requested, up to the character limits noted above.

Post graphic and text due 10 business days before the posts will appear.

**1 post — \$3,500 | 2 posts 1 wk — \$5,000 | 6 posts 3 mos. — \$12,000**

## Sponsored Emails

**\$3,500**

Satellite Symposia hosts can promote their event in the affiliated event emails on Aug. 3, 17 and 31. Each email may contain up to four featured events in addition to the link to the complete affiliated events schedule.

Please provide the title, speakers and a 50-word description 10 business days before the email is to be sent.

### Symposium Title:

Up to a 50-word summary describing the symposium.

### Featuring:

First Name Last Name, Designations  
Title and/or Institution  
(repeat for each speaker in your event)

IDWeek will include text about how to access the symposium in the platform.

IDWeek 2021 | [idweek.org/exhibitors](https://idweek.org/exhibitors)



# Mail Giveaways to Attendees

IDWeek 2021 allows participating companies to mail attendees in the U.S. and/or Canada directly for a \$3,500 sponsorship access fee. IDWeek expects more than 12,000 registrants. The list count will vary depending on a number of factors including the time of year, the number of global registrants to be excluded and the number of opt outs.



## GIVEAWAY

### IDWeek Responsibilities

Approve the mailer and giveaway.

Provide the registrant list to the mail house minus any registrants who opted out of receiving exhibitor communications.

### Sponsor Responsibilities

Use an approved mail house, list provided upon request or receive approval in advance to use another vendor.

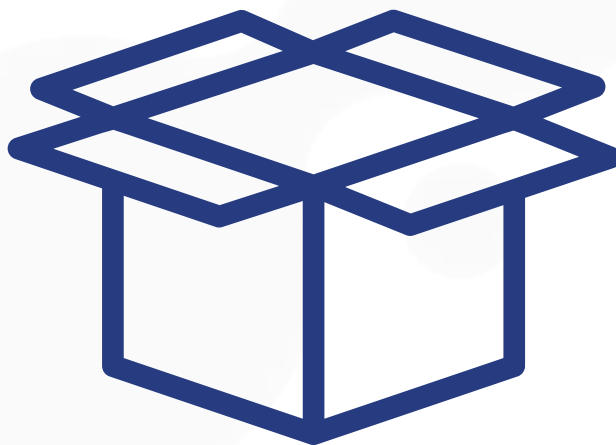
Coordinate the mailing.

Pay all costs associated with the mailing.

Traditional paper invitation and brochure mailing is also available. Mailing list order forms will be available by June 1. There is no access fee to mail postcards, brochures, flyers and other flat paper mailers. A list rental fee will apply, and the mailer must be approved by IDWeek headquarters.

## IDWeek Post-Meeting Packages

Bundle content and themed sessions and offer them to your audience with a custom bundle on HIV, *C. diff*, transplant or other topic area. IDWeek will provide access to the specialized sessions you desire. Email **Dana Johnston** to create your custom package.





# Pending Items...

## Under Development or First Right of Refusal

### IDWeek App Opportunities

Ad space may be available in the IDWeek 2021 app. Email **Dana Johnston** to be placed on a wait list for this opportunity.

### JEOPARDY® Commercials

IDWeek 2021 is exploring the option to host a JEOPARDY® style event in early September inside the JUNO platform. Email **Dana Johnston** to be placed on a wait list for this opportunity.

These items offer a first right of refusal to a sponsor. Email **Dana Johnston** to be placed on a wait list for any of these opportunities.

**SOLD OUT**

- Registration Website Ad
- Registration Confirmation Email Ads
- Email Edition of the Wall Street Journal

## Additional official opportunities will be offered by these IDWeek partners:

### CustomNEWS

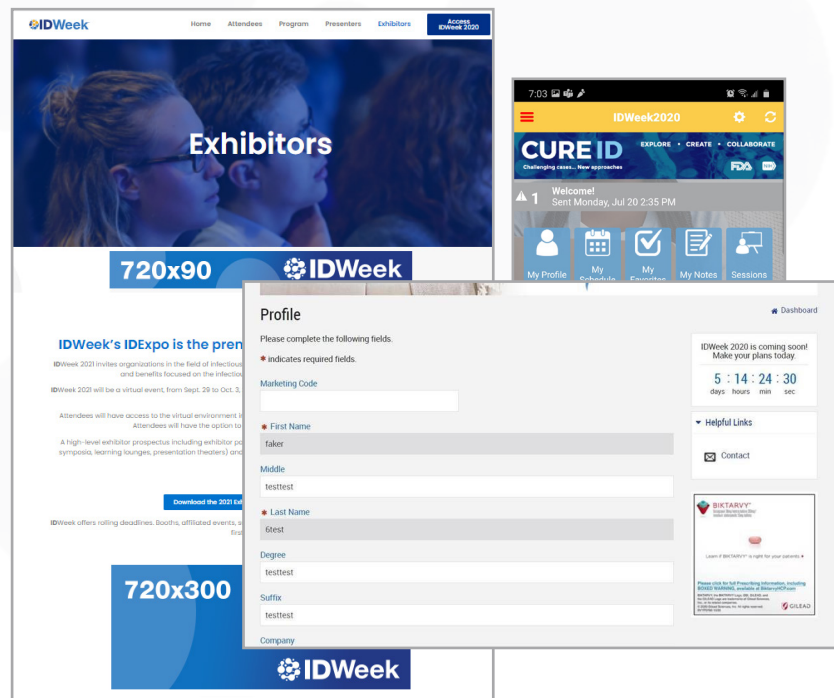
1. Pre-meeting highlights mailer to attendee homes in U.S. and Canada, including postcards.
2. IDWeek Daily News email and e-newsletter during IDWeek.
3. Post-meeting highlights mailer to attendee homes in U.S. and Canada, including postcards.

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**.



# Promotional Opportunity Policies

All participants agree to the following policies with IDWeek.

## RESERVATION POLICY

No applications will be accepted before Thurs., May 20 at 2 p.m. ET.

Any forms received before the official launch will be deleted.

## PAYMENT POLICY

Payment in full is due 60 days after the reservation is made. Unpaid reservations will be canceled after 60 days. Orders placed late in the year will have payments due no later than Sept. 15.

## CANCELLATION POLICY

Advertisements cancelled by June 30 will be refunded in full if the advertisement has not been placed. All placed ads are nonrefundable.

Cancellation requests made July 1 and later are subject to refund (or balance due forgiveness) at the discretion of IDWeek and will be based on the ability to resell the space.

## USE OF IDWeek NAME & LOGO

The use of the IDWeek logo is prohibited. You may reference IDWeek in name only. Be sure the ID in IDWeek is boldface and that IDWeek is one word, no space between the ID and Week. Be sure to use the superscript TM for trademark after the name. IDWeek™ or IDWeek™ 2021 are both acceptable uses. All uses of the IDWeek name must be approved in advance.

## FIRST RIGHT OF REFUSAL

Advertisements are secured on a first-come first-served basis. Some placements may offer first right of refusal to the advertiser from 2020.

All first right of refusal decisions must be made by May 14 or the opportunity becomes available to other exhibitors. Wait lists are currently being accepted.

## ADS BEYOND THOSE OFFERED HERE

The display of advertisements or promotional materials beyond those offered in this guide and targeted to attendees of IDWeek is prohibited.

The use of any name, logo or trademark of IDWeek and the partner societies in any exhibitor advertising is strictly prohibited without IDWeek's advance written consent.



**Complete the reservation form on the next page and submit it beginning on May 20 at 2 p.m. ET to secure your promotional items.**

# IDWeek™ Reservation Form

**Secure your sponsorship beginning on Thurs. May 20 at 2 p.m. ET**

Company (Required) \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**BILLING INFORMATION** ☐ Same as information above

Bill to \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**PRODUCT(S) REQUESTED**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**TOTAL DUE:** \_\_\_\_\_

☐ I agree to the policies listed on page 10, and payment in full will be submitted in 60 days.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**NO FORMS WILL BE ACCEPTED BEFORE THURS., MAY 20 at 2 P.M. ET**



**Return reservation form and art materials to:**  
Dana Johnston, CMP  
*Senior Manager, Convention Operations and Meetings*  
djohnston@idsociety.org

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