2022 Industry Partner Prospectus + Opportunities

Exhibits | CE and Non-CE Educational Events | Promotional Advertising | Corporate Support

Participate in the premier infectious diseases event — IDWeek 2022! IDWeek attendees represent all facets of ID research and treatment from the bench to the bedside. IDWeek is the leader in collaborative ID education with the mission of advancing science and improving care. Welcoming over 8,000 attendees in 2019 and over 8,500 in 2021, IDWeek is the must attend event for companies operating in the ID space.

Join us LIVE in the Nation’s Capital
Washington, D.C.
Oct. 19 – 23

Join us!
idweek.org/industry
# Table of Contents

**IDWeek Overview & Schedule** ........................................................................................................................................3

Attendee Demographics ..................................................................................................................................................4

Exhibit Options & Rates ..................................................................................................................................................5

Exhibit Schedule & Space Assignments ..........................................................................................................................6

Educational Event Schedule & Rates ...............................................................................................................................7

Support **IDWeek** ..........................................................................................................................................................9

Promotional Opportunities ...............................................................................................................................................11
  - Promotional Policies .....................................................................................................................................................11
  - Year-Round Feathr Retargeting Ads ........................................................................................................................12
  - Year-Round idweek.org Website Opportunities .....................................................................................................13
  - Year-Round **IDWeek** Sponsored Social Media Posts ............................................................................................14
  - **IDWeek** Info Guide ..................................................................................................................................................15
  - Mobile App .................................................................................................................................................................16
  - Attendee “My Experience” Ad ................................................................................................................................19
  - Virtual Program Website ............................................................................................................................................20
  - Sponsored Emails .........................................................................................................................................................21
  - Twitter & Video Media Wall ........................................................................................................................................22
  - Marriott Marquis Headquarter Hotel Opportunities ................................................................................................22
  - Convention Center Opportunities ................................................................................................................................23
  - Official Partner Opportunities | Emails + Outdoor Opportunities ........................................................................26
  - Wall Street Journal .......................................................................................................................................................27
  - Registration Website & Confirmation Ads ................................................................................................................28
  - Additional Opportunities | Branded KN95 Masks ..........................................................................................................30
  - Digital Signs .................................................................................................................................................................31
  - Important Dates & Contact Information ....................................................................................................................32
Overview & Schedule

**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 2022 program will be available by early March by visiting idweek.org/program.

---

### Exhibit Hall Hours

- **Thursday, Oct. 20**: 10 a.m. – 2 p.m. ET
- **Friday, Oct. 21**: 10 a.m. – 2 p.m. ET
- **Saturday, Oct. 22**: 10 a.m. – 2 p.m. ET

---

### Top 5 Reasons to Participate in IDWeek 2022

1. **The first live IDWeek since 2019!**
2. **Thousands of abstracts and hundreds of sessions attract ID leaders!**
3. **See your colleagues face to face, share a meal and raise a glass.**
4. **12-hours to exhibit! Six hours of which are unopposed by IDWeek scientific content.**
5. **Evening education sessions are back for industry!**

*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.*

---

*All opportunities and packages in this Prospectus are subject to change. Additional opportunities may be added.*
Attendee Demographics

Yearly Attendance

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>8,837</td>
</tr>
<tr>
<td>2020</td>
<td>9,161</td>
</tr>
<tr>
<td>2021</td>
<td>8,507</td>
</tr>
</tbody>
</table>

Global Participation

- International: 29%
- Domestic (U.S. & Canada): 71%

Speciality

- Adult ID: 40%
- Pediatric ID: 9%
- Internal Medicine: 6%
- All Others: 52%
- Clinical Research: 9%
- Patient Care: 39%
- Primary Profession: 100%
Exhibit Options & Rates

IDWeek is maintaining the 2020 in-person exhibit rates. Thank you for your loyalty!

View the floor plan in real time.

---

How much will a booth cost?

Calculate the total booth square feet by the appropriate cost in the chart on the right. A 10’x10’ commercial in-line booth is 100 square feet. $34 x 100 = $3,400 for the booth.

Virtual booths will cost $2,500 each. All in-person exhibitors will automatically be included in the virtual exhibit hall. Exhibitors can select booth upgrades to enhance their virtual listing at an additional cost during the application process.

Apply for booth space by visiting idweek.org/industry beginning on Feb. 3 at 1 p.m. ET.

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Cost per Square Foot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial In-Line</td>
<td>$34</td>
</tr>
<tr>
<td>Non-Profit In-Line</td>
<td>$23</td>
</tr>
<tr>
<td>Commercial Corner</td>
<td>$38</td>
</tr>
<tr>
<td>Non-Profit Corner</td>
<td>$25</td>
</tr>
<tr>
<td>Commercial Island</td>
<td>$41</td>
</tr>
<tr>
<td>Virtual ONLY</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

Additional Costs

Exhibitors must also carpet their booth. Carpet costs approximately $330 for a 10’x10’ booth space.

Additional booth fees that may be incurred, but are not required include:

- Electrical
- Furnishings
- Drayage
- Labor
- Internet
**Exhibit Schedule** (subject to change)

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, Oct. 18</td>
<td>Exhibitor Registration 8 a.m. – 6 p.m.</td>
</tr>
<tr>
<td></td>
<td>Exhibitor Move-in (Load in time ends at 5 p.m.) 8 a.m. – 6 p.m.</td>
</tr>
<tr>
<td>Wednesday, Oct. 19</td>
<td>Exhibitor Registration 8 a.m. – 6 p.m.</td>
</tr>
<tr>
<td></td>
<td>Exhibitor Move-in (Load in time ends at 5 p.m.) 8 a.m. – 6 p.m.</td>
</tr>
<tr>
<td>Wednesday, Oct. 19</td>
<td>Opening Reception time and location TBD</td>
</tr>
<tr>
<td>Thursday, Oct. 20</td>
<td>Exhibitor Registration 8 a.m. – 2 p.m.</td>
</tr>
<tr>
<td></td>
<td>Exhibit Hours 10 a.m. – 2 p.m.</td>
</tr>
<tr>
<td>Friday, Oct. 21</td>
<td>Exhibitor Registration 9 a.m. – 2 p.m.</td>
</tr>
<tr>
<td></td>
<td>Exhibit Hours 10 a.m. – 2 p.m.</td>
</tr>
<tr>
<td>Saturday, Oct. 22</td>
<td>Exhibitor Registration 9 a.m. – 2 p.m.</td>
</tr>
<tr>
<td></td>
<td>Exhibit Hours 10 a.m. – 2 p.m.</td>
</tr>
<tr>
<td></td>
<td>Exhibitor Move-out 2 – 10 p.m.</td>
</tr>
<tr>
<td>Sunday, Oct. 23</td>
<td>Exhibitor Move-out 8 a.m. – 4:00 p.m.</td>
</tr>
</tbody>
</table>

**Space Assignments**

**IDWeek** assigns space as equitably as possible using a priority point system and then on a first-come, first-served, space-available basis. The first round of assignments will involve companies that have applied by Feb. 4. Thereafter, **IDWeek** will assign space based on the date the application is received. **IDWeek** reserves the right to revise the floor plan to meet the needs of the majority of exhibiting companies. Initial booth assignments will be issued by March 18.

**In-Person Exhibitors Receive**

- Listing in the print **IDWeek** attendee guide
- Inclusion in the online exhibit hall
- Four complimentary exhibitor only* printed badges per 100 sqft (10’x10’) of space
- A 7” x 44” identification sign
- Use of the exhibitor lounge
- Three days of attendee coffee breaks in the exhibit hall
- Access to the Opening Reception with attendees

**Virtual Exhibitors Receive**

- Inclusion in the online exhibit hall

*Exhibitor only badges do not allow access to scientific sessions.

**Exhibitor Full Conference badges are available for approximately $1,000 each.**
<table>
<thead>
<tr>
<th>Event Type</th>
<th>Duration</th>
<th>Cost</th>
<th>Schedule</th>
</tr>
</thead>
</table>
| Learning Lounge | 45-min | $10K-$18K | Oct. 20 – 22
| Presentation Theater | 1-hr | $25K | Oct. 18 5:30 – 6:30 p.m., Oct. 22 6 – 7 p.m. |
| Industry Education Evening | 2-hr non-CE | $35K | Oct. 18 6:30 – 8:30 p.m., Oct. 22 7 – 9 p.m. |
| Satellite Symposium | 2-hr CE | $45K-$65K | Oct. 7 & 14 8 – 10 a.m., 11 a.m. – 1 p.m. ($45K — premeeting virtual), Oct. 19 ($60K) 7 – 9 a.m., 9 – 11 a.m., ($65K) 11 a.m. – 1 p.m., 7:30 – 9:30 p.m.* time subject to change for IDWeek opening event, Oct. 20 ($65K) 7 – 9 p.m., Oct. 21 ($55K) 6 – 8 p.m. |

*All times are ET.*
Educational Event Schedule & Rates (continued)

Educational event 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 is required for satellite symposia.
- Payment is due 60 days from application date.

Add on-demand for $5,000
Add live streaming for $10,000

Other Affiliated Events

Reserve space for alumni receptions, closed investigator meetings, interest groups, advisory board, exhibitor staff meetings and other social functions for $500.

$500 includes the room rental fee only. IDWeek will connect you to the property and you will work with the hotel or convention center directly on any AV, telecom, room set, food or beverage needs. Those items will be charged directly by the venue and are the responsibility of the event host.

Visit idweek.org/industry to begin an application.
Support IDWeek

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

Supporters are eligible for the following recognition items:

**Bronze Patron — $5,000 – $19,999**
- 1 complimentary attendee registrations
- 1 leadership reception invites

**Silver Patron — $20,000 – $49,999**
- 2 complimentary attendee registrations
- 2 leadership reception invites
- Post meeting attendee list

**Gold Patron — $50,000 – $74,999**
- 4 complimentary attendee registrations
- 4 leadership reception invites
- Pre and post meeting attendee list

**Platinum Patron — $75,000 – $99,999**
- 6 complimentary attendee registrations
- 6 leadership reception invites
- Pre and post meeting attendee list

**Diamond Patron — $100,000 – $249,999**
- 10 complimentary attendee registrations
- 8 leadership reception invites
- Pre and post meeting attendee list

**Canary Diamond Patron — $250,000 – $499,999**
- 30 complimentary attendee registrations
- 8 leadership reception invites
- Pre and post meeting attendee list
- HTML email to attendees

**Blue Diamond Patron — $500,000+**
- 30 complimentary attendee registrations
- 10 leadership reception invites
- Pre and post meeting attendee list
- HTML email to attendees
- Website ads
- Postcard in pre and post meeting mailer

---

*Individual a la carte purchases for booths, industry educational events and promotional opportunities do not qualify for corporate support packages.

---

The amount range for each support level is based on total IDWeek support received by a corporation and its subsidiaries. It does not include amounts spent on exhibit space, educational events and/or promotional opportunities.

---

All supporters receive:
- Name in **IDWeek Daily News**;
- Logo on convention center signage;
- Support level ribbons for booth staff badges;
- Floor decal indicating support level for booth perimeter
Your support makes IDWeek possible.

Corporate Support Policy

- Unless pertaining to the exhibit hall, trade names or product-group messages may not be used on any materials designated as an IDWeek 2022 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, an 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.
### Promotional Opportunity Policies

All participants agree to the following policies with IDWeek.

<table>
<thead>
<tr>
<th>RESERVATION POLICY</th>
<th>PAYMENT POLICY</th>
<th>CANCELLATION POLICY</th>
</tr>
</thead>
<tbody>
<tr>
<td>No applications will be accepted before Thurs., Feb. 3, at 1 p.m. ET. After June 1, 2022 email <a href="mailto:djohnston@idsociety.org">djohnston@idsociety.org</a> to reserve promotional opportunities.</td>
<td>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.</td>
<td>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.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>USE OF IDWeek NAME &amp; LOGO</th>
<th>FIRST RIGHT OF REFUSAL</th>
<th>ADS BEYOND THOSE OFFERED HERE</th>
</tr>
</thead>
<tbody>
<tr>
<td>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™ 2022 are both acceptable uses. All uses of the IDWeek name must be approved in advance.</td>
<td>Advertisements are secured on a first-come first-served basis. Some placements may offer first right of refusal to the advertiser from 2021. All first right of refusal decisions must be made by May 13 or the opportunity becomes available to other exhibitors. Wait lists are currently being accepted.</td>
<td>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.</td>
</tr>
</tbody>
</table>
Year-Round Feathr Retargeting 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

Click through URL:
If tags are not provided, include click through URL for each image.

<table>
<thead>
<tr>
<th># of Impressions</th>
<th>Cost per 1,000</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>25,000</td>
<td>$140</td>
<td>$3,500</td>
</tr>
<tr>
<td>50,000</td>
<td>$130</td>
<td>$6,500</td>
</tr>
<tr>
<td>100,000</td>
<td>$120</td>
<td>$12,000</td>
</tr>
<tr>
<td>200,000</td>
<td>$110</td>
<td>$22,000</td>
</tr>
<tr>
<td>300,000</td>
<td>$100</td>
<td>$30,000</td>
</tr>
<tr>
<td>400,000</td>
<td>$90</td>
<td>$36,000</td>
</tr>
<tr>
<td>500,000</td>
<td>$80</td>
<td>$40,000</td>
</tr>
</tbody>
</table>
Year-Round idweek.org Website Opportunities

IDWeek Website **SOLD OUT**

$18,000

Your campaign will begin when your advertisement is placed and run until the 2023 IDWeek website goes live in Nov. 2022. 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, PNG, GIF 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 year. No content may open or animate outside of the designated ad space.

Be one of 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.
# Year-Round IDWeek Sponsored Social Media Posts

Sponsored Social Media Posts may be used to promote industry educational events only. See page 7 of this document for those opportunities; **Sept. 12 – Oct. 23 SOLD OUT**

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Instagram</th>
<th>LinkedIn</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3K+ facebook.com/idweek</td>
<td>700+ instagram.com/idweekmeeting</td>
<td>300+ linkedin.com/company/idweek</td>
<td>11.2K+ twitter.com/idweek2022</td>
</tr>
<tr>
<td></td>
<td>Image size 1200 x 628px</td>
<td>Image size 1080 x 1080px</td>
<td>Image size 1200 x 628px</td>
<td>Image size 1200 x 628px</td>
</tr>
<tr>
<td></td>
<td>Accepted File Types: JPG, PNG and video URLs</td>
<td>Accepted File Types: JPG, PNG and video URLs</td>
<td>Accepted File Types: JPG, PNG and video URLs</td>
<td>Accepted File Types: JPG, PNG and video URLs</td>
</tr>
</tbody>
</table>

## Video Specifications

- **1280 x 720** min width is 1200 pixels.
- Min resolution is 1080 x 1080
- Horizontal pixel resolution is 1920
- Aspect ratio is 1:2.4 to 2.4:1.
- 1280×720 or 720×720 (square)

- Max file size is 1.75 GB.
- Video length max is 45 mins
- Max file size is 100MB.
- Video length max is 60 secs
- Max file size is 5GB.
- Video length max is 10 mins.
- Max file size is 512MB.
- Video length max is 140 seconds.

## Content Specifications

- **Text**: Subtract 15 characters for us to include *SPONSORED POST* text.
- **Hashtags**: Posts can include all hashtags requested, up to the character limits noted above.

<table>
<thead>
<tr>
<th></th>
<th>63,206 characters</th>
<th>2,200 characters</th>
<th>120,000 characters</th>
<th>280 characters</th>
</tr>
</thead>
</table>

**Note:** No discounts will be given for posting on less than four platforms. Post graphic and text due 10 business days before the posts will appear.

IDWeek 2022 | idweek.org/industry
IDWeek Info Guide* **SOLD OUT**

IDWeek is rethinking the formerly printed *Final Program, Exhibit/Affiliated Event Guide, Map and Pocket Guide* from the ground up! Our goal is to create one useful and concise show guide for attendees while working toward a greener footprint and producing less waste.

Areas for Advertising Opportunity:

- Wrap around the booklet and/or tip-on
- Back cover
- Inside front cover
- Inside back cover
- Tabs 1–4 front and/or back
  - Tab 1 | Session Info
  - Tab 2 | Abstracts
  - Tab 3 | Industry partners, booths, affiliated events
  - Tab 4 | Quick reference, maps, CE tracker

*Email Dana Johnston (djohnston@idsociety.org) to be placed on a wait list.

Specifications & Pricing

Wrap around the booklet and/or tip-on — $30,000 each

TIP-ON | 4 Color, 4”x 6”
WRAP | 4 Color, 4” x 22” | Front Cover Image Area 5.5” x 4”

Back cover — $30,000

4 Color, 5.5” x 8.5” add 1/8” bleed if the ink goes to the edge

Inside front cover — $26,000

4 Color, 5.5” x 8.5” add 1/8” bleed if the ink goes to the edge

Inside back cover — $24,000

4 Color, 5.5” x 8.5” add 1/8” bleed if the ink goes to the edge

Tabs 1–4 front and/or back — $8,500 per side

4 Color, 5.5” x 8.5” with 1/8” bleed

File Delivery

InDesign files with a press ready PDF emailed to Dana Johnston. (djohnston@idsociety.org)

Due Date: Aug. 10
**Moble App: CadmiumCD**

**Portrait/Landscape Splash Screen**

SOLD OUT $20,000

One full screen splash ad is available. It will display for 3.5 seconds every time the app is opened.

JPG or PNG images must be supplied in every size by Sept. 9 or earlier.

Supply splash screen images in the following sizes:

<table>
<thead>
<tr>
<th>File Format</th>
<th>Pixels W x H</th>
<th>Aspect Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>JPG/PNG 1</td>
<td>2,048 x 2,732</td>
<td>0.75:1</td>
</tr>
<tr>
<td></td>
<td>2,732 x 2,048</td>
<td>1.3:1</td>
</tr>
<tr>
<td>JPG/PNG 2</td>
<td>1,080 x 1,920</td>
<td>0.56:1</td>
</tr>
<tr>
<td></td>
<td>1,920 x 1,080</td>
<td>1.8:1</td>
</tr>
<tr>
<td>JPG/PNG 3</td>
<td>1,242 x 2,688</td>
<td>0.46:1</td>
</tr>
<tr>
<td></td>
<td>2,688 x 1,242</td>
<td>2.2:1</td>
</tr>
</tbody>
</table>

**Main Screen Tile Advertisement**

SOLD OUT $15,000 ea.

IDWeek will offer the following three main screen tile advertisement opportunities:

1. When attendees navigate to the abstracts section in the app.
2. When attendees navigate to the exhibitors in the app.
3. When attendees navigate to the attendee chat/connect function in the app.

These full screen images will show every time the user clicks on this section of the app. Images will display for 2.5 seconds. JPG or PNG images must be supplied in every size by Sept. 9 or earlier.

Supply main screen images in the following sizes:

<table>
<thead>
<tr>
<th>File Format</th>
<th>Pixels W x H</th>
<th>Aspect Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>JPG/PNG 1</td>
<td>2,048 x 1,536</td>
<td>4:3</td>
</tr>
<tr>
<td>JPG/PNG 2</td>
<td>1,536 x 2,048</td>
<td>3:4</td>
</tr>
<tr>
<td>JPG/PNG 3</td>
<td>1,920 x 1,080</td>
<td>16:9</td>
</tr>
<tr>
<td>JPG/PNG 4</td>
<td>1,080 x 1,920</td>
<td>9:16</td>
</tr>
</tbody>
</table>
Mobile App: CadmiumCD (continued)

Sticky/Sub Page Banners

$7,000

There will be up to seven sponsor banners in rotation plus one IDWeek ad for a total of eight randomly rotating banners. Ads will appear on the app homepage and many internal pages and sections. Ads will be suspended from any page displaying CE information to comply with ACCME accreditation guidelines.

JPG or PNG images must be supplied in every size by Sept. 9 or earlier.

Supply splash screen images in the following sizes:

<table>
<thead>
<tr>
<th>File Format</th>
<th>Pixels W x H</th>
<th>Aspect Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>JPG/PNG 1</td>
<td>1,080 x 152</td>
<td>7:1</td>
</tr>
<tr>
<td>JPG/PNG 2</td>
<td>1,920 x 225</td>
<td>9:1</td>
</tr>
<tr>
<td>JPG/PNG 3</td>
<td>2,048 x 180</td>
<td>11:1</td>
</tr>
<tr>
<td>JPG/PNG 4</td>
<td>1,920 x 152</td>
<td>13:1</td>
</tr>
<tr>
<td>JPG/PNG 5</td>
<td>2,048 x 300</td>
<td>N/A</td>
</tr>
<tr>
<td>JPG/PNG 6</td>
<td>1,536 x 225</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Push Notifications (Oct. 19–22, SOLD OUT) $4,700

Push notifications are available on a first come, first served basis with up to 230 characters. They will be limited to two per day Oct. 7–23. Images, links or HTML are not supported.

Final text must be supplied by Sept. 9 or earlier.

Limited dates still available, email for details info@idweek.org.
Inside the IDWeek 2022 app there will be an e-Bag section with 10 electronic “bag inserts.”

- **Max File Size:** 1.5 MB
- **File Format:** PDF
- **Character Limit:** e-bag listing* title may be up to 40-characters

*e-bag listings will be featured in alphabetic order by title.

**Due Date:** Sept. 16

Submit e-bag details by Sept. 16 to be included when the app launches on Sept. 27. Late e-bag listings will be permitted and can take up to 7 business days to be live in the app. Attendees will need to refresh the app to see late e-bag listings and may not do so. No refunds will be given for late e-bag listings.
Attendee “My Experience” Ad: CadmiumCD — NEW

“My Experience” Ad

$12,000

Your ad can appear when attendees navigate to the “My Experience” schedule page after logging in to the desktop experience from their computer or mobile device. In 2021, this section of the website had 5,618 total views (4,240 were unique).

- **Dimensions:** 1280 pixels wide x 200 pixels tall
- **File Format:** JPG, PNG or GIF
- **Due Date:** The website will be live in May; we can add your banner at any time.

Please allow up to seven business days for the ad to appear. Include click-thru URL.
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 late spring/early summer. Ads will rotate in random order and can be added at any time.

**Portrait Banners**

- **SOLD OUT**
- **$7,000**

Up to 7 rotating banners available

- **Specs:** 320 x 1200px PNG file
- **Provide click-through URL**
- **Due:** Published when received

**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**.
Sponsored Emails

IDWeek partners with CustomNEWS to send your HTML email to the attendee list. Attendees who opt out of receiving industry partner communications will be excluded from the distribution list.

Share a Message with Attendees using Your Own Branding, Messaging and Subject Line!

Dates Available

- Fri., Sept. 23
- Mon., Sept. 26
- Fri., Sept. 30
- Mon., Oct. 3
- Fri., Oct. 7
- Mon., Oct. 10
- Fri., Oct. 14
- Mon., Oct. 17
- Fri., Oct. 28
- Mon., Oct. 31
- Fri., Nov. 4

Email Specifications Due 7 business days before the scheduled send date:

- File size: Optimum: 100KB; Maximum: 300KB
- Images should not exceed 600 pixels in width.
- Please include images along with your HTML file. Images should be sized to fit into the email design.
- Only use hrefs when coding your HTML email.

When submitting your creative, please include:

- Subject line without punctuation or dashes
- Email address(es) for staff that should receive the draft for approval
- Email address(es) for staff that should be on the distribution list for the e-broadcast
- Send the HTML and items above to: Jenn Waters (jwaters@showdailies.com) cc: Dana Johnston (djohnston@idsociety.org)

Any request to send to U.S. registrants only can be accommodated for an additional $1,000.

IDWeek will provide stats 7–10 business days after the deployment.

We Appreciate Your Support!
Twitter & Video Media Wall

IDWeek is offering a 13’x8’ video wall in the exhibit hall near dining tables will feature a Twitter feed and rotating industry partner messages in a five-minute continuous loop. The five-minute loop will display sponsor content approximately 144 times. No audio will be permitted.

Video dimensions: 640 x 640 pixels | File Format: H.264 MOV or MP4 | Creative Due: Oct. 5

Hours of Operation: Thursday–Saturday, Oct. 20–22 from 10 a.m.–2 p.m. ET

Pricing: 15-sec. $7,000 | 30-sec. $12,000 | 60-sec. $17,000 | Single Sponsor Buyout: $72,000 (only 3-min 30-sec remain available)

Marriott Marquis Headquarter Hotel Opportunities

Click here for opportunities and rates.

Click here to view branding opportunities.
## Walter E. Washington Convention Center Opportunities

<table>
<thead>
<tr>
<th>Item #</th>
<th>Item</th>
<th>Qty</th>
<th>Size</th>
<th># of Sides</th>
<th>Bldg Location</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Concourse Level (CL)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C-1</td>
<td>Escalator Runners</td>
<td>2</td>
<td>13&quot;W x 52' H &amp; 16&quot;W x 52' H**</td>
<td>Single</td>
<td>CL—Escalators 9/10</td>
<td>$30K</td>
</tr>
<tr>
<td></td>
<td>Escalator Glass Clings</td>
<td>3</td>
<td>11&quot;W x 403&quot;H**</td>
<td>Single</td>
<td>CL—Hall B Entrance—Escalators 3/4</td>
<td>$30K</td>
</tr>
<tr>
<td></td>
<td>Escalator Glass Clings</td>
<td>2</td>
<td>23.375&quot;W x 403&quot;H**</td>
<td>Single &amp; Double</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C-2</td>
<td>Stair Railing Cling</td>
<td>1</td>
<td>See Photo</td>
<td>Single</td>
<td>CL—Stairs next to escalators 9/10</td>
<td>$20K</td>
</tr>
<tr>
<td>C-3</td>
<td>Floor Decal</td>
<td>1</td>
<td>6'W x 4'H</td>
<td>Single</td>
<td>CL—At bottom of Escalators 9/10</td>
<td>$8K</td>
</tr>
<tr>
<td>C-4</td>
<td>Floor Decal</td>
<td>1</td>
<td>6'W x 4'H</td>
<td>Single</td>
<td>CL—At bottom of stairs next to Escalators 9/10</td>
<td>$8K</td>
</tr>
<tr>
<td>C-5</td>
<td>Balcony Banner</td>
<td>2</td>
<td>20'W x 4'H</td>
<td>Single</td>
<td>CL—B</td>
<td>$30K</td>
</tr>
<tr>
<td>C-6</td>
<td>Hanging Banner</td>
<td>1</td>
<td>24'W x 4'H</td>
<td>Single</td>
<td>CL—to the right of Hall A entrance</td>
<td>$15K</td>
</tr>
</tbody>
</table>
| C-9    | Balcony Clings                | 8   | A (faces north): 52" W x 36" H**  
B (faces east): 21.5" W x 36" H**  
C,D,E,F (faces east): 71" W x 36" H**  
G (faces east): 21.5" W x 36" H**  
H (faces south): 73" W x 36" H** | Double    | CL—Hall B Entrance       | $25K   |
| C-10   | Escalator Runners             | 3   | 11"W x 403"H**           | Single     | CL—Hall B Entrance—Escalators 3/4           | $30K   |
|        | Escalator Glass Clings        | 2   | 23.375"W x 403"H**       | Single & Double |                                  |        |
| C-12   | Escalator Runners             | 3   | 11"W x 403"H**           | Single     | CL—Hall A Entrance—Escalators 1/2           | $30K   |
|        | Escalator Glass Clings        | 2   | 23.375"W x 403"H**       | Single & Double |                                  |        |
| C-13   | Balcony Clings                | 8   | A (faces north): 54" W x 37" H**  
B (faces east): 18" W x 37" H**  
C,D,E,F (faces east): 71" W x 37" H**  
G (faces east): 17.5" W x 37" H**  
H (faces south): 74" W x 37" H** | Double    | CL—Hall A Entrance       | $25K   |
<p>|        | <strong>Exhibit Hall</strong>              |     |                          |            |                                             |        |
| E-9    | Aisle Sign Danglers           | 10  | 4'W x 3'H                | Double     | Halls A&amp;B—1 per aisle (total buyout ~ 10) | $40K   |
| E-10   | Park Benches (no photo)       | TBD | 48&quot;W x 13&quot;H             | Single     | Exhibit &amp; Poster Hall                      | $5K ea |</p>
<table>
<thead>
<tr>
<th>Item #</th>
<th>Item</th>
<th>Qty</th>
<th>Size</th>
<th># of Sides</th>
<th>Bldg Location</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>S-1</td>
<td>Hanging Banner</td>
<td>1</td>
<td>8'W x 10'H</td>
<td>Single</td>
<td>Grand Lobby—Above info desk</td>
<td>$8K</td>
</tr>
<tr>
<td>S-2</td>
<td>Hanging Banner</td>
<td>1</td>
<td>10'W x 4'H</td>
<td>Single</td>
<td>Grand Lobby—Near Escalators to Concourse A</td>
<td>$6K</td>
</tr>
<tr>
<td>S-3</td>
<td>Hanging Banner</td>
<td>1</td>
<td>10'W x 4'H</td>
<td>Single</td>
<td>Grand Lobby—Above stairs down to Concourse A</td>
<td>$6K</td>
</tr>
<tr>
<td>S-4</td>
<td>Wall Cling</td>
<td>1</td>
<td>13'W x 8'H</td>
<td>Single</td>
<td>L-Street Lobby North—Next to Room 156</td>
<td>$8K</td>
</tr>
<tr>
<td>S-10</td>
<td>Escalator Runner</td>
<td>1</td>
<td>15.5&quot;W x 81'H** †</td>
<td>Single</td>
<td>SL—Escalators 31/32</td>
<td>$15K</td>
</tr>
<tr>
<td>S-11</td>
<td>Escalator Runner</td>
<td>1</td>
<td>15&quot;W x 81'H** †</td>
<td>Single</td>
<td>SL—Escalators 29/30</td>
<td>$15K</td>
</tr>
<tr>
<td>S-12</td>
<td>Floor Decal</td>
<td>1</td>
<td>6'W x 4'H</td>
<td>Single</td>
<td>SL—At bottom of escalators 31/32</td>
<td>$8K</td>
</tr>
<tr>
<td>S-13</td>
<td>Floor Decal</td>
<td>1</td>
<td>6'W x 4'H</td>
<td>Single</td>
<td>SL—At bottom of escalators 29/30</td>
<td>$8K</td>
</tr>
<tr>
<td>S-14</td>
<td>Hanging Banner</td>
<td>1</td>
<td>20'W x 6'H †</td>
<td>Double</td>
<td>SL—Top of escalators leading from Grand Lobby to Concourse A</td>
<td>$12K</td>
</tr>
<tr>
<td>S-15</td>
<td>Hanging Banner</td>
<td>1</td>
<td>40'W x 10'H</td>
<td>Double</td>
<td>SL—Grand Lobby between escalators</td>
<td>$18K</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level 2 (L2)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2-1</td>
<td>Glass Balcony Banners</td>
</tr>
<tr>
<td>2-2</td>
<td>Escalator Runners</td>
</tr>
<tr>
<td>2-3</td>
<td>Escalator Runners</td>
</tr>
<tr>
<td>2-4</td>
<td>Floor Decal</td>
</tr>
<tr>
<td>2-5</td>
<td>Floor Decal</td>
</tr>
</tbody>
</table>

**CL** = Concourse Level; Tunnel to Marriott Marquis headquarter hotel, entrances to poster and exhibit halls

**SL** = Street Level; Mt. Vernon entrance, main registration, scientific sessions

**L2** = Level 2; Scientific sessions

**= Approximate measurements are indicated and will be remeasured in the near future.

† = TENTATIVE: May not be available due to renovations

File formats and material due dates will be provided once secured.
Design Specs for Convention Center Opportunities

Print ready file formats that we accept are:

**JPG**
- Exported from Illustrator with all fonts converted to outlines and images embedded.
- Saved from PhotoShop, with file flattened before saving as JPG.

**PDF**
- Saved from Illustrator or InDesign, with all fonts converted to outlines and images embedded.
- Saved from PhotoShop, with file flattened before saving as PDF.

Ad approval by: Sept. 14 | Print ready file: Sept. 16

Please submit your artwork following the guidelines below:

- **COLOR MODE** — CYMK, If files are submitted in any other color mode i.e. RGB, we will not be responsible for the final printed color, or the cost to reprint.

- **ARTWORK SIZE** — 100dpi at 100% scale with NO BLEEDS AND NO CROP MARKS.

- **IMAGES** — All rasterized images must be embedded into the artwork. (If the image doesn’t look clear at 100% scale on your screen, it will not look clear when printed.)

- **COLOR** — We can attempt to match PMS colors upon request, please include those in instructions. Keep in mind that digital printing cannot always match PMS spot colors exactly. (When a PMS match is required, please make sure to send your files as an Illustrator .pdf (see above) as we will be unable to alter flattened Photoshop files.)

To recap, please be sure that all files are print ready.

- **FILES MUST BE CMYK**
  - 100dpi
  - 100% scale
  - Fonts Converted to Outlines Images Embedded
  - No Bleeds
  - No Crop Marks
Official Partner Opportunities

Year-Round Monthly IDWeek Emails

Pharmaceutical Media, Inc.

IDWeek offers year-round email advertisements through PMI.

Contact Kathleen Malseed (kmalseed@pminy.com) with PMI to assist you with available packages for ad placements.

CustomNEWS/Show Dailies Preview Mailer, Emails & Highlights Mailer

Click here to review the rate card and submit a reservation. Contact Jenn Waters (jwaters@showdailies.com) to discuss opportunities in any of the following IDWeek publications:

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

Outdoor Citywide Opportunities

IDWeek is coordinating with EMC Outdoor to offer a robust package of citywide opportunities from the airport and metro to transportation kiosks and billboards the attendees will pass on their journey to the conference.

View the oppportunities with our official partner, EMC Outdoor. Please contact Song Heo, SVP, Media Strategy & Client Partnerships at (610) 355-4450 or sch@emcoutdoor.com to explore these options.

IDWeek designates EMC as the official Management Contractor offering outdoor advertising (OOH) and experiential sponsorship advertising opportunities for IDWeek 2022. Opportunities secured outside of EMC may jeopardize the company’s priority points and ability to participate in future events.
Wall Street Journal

Wall Street Journal Door Drop

Hotels include:
- Marriott Marquis Washington, D.C.
- Renaissance Washington, D.C. Downtown Hotel
- Washington Marriott at Metro Center
- Grand Hyatt Washington
- Residence Inn & Courtyard

Artwork Due: Sept. 14
Specifications will be provided to the advertisers

Estimated # of Rooms & Costs

<table>
<thead>
<tr>
<th>Thursday, 10/20</th>
<th>Friday, 10/21</th>
<th>Combined Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,243</td>
<td>–2,458</td>
<td>4,701</td>
</tr>
<tr>
<td>$90,000</td>
<td>–$90,000</td>
<td>$145,000</td>
</tr>
</tbody>
</table>

Wall Street Journal Email

Electronic Delivery, Available daily:
- Thursday, 10/20
- Friday, 10/21 **SOLD OUT**
- Saturday, 10/22

Banner Ad: high resolution jpg format 624x80

Email Copy: Word document, no character limit, must fit on one page allowing room for top banner and thumbnail. Can be unique each day.

Due Date: Sept. 26 (Banner and Copy)

Email Subject Line: Today’s Wall Street Journal – brought to you by/courtesy of SPONSOR or CONFERENCE NAME

Reach: Estimated distribution 4,000–12,000+ IDWeek registrants
Single Sponsor: $65,000 1-day | $95,000 2-days | $130,000 3-days

NOTE: Estimated distribution will vary based on the number of registrants and the number of registrants who opt out of receiving exhibitor communications. IDWeek excludes those attendees from this delivery.
Registration Website & Confirmation Ads: Maritz

Registration Website Sponsored Ads (see #4) $25,000

Specifications:

- **Large screen (desktop):** Sidebar ad, up to 300px wide
- **Medium screen (tablet):** Footer ad, up to 1000px wide
- **Small screen (phone):** Footer ad, up to 620px wide
- **Click thru URL**

**Image formats:** JPG, GIF and PNG formats accepted.

**Click and 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.

**Due Date:** Ads will be placed within 10-business days of receipt.

**Ad Change Fee:** An ad change fee of $500 will be charged for switching ads and/or links.

---

Your Support Makes IDWeek Possible!
Registration Website & Confirmation Ads: Maritz (continued)

Registration Confirmation Emails (see#3) $35,000

Specifications:
• Width: 600px
• Height: Can vary
• Click thru URL

Image formats: JPG, GIF formats accepted

Click and 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.

Due Date: Ads will be placed within 10-business days of receipt.

Ad Change Fee: An ad change fee of $500 will be charged for switching ads and/or links.

Confirmation Email Schedule (Tentative):

1. Automatic | Immediately upon registration
2. Oct. 3 — log in details for virtual events on Oct. 7
3. Oct. 10 — log in details for virtual events on Oct. 14
4. Oct. 14 — Final On-Site Confirmation with Badge pick up instructions
5. Oct. 19 — login details, daily highlights, view abstracts, any gamification. Possibly to the virtual audience only
6. Oct. 20 — login details, daily highlights, view abstracts, any gamification. Possibly to the virtual audience only
7. Oct. 21 — login details, daily highlights, view abstracts, any gamification. Possibly to the virtual audience only
8. Oct. 22 — login details, daily highlights, view abstracts, any gamification. Possibly to the virtual audience only
9. Oct. 23 — login details, daily highlights. Reminder about on-demand access thru March 31, 2023. Send to All Registrants
Additional Opportunities

Please contact Dana Johnston (djohnston@idsociety.org) to discuss these additional possibilities:

- Integrated virtual/in-person photo booth and mosaic with SnapBar
- Mail giveaways to attendees

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 (djohnston@idsociety.org) to create your custom package.

Branded KN95 Face Masks

| Face Masks | $10,000 |

The sponsor logo will appear on a sticker on the KN95 mask packaging. Final design of the sticker is due Aug. 8.
Digital Signs — Video Wall Options

Connector Video Wall (Marriott) $25,000

Video wall comprised of (8) 46” high-definition LCD displays in a 2 x 4 horizontal matrix, located on the west side of the Connector above the escalator going down to the ML2 level as you leave the convention center and walk through the tunnel to the Marriott Marquis. (ROFR to another sponsor)

Concourse B Video Wall $25,000

21ft (w) x 4ft (h) LED Video Wall located above the second bulkhead toward the entrance to Hall B facing South on the way to the Poster Hall entrance.

Metro Video Wall $30,000

21ft (w) x 7.5ft (h) LED Video Wall located above the Metro Entrance facing North

Videos are due Sept. 19; video format specifications are still pending.

Hall A Video Marquee $35,000

12ft (w) x 6ft (h) Double Sided LED Video Walls located above the entrance to Hall A above the entrance to the exhibit hall. (ROFR to another sponsor)

Rotunda Video Marquee $40,000

24ft (w) x 10ft (h) LED Video Wall located in Rotunda B on the Concourse level near the entrance to the poster hall. (ROFR to another sponsor)
IDWeek 2022 Important Dates*

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb. 3, 1 p.m. ET</td>
<td>Booth, Educational and Promotional Opportunities applications available at idweek.org/industry.</td>
</tr>
<tr>
<td>Spring 2022</td>
<td>Attendee and exhibitor registration to open.</td>
</tr>
</tbody>
</table>

*All dates are subject to change

Applications are accepted online.

Click here to reserve a booth.

Email Dana Johnston
djohnston@idsociety.org to reserve promotional items after June 1.

Click here to reserve an educational event.

To begin a letter of agreement to support IDWeek 2022, please email info@idweek.org.

Contact the IDWeek Team

**John Buckley, CMP**  
Director, Convention Operations and Corporate Relations  
(703) 299-0128  
jbuckley@idsociety.org

**Dana Johnston, CMP**  
Senior Manager, Convention Operations and Meetings  
(703) 740-4789  
djohnston@idsociety.org

**Aaliyah Lambert**  
Meetings Coordinator  
(703) 574-3749  
alambert@idsociety.org

Thank you for your interest in participating in IDWeek 2022!
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?