



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



IDWeek™

Advancing Science, Improving Care

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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.

**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.*

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



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

Attendee Demographics

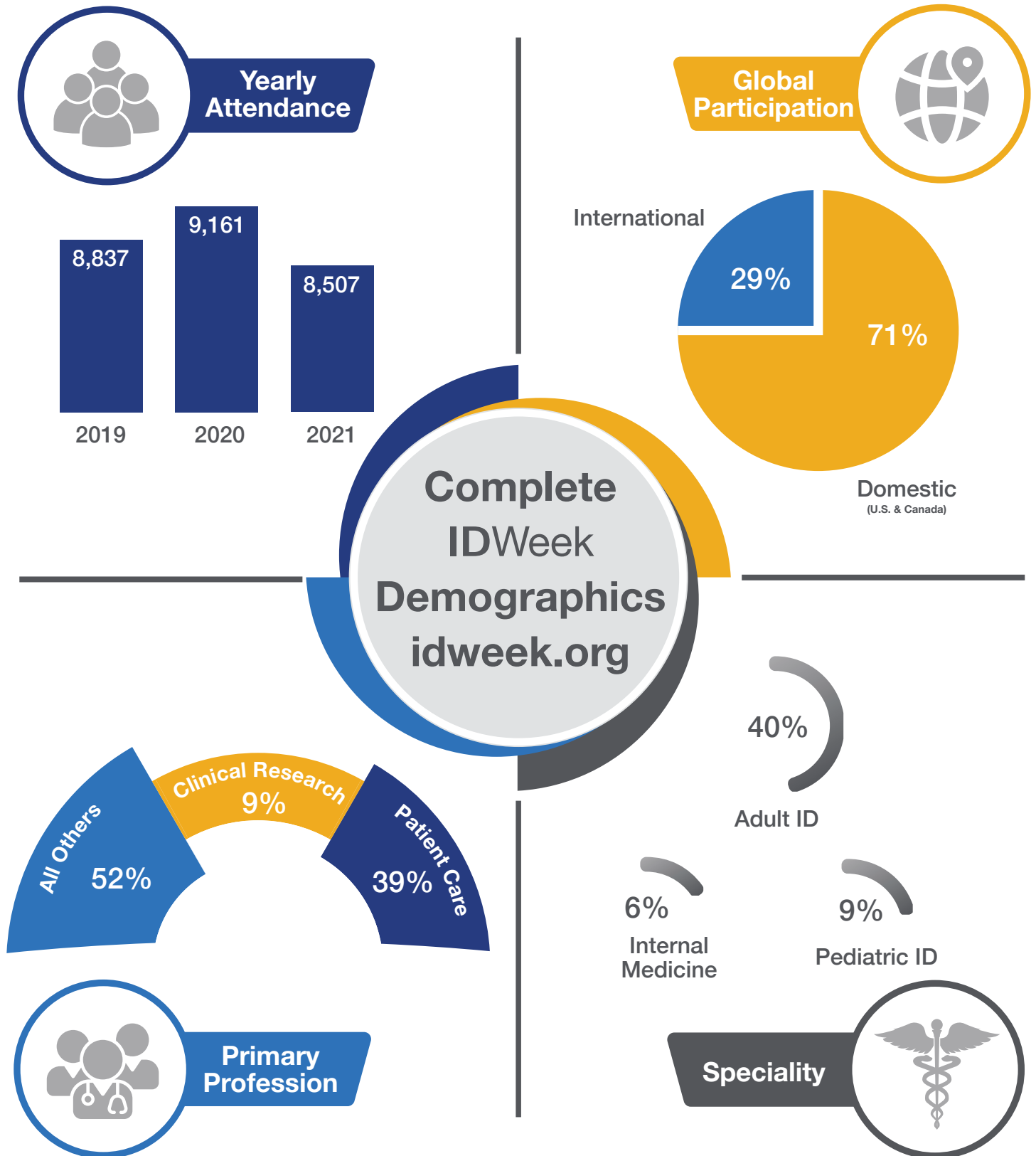


Exhibit Options & Rates

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

View the floor plan in real time.

Visit idweek.org/industry to begin an application for exhibit space.



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. $\$34 \times 100 = \$3,400$ 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.

Booth Type	Cost per Square Foot
Commercial In-Line	\$34
Non-Profit In-Line	\$23
Commercial Corner	\$38
Non-Profit Corner	\$25
Commercial Island	\$41
Virtual ONLY	\$2,500

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)

Tuesday, Oct. 18	Exhibitor Registration 8 a.m. – 6 p.m. Exhibitor Move-in (Load in time ends at 5 p.m.) 8 a.m. – 6 p.m.
Wednesday, Oct. 19	Exhibitor Registration 8 a.m. – 6 p.m. Exhibitor Move-in (Load in time ends at 5 p.m.) 8 a.m. – 6 p.m.
Wednesday, Oct. 19	Opening Reception time and location TBD
Thursday, Oct. 20	Exhibitor Registration 8 a.m. – 2 p.m. Exhibit Hours 10 a.m. – 2 p.m.
Friday, Oct. 21	Exhibitor Registration 9 a.m. – 2 p.m. Exhibit Hours 10 a.m. – 2 p.m.
Saturday, Oct. 22	Exhibitor Registration 9 a.m. – 2 p.m. Exhibit Hours 10 a.m. – 2 p.m. Exhibitor Move-out 2 – 10 p.m.
Sunday, Oct. 23	Exhibitor Move-out 8 a.m. – 4:00 p.m.



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

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

Exhibitor Full Conference badges are available for approximately \$1,000 each.

Virtual Exhibitors Receive

- Inclusion in the online exhibit hall

Educational Event Schedule & Rates



Learning Lounge \$10K–\$18K

45-min educational demonstration
or presentation in the exhibit hall

4 concurrent events in each time slot:

Oct. 20 – 22

10:15 – 11 a.m. | 11:15 a.m. – noon
12:15 – 1 p.m. | 1:15 – 2 p.m.



Presentation Theater \$25K

1-hr educational demonstration or presentation
in a hotel or the convention center

2 concurrent events in each time slot:

Oct. 18 5:30 – 6:30 p.m.
Oct. 22 6 – 7 p.m.

All times are ET.



Industry Education Evening \$35K

2-hr non-CE event in a hotel or the convention
center featuring a demonstration, presentation
or poster reception.

2 concurrent events in each time slot:

Oct. 18 6:30 – 8:30 p.m.
Oct. 22 7 – 9 p.m.



Satellite Symposium \$45K–\$65K

2-hr CE presentation in a hotel or the convention
center that must be organized by a third party that
offers CME/CE credit to attendees

2 concurrent events in each time slot:

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.

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.



The graphic features two overlapping video camera icons. The front camera is blue with a white play button in the center. The back camera is dark blue. To the left of the cameras, the text "LIVE STREAMING" is written in white, bold, sans-serif capital letters. To the right of the cameras, there are two white rounded rectangular boxes. The top box contains the text "Add live streaming for \$10,000" in a dark blue, italicized font. The bottom box contains the text "Add on-demand for \$5,000" in a dark blue, italicized font.

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.

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

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

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 Opportunities

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Promotional Opportunity Policies

All participants agree to the following policies with IDWeek.

RESERVATION POLICY

No applications will be accepted before Thurs., Feb. 3, at 1 p.m. ET.

After June 1, 2022 email djohnston@idsociety.org to reserve promotional opportunities.

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™ 2022 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 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.

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.

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:

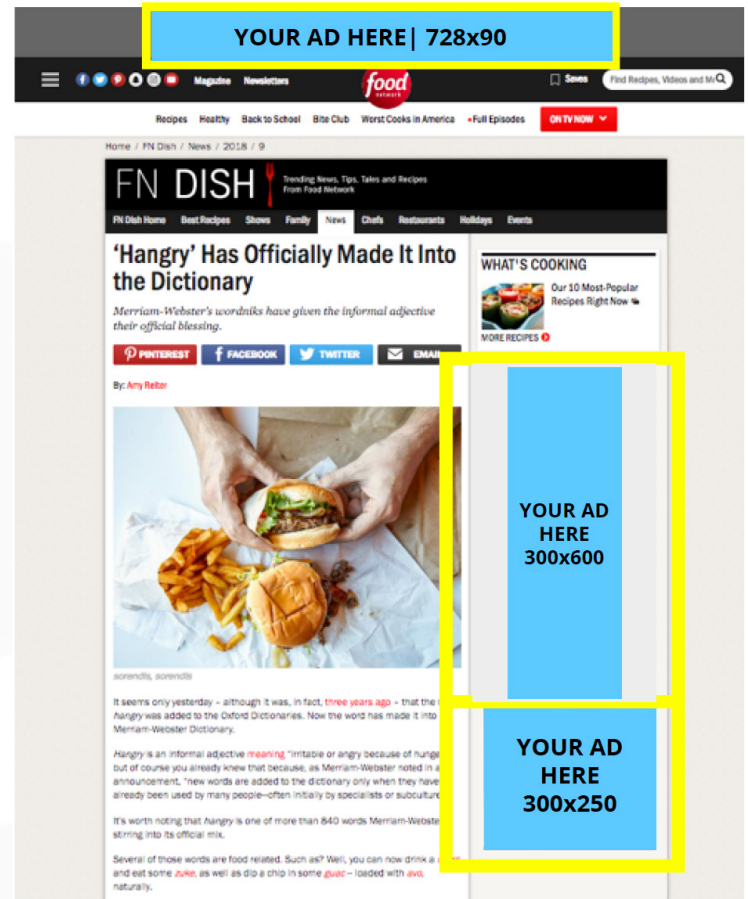
If tags are not provided, include click through URL for each image.



Page Views: 535,057
Sessions: 253,255
Users: 133,992
New Users: 132,866

Pick Your Three Month Impression Package

# of Impressions	Cost per 1,000	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 **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.

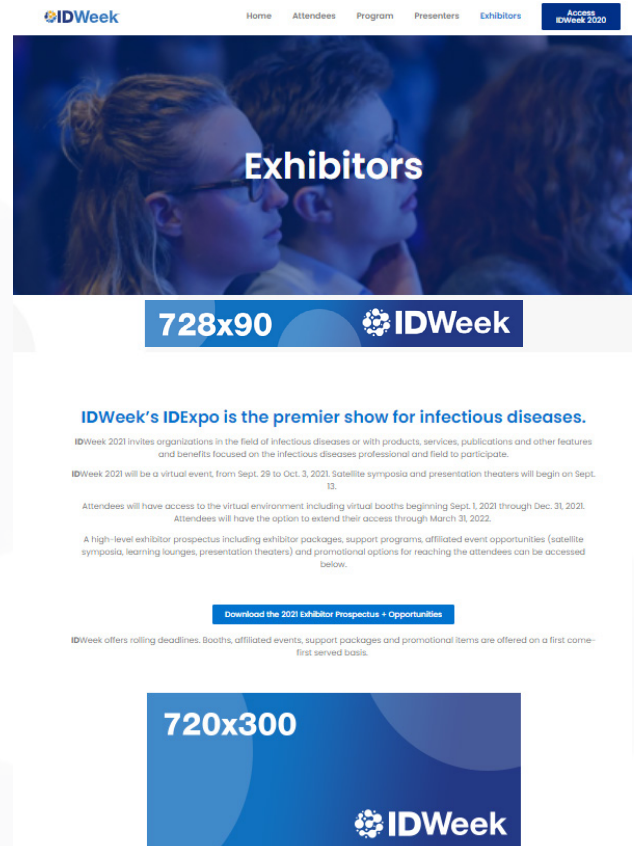
Advertisers will be given two ads, top and mid page.

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**

1 post — \$3,500 2 posts 1 week — \$6,000 6 posts 3 months — \$15,000			
 Facebook 3K+ facebook.com/idweek	 Instagram 700+ instagram.com/idweekmeeting	 LinkedIn 300+ linkedin.com/company/idweek	 Twitter 11.2K+ twitter.com/idweek2022
Image size 1200 x 628px	Image size 1080 x 1080px	Image size 1200 x 628px	Image size 1200 x 628px
Accepted File Types: JPG, PNG and video URLs	Accepted File Types: JPG, PNG and video URLs	Accepted File Types: JPG, PNG and video URLs	Accepted File Types: JPG, PNG and video URLs
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.	1280x720 or 720x720 (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.
Recommended video formats are MP4 and MOV.	Allowed video formats are MP4 and MOV.	Accepted video formats are ASF, AVI, FLV, MOV, MPEG-1, MPEG-4, MP4, MKV and WebM.	Recommended video formats are MP4 for web and MOV for mobile.
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.			
63,206 characters	2,200 characters	120,000 characters	280 characters

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 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:

File Format	Pixels W x H	Aspect Ratio
JPG/PNG 1	2,048 x 2,732 2,732 x 2,048	0.75:1 1.3:1
JPG/PNG 2	1,080 x 1,920 1,920 x 1,080	0.56:1 1.8:1
JPG/PNG 3	1,242 x 2,688 2,688 x 1,242	0.46:1 2.2:1



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:

File Format	Pixels W x H	Aspect Ratio
JPG/PNG 1	2,048 x 1,536	4:3
JPG/PNG 2	1,536 x 2,048	3:4
JPG/PNG 3	1,920 x 1,080	16:9
JPG/PNG 4	1,080 x 1,920	9:16



Mobile App: CadmiumCD (continued)

Sticky/Sub Page Banners **SOLD OUT**

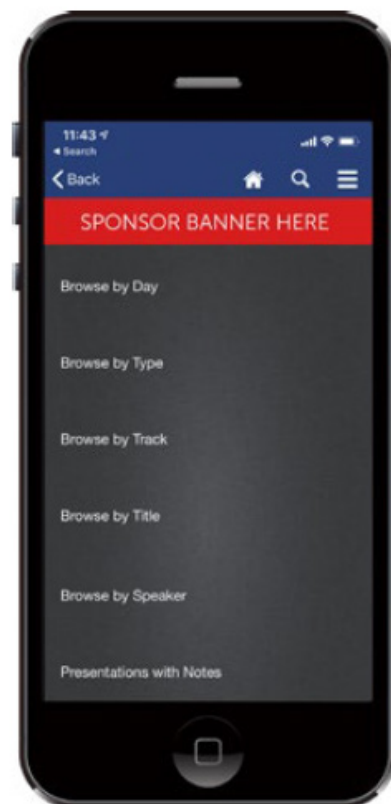
\$7,000

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:

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



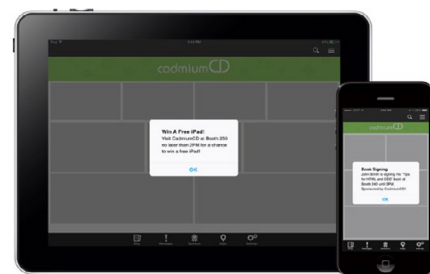
Push Notifications (Oct. 19–22, SOLD OUT)

\$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.



Mobile App: CadmiumCD (continued)

In-App eBag

\$8,000

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

SOLD OUT

\$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.

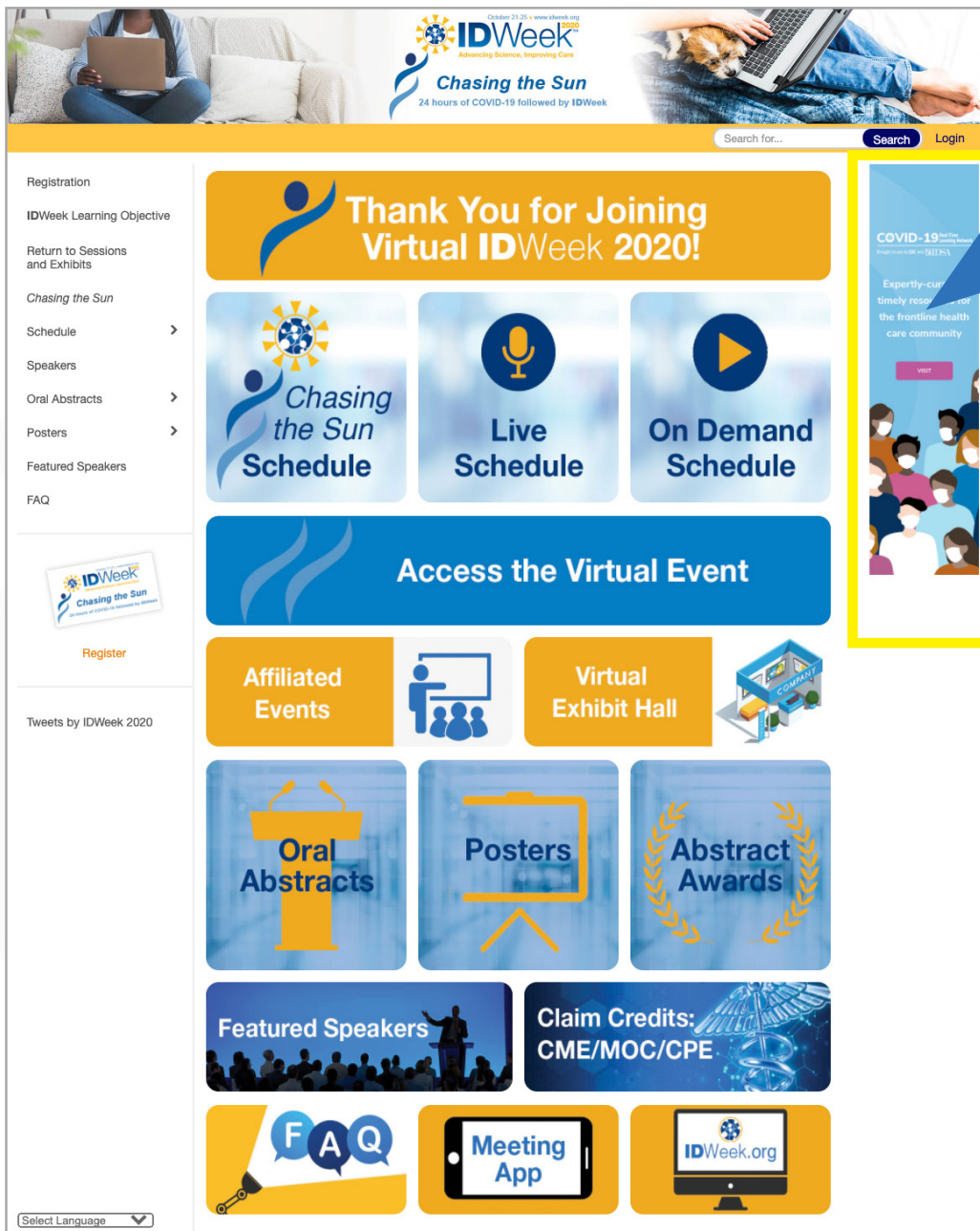


Virtual Program Website: CadmiumCD

Portrait Banners **SOLD OUT**

\$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 late spring/early summer. Ads will rotate in random order and can be added at any time.



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

Sponsored Emails **SOLD OUT**

\$10,000

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!



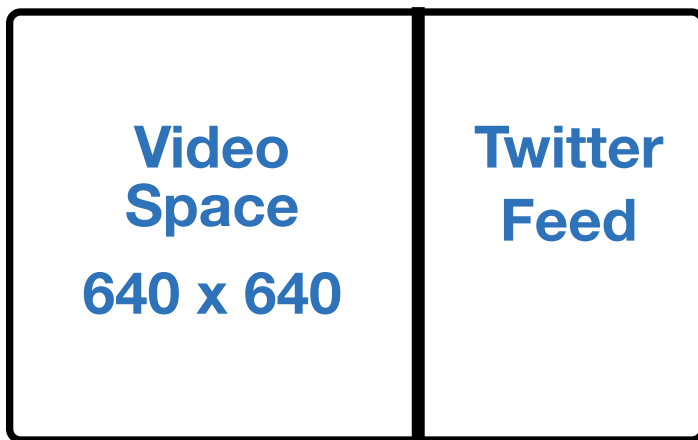
Twitter & Video Media Wall

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

SOLD OUT

Item #	Item	Qty	Size	# of Sides	Bldg Location	Price
Concourse Level (CL)						
C-1	Escalator Runners	2	13"W x 52'H & 16"W x 52'H**	Single	CL—Escalators 9/10	\$30K
C-2	Stair Railing Cling	1	See Photo	Single	CL—Stairs next to escalators 9/10	\$20K
C-3	Floor Decal	1	6'W x 4'H	Single	CL—At bottom of Escalators 9/10	\$8K
C-4	Floor Decal	1	6'W x 4'H	Single	CL—At bottom of stairs next to Escalators 9/10	\$8K
C-5	Balcony Banner	2	20'W x 4'H	Single	CL—B	\$30K
C-6	Hanging Banner	1	24'W x 4'H	Single	CL—to the right of Hall A entrance	\$15K
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 Escalator Glass Clings	3 2	11"W x 403"H** 23.375"W x 403"H**	Single 1 Single & Double	CL—Hall B Entrance—Escalators 3/4	\$30K
C-12	Escalator Runners Escalator Glass Clings	3 2	11"W x 403"H** 23.375"W x 403"H**	Single 1 Single & Double	CL—Hall A Entrance—Escalators 1/2	\$30K
C-13	Balcony Clings	8	A (faces north): 54" W x 37" H** B (faces east): 18" W x 37" H** H C,D,E,F (faces east): 71" W x 37" H** H G (faces east): 17.5" W x 37" H** H H (faces south): 74" W x 37" H**	Double	CL—Hall A Entrance	\$25K
Exhibit Hall						
E-9	Aisle Sign Danglers	10	4'W x 3'H	Double	Halls A&B—1 per aisle (total buyout ~ 10)	\$40K
E-10	Park Benches (no photo)	TBD	48"W x 13"H	Single	Exhibit & Poster Hall	\$5K ea

Walter E. Washington Convention Center Opportunities (continued)

SOLD OUT

Item #	Item	Qty	Size	# of Sides	Bldg Location	Price
Street Level (SL)						
S-1	Hanging Banner	1	8'W x 10'H	Single	Grand Lobby—Above info desk	\$8K
S-2	Hanging Banner	1	10'W x 4'H	Single	Grand Lobby—Near Escalators to Concourse A	\$6K
S-3	Hanging Banner	1	10'W x 4'H	Single	Grand Lobby—Above stairs down to Concourse A	\$6K
S-4	Wall Cling	1	13'W x 8'H	Single	L-Street Lobby North—Next to Room 156	\$8K
S-10	Escalator Runner	1	15.5"W x 81'H** †	Single	SL—Escalators 31/32	\$15K
S-11	Escalator Runner	1	15"W x 81'H** †	Single	SL—Escalators 29/30	\$15K
S-12	Floor Decal	1	6'W x 4'H	Single	SL—At bottom of escalators 31/32	\$8K
S-13	Floor Decal	1	6'W x 4'H	Single	SL—At bottom of escalators 29/30	\$8K
S-14	Hanging Banner	1	20'W x 6'H †	Double	SL—Top of escalators leading from Grand Lobby to Concourse A	\$12K
S-15	Hanging Banner	1	40'W x 10'H	Double	SL—Grand Lobby between escalators	\$18K
Level 2 (L2)						
2-1	Glass Balcony Banners	10	22"W x 40"H	Single	L2—Grand Lobby Bridge	\$120K
2-2	Escalator Runners	1	12"W x 64'H**	Single	L2—Escalators 33/34	\$15K
2-3	Escalator Runners	1	12"W x 64'H**	Single	L2—Escalators 35/36	\$15K
2-4	Floor Decal	1	6'W x 4'H	Single	L2—At bottom of Escalators 33/34	\$8K
2-5	Floor Decal	1	6'W x 4'H	Single	L2—At bottom of Escalators 35/36	\$8K

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.

Click here to
view the floor plan
and images.

Ask
about
sponsoring
a lounge area
for \$45,000.

Walter E. Washington Convention Opportunities (continued)

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** — CMYK, *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

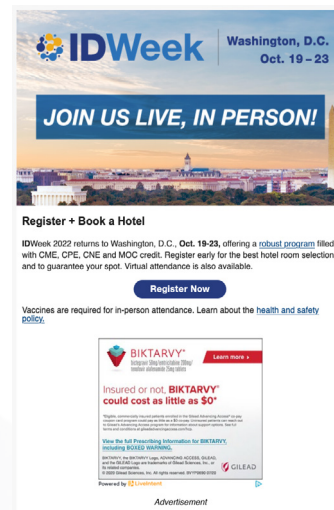
Official Partner Opportunities

Year-Round Monthly IDWeek Emails

Pharmaceutical Media, Inc.

IDWeek offers year-round email advertisements through PMI.

Contact **Kathleen Malseed** (kmalseed@pmi.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 opportunities 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

Thursday, 10/20	Friday, 10/21	Combined Total
2,243	2,458	4,701
\$90,000	\$90,000	\$145,000



Wall Street Journal Email

From: The Wall Street Journal «WSJ» <wsj@wsj.com> [PowerPoint] 2021
Date: September 25, 2021 at 8:04:00 AM EDT
To: "Buckley, John" <jbuckley@chicodaily.org>
Subject: Today's Wall Street Journal - brought to you by/courtesy of Gilead Sciences

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.

Saturday, September 25, 2021 Click below to login and read today's eJaggle



IN 7 PEOPLE LIVING WITH HIV IN THE US DOES NOT KNOW IT*
WHAT WE LIVE FOR

The need to increase HIV testing is more urgent than ever ¹

Gilead Sciences welcomes you to IDWeek™ 2021! Even though we are meeting virtually, we are excited to engage in important discussions about helping end the HIV epidemic, especially as it relates to the need to renew our focus on testing. In light of the ongoing COVID-19 pandemic, HIV testing rates have decreased substantially.²

New HIV diagnoses declined throughout 2020; however, new Chicago study showed a 40% drop in the rate of HIV testing between January 1 and April 30 of the same year.³

The need for increased testing dates back to pre-pandemic times, though. It is estimated that in 2018, 1 in 7 people living with HIV in the US did not know they had it.⁴ A number of factors may keep people from getting tested for HIV, including stigma, cost concerns, access, underestimation of risk, and a fear of disclosure, testing procedures, and/or test results.⁵

Why are HCPs essential to increased HIV testing?

Healthcare providers (HCPs) can play a key role in helping reduce some of the barriers to testing. Nearly 85% of patients reported being "likely" or "very likely" to accept an HIV test if a doctor recommended it, according to a 2014-2015 study in a publicly funded primary care clinic in Houston, Texas.⁶

HCPs have the unique power and responsibility to connect patients to the HIV care continuum, after which patients might proceed to either treatment or prevention, as appropriate.⁷ Either way, it all starts with testing.⁸ Learn more by stopping by our booth at IDWeek™ 2021.

Visit Gilead HIV booth >

References

1. HIV.gov. Ending the HIV epidemic: about ending the HIV epidemic in the U.S.; overview. Updated June 2, 2021. Accessed August 9, 2021. <https://www.hiv.gov/federal-response/ending-the-hiv-epidemic/overview>
2. Stanford KA, McNulty MC, Strout JR, et al. Incorporating HIV screening with COVID-19 testing in an urban emergency department during the pandemic. *JAMA Intern Med.* 2021;181(7):1001-1003.
3. Centers for Disease Control and Prevention. CDC 2021 select studies of interest. Reviewed March 8, 2021. Accessed August 9, 2021. <https://www.cdc.gov/hiv/data-research/2021-2022-select-studies-of-interest.html>
4. Centers for Disease Control and Prevention. Basic statistics. Reviewed April 23, 2021. Accessed August 2, 2021. <https://www.cdc.gov/hiv/basic-statistics.html>
5. White JA, Oh C, Aquino A, et al. Barriers to HIV testing: patient and provider perspectives in the deep south. *AIDS Behav.* 2012;16(4):1062-1072.
6. Baumann VL, Henninger V, Kallen MA, Street RL, Gordiano TP, Aron M. Whether patients want it or not, physician recommendations will convince them to accept HIV testing. *J Int Assoc Provid AIDS Care.* 2010;17(2):207-215. doi:10.1177/1545077410377225
7. Diavito R. AHA Code of Medical Ethics™ opinions related to screening for the HIV epidemic: A Plan for America™. AHA J Ethics. 2012;14(5):402-406.
8. HIV.gov. The New York City HIV status record: prevention and treatment cycle. Accessed August 2, 2021. <https://www.hiv.gov/hiv-data-research/hiv-status-record-prevention-and-treatment-cycle>
9. Algren JE, Braunstein SL, Xia D, et al. Redefining prevention and care: a status-neutral approach to HIV. *Open forum Infect Dis.* 2018;15(3):ofy097.

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Front Page

Gilead's Shareholders Are Left in the Dark on Payments

Shareholders who own Gilead's common stock in U.S. stock funds have been informed of the company's plan to pay \$1.5 billion to the U.S. Justice Department to settle the company's ongoing litigation with the federal government over its sales of the drug Vioxx.

Virus Research Explodes, Ignoring Worry
Covid cases are surging in some states but don't always get a high level of concern. Researchers around the globe are working on understanding the virus, and some are getting their own research, as they seek to develop a vaccine.

Business
The Treasury's plan to raise taxes on the wealthy is a key part of the administration's budget. The plan would raise the top marginal tax rate on income over \$500,000 from 37% to 45%.

Registration Website & Confirmation Ads: Maritz

Registration Website Sponsored Ads (see#4)

SOLD OUT

\$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**

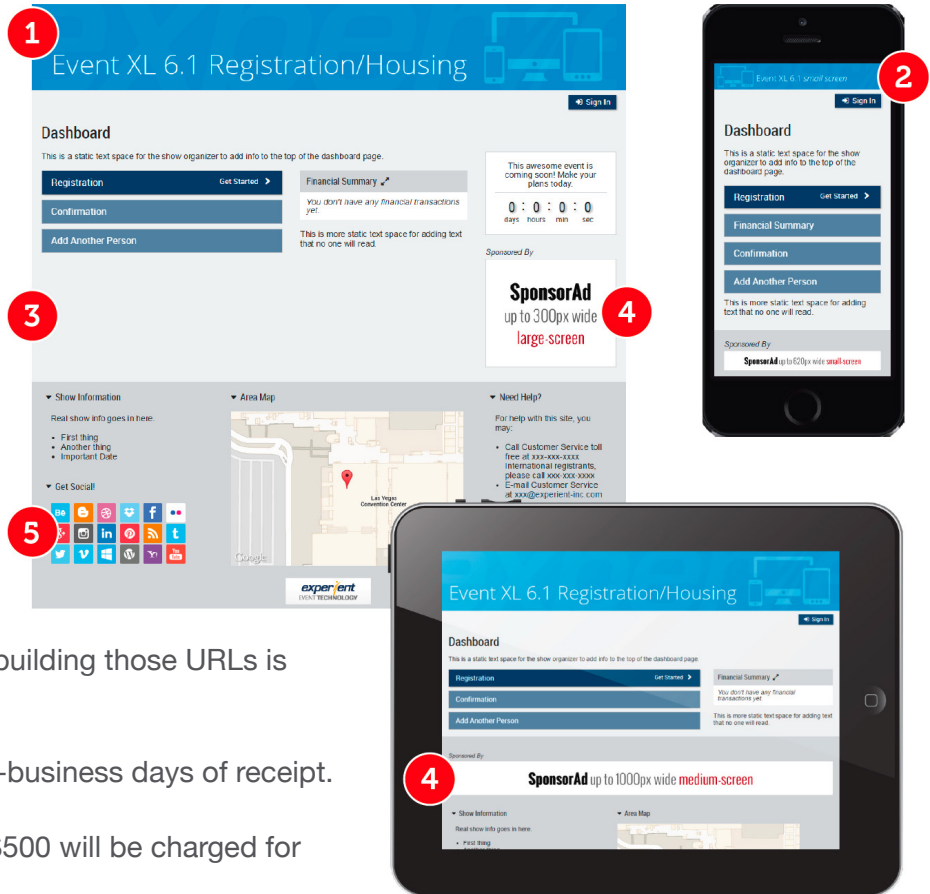
Image formats: JPG, GIF and PNG formats accepted.

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.

Web Registration/Housing



Your Support Makes IDWeek Possible!

Registration Website & Confirmation Ads: Maritz (continued)

Registration Confirmation Emails (see#3)

SOLD OUT

\$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

E-mail Confirmation

1 Event XL email header

*** Please do not reply to this e-mail. It was sent from an automated system. ***


Thank you for registering. Some introduction text can go here. Maybe you could say where the conference is located. Maybe you could say something about cut off dates for adding hotels, show items, additional registrations, etc.

Testing the sidebar text. Show dates can go here. A sponsor logo can go here. The content in this box should not be too long.

2

Profile

Confirmation ID: 1098
Test Record
Experienc
5202 Presidents Court
Frederick, MD 21701

 1098

In the event you do not receive your badge prior to the show, bring this confirmation to an onsite registration location. Just scan the barcode at any Express registration counter and your badge will be printed and waiting for you at badge pick-up. Valid photo ID will be required.

Registration Details

Test Record

Registration Type: AC - Conference, Advance

Description	Item Total
Registration (Qty: 1)	\$800.00
Total Registration Fees:	\$800.00
Total Registration Paid:	(\$800.00)
Current Balance:	\$0.00

Financial Summary

Total Housing Fees:	\$0.00
Total Amount Applied to Housing:	\$0.00
Housing Balance:	\$0.00
Total of All Fees:	\$800.00
Total Amount Applied to All Fees:	(\$800.00)
Total Balance Due:	\$0.00

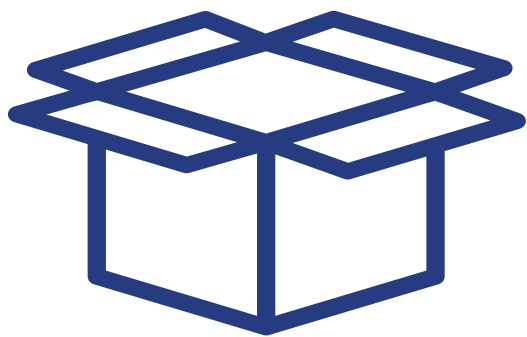
3

Sponsor, Ad, or Footer Image
(up to 650px wide)

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

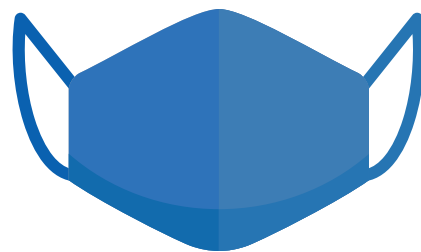
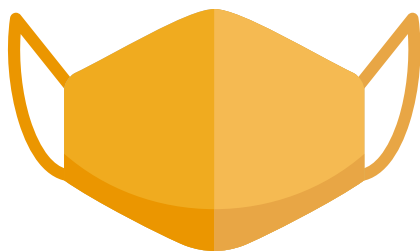
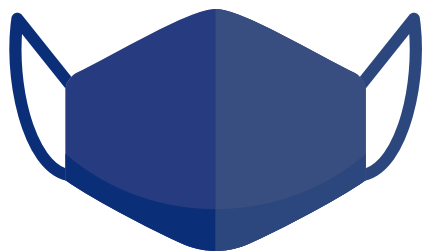
Bundle content and themed sessions and offer them to your audience with a custom bundle on HIV, C. diff, transplant or other topic area. IDWeek will provide access to the specialized sessions you desire.

Email **Dana Johnston** (djohnston@idsociety.org) to create your custom package.

Branded KN95 Face Masks

Face Masks

\$10,000



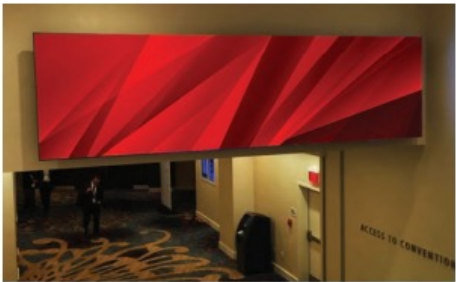
The sponsor logo will appear on a sticker on the KN95 mask packaging.
Final design of the sticker is due Aug. 8.

Digital Signs — Video Wall Options

Connector Video Wall (Marriott)

\$25,000

Video wall comprised of (8) 46” high-definition LCD displays in a 2 x4 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)**

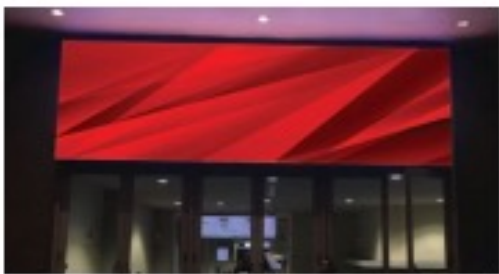


Concourse B Video Wall

\$25,000

Metro Video Wall

\$30,000



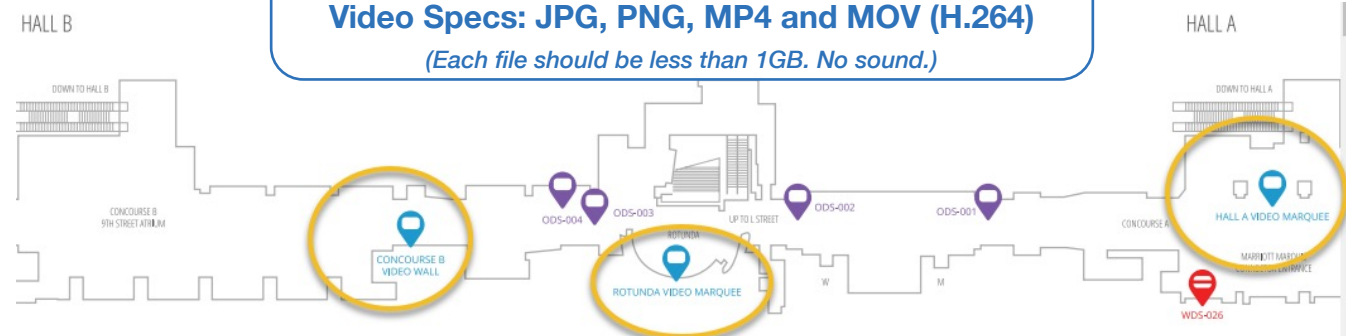
21ft (w) x 4ft (h) LED Video Wall located above the second bulkhead toward the entrance to Hall B facing South on the way to the Poster Hall entrance.

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

Videos Due: Sept. 19

Video Specs: JPG, PNG, MP4 and MOV (H.264)

(Each file should be less than 1GB. No sound.)



Hall A Video Marquee

\$35,000

Rotunda Video Marquee

\$40,000



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)**



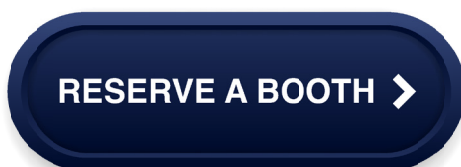
24ft (w) x 10ft (h) LED Video Wall located in Rotunda B on the Concourse level near the entrance to the poster hall. **(ROFR to another sponsor)**

IDWeek 2022 Important Dates*

Feb. 3, 1 p.m. ET	Booth, Educational and Promotional Opportunities applications available at idweek.org/industry .
Spring 2022	Attendee and exhibitor registration to open.
Oct. 19 – Oct. 23	IDWeek 2022 live in Washington, D.C.

*All dates are subject to change

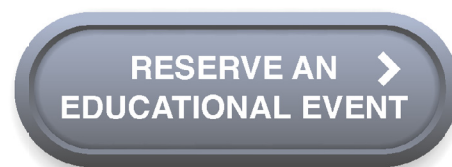
Applications are accepted online.



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

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Dana Johnston, CMP

Senior Manager, Convention Operations and Meetings

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Aaliyah Lambert

Meetings Coordinator

(703) 574-3749

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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?