



2023 Industry Partner Prospectus + Opportunities

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

Participate in the premier infectious diseases event — **IDWeek 2023!**
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.

Gathering over 9,500 attendees in 2022, **IDWeek** is the must attend event to share you products, services and innovations with the infectious diseases community including health care providers, researchers, educators, public health officials and more.

Join us in Boston, MA
at the Boston Convention & Exhibition Center
Oct. 11 – 15

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).

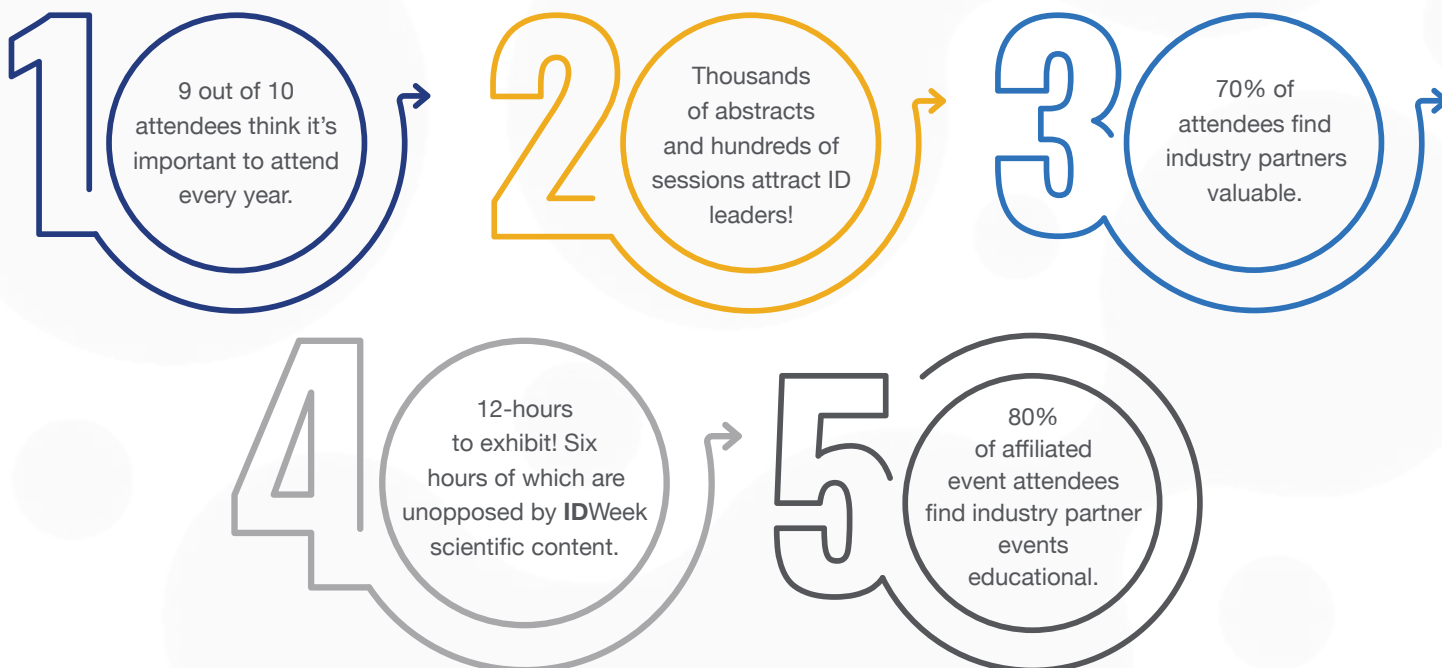
The IDWeek 2023 program will be available by early March by visiting idweek.org/program.

**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. 12	10 a.m. – 2 p.m. ET
Friday, Oct. 13	10 a.m. – 2 p.m. ET
Saturday, Oct. 14	10 a.m. – 2 p.m. ET

Top 5 Reasons to Participate in IDWeek 2023



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

Attendee Demographics

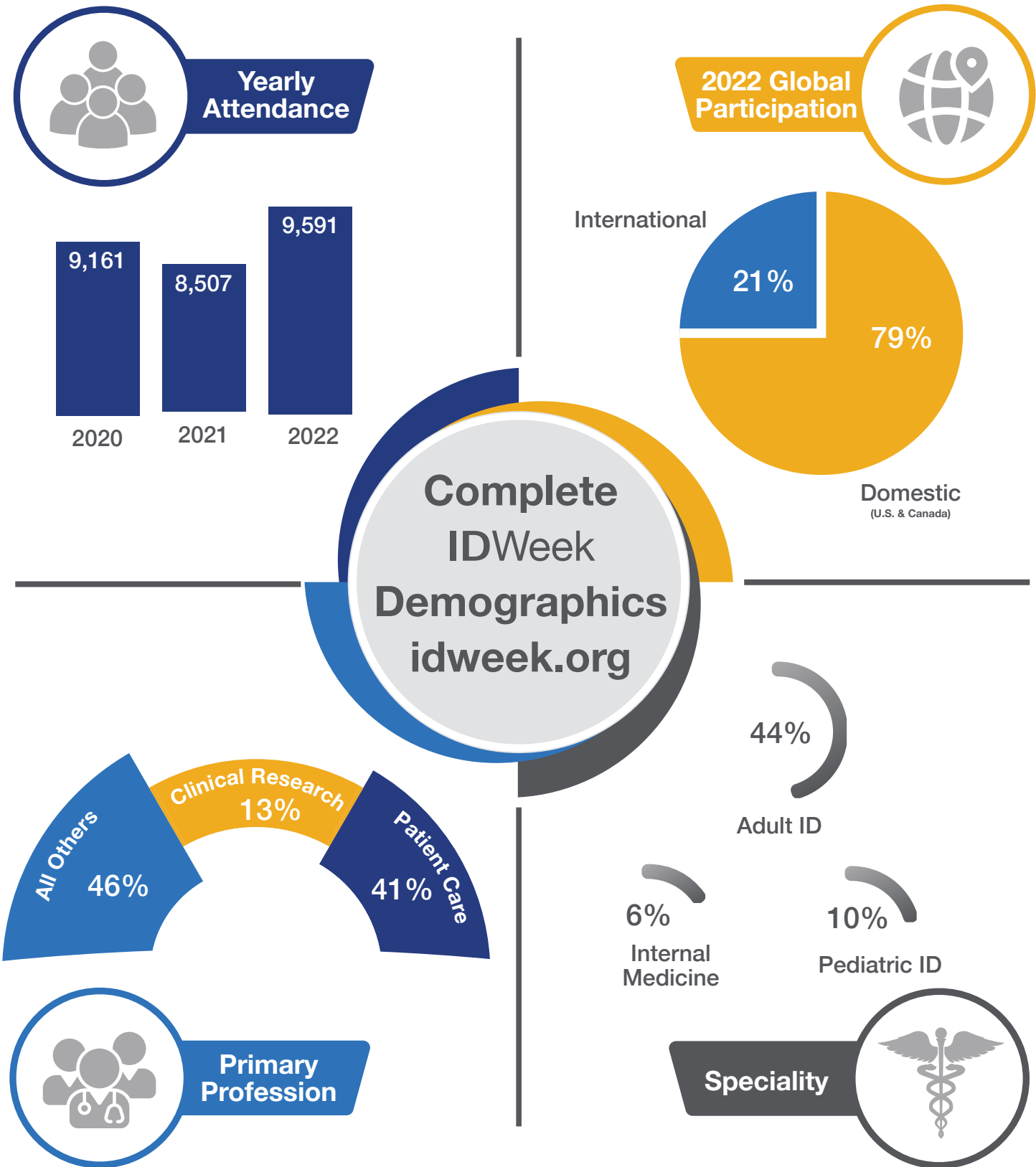


Exhibit Options & Rates

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. $\$36 \times 100 = \$3,600$ for the booth.

Virtual booths will cost \$2,625 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 Feb. 2 at 11 a.m. ET.

Booth Type	Cost per Square Foot
Commercial In-Line	\$36
Non-Profit In-Line	\$24
Commercial Corner	\$40
Non-Profit Corner	\$26
Commercial Island	\$43
Virtual ONLY	\$2,625

Additional Costs

Exhibitors must also carpet their booth. Carpet costs approximately \$595 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)

Sunday, Oct. 8	Islands Only Move-in: 1 – 5 p.m.
Monday, Oct. 9	Islands Only Move-in: 8 a.m. – 5 p.m. (NOTE: Holiday labor rates will apply)
Tuesday, Oct. 10	All Exhibitors Move-in + Exhibitor Registration: 8 a.m. – 6 p.m.
Wednesday, Oct. 11	All Exhibitors Move-in + Exhibitor Registration: 8 a.m. – 6 p.m.
Thursday, Oct. 12	Exhibitor Registration: 8 a.m. – 3 p.m. Exhibit Hall Open: 10 a.m. – 2 p.m.
Friday, Oct. 13	Exhibitor Registration: 9 a.m. – 2 p.m. Exhibit Hall Open: 10 a.m. – 2 p.m.
Saturday, Oct. 14	Exhibitor Registration: 9 a.m. – 2 p.m. Exhibit Hall Open: 10 a.m. – 2 p.m. Move-out: 2 – 10 p.m.
Sunday, Oct. 15	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. 28**. 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 and the exhibitor service kit will be issued by **March 22**.

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 on Wednesday, Oct. 11 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 \$13,500-20K

45-min educational demonstration
or presentation in the exhibit hall

4 concurrent events in each time slot:

Oct. 12 – 14

10:15 – 11 a.m. \$18K | 11:15 a.m. – noon \$13,500
12:15 – 1 p.m. \$20K | 1:15 – 2 p.m. \$13,500



Presentation Theater \$20-30K

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



Industry Education Evening \$25-40K

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



Satellite Symposium \$45-\$70K

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.

Educational Event Schedule & Rates (continued)

Date	Time	Type	Cost	Venue	Room	Capacity/Set Estimate after AV
Tuesday, Oct. 10	5:30-6:30 p.m. ET	Presentation Theater - Slot 1	\$20,000	Westin	Grand Ballroom Section C	120 Theater
Tuesday, Oct. 10	5:30-6:30 p.m. ET	Presentation Theater - Slot 2	\$30,000	Westin	Grand Ballroom Section B	400 Theater
Saturday, Oct. 14	6-7 p.m. ET	Presentation Theater - Slot 3	\$20,000	Westin	Commonwealth Ballroom A	65 Theater
Saturday, Oct. 14	6-7 p.m. ET	Presentation Theater - Slot 4	\$20,000	Westin	Commonwealth Ballroom B	65 Theater
Saturday, Oct. 14	6-7 p.m. ET	Presentation Theater - Slot 5	\$25,000	Westin	Commonwealth Ballroom C	90 Theater
Tuesday, Oct. 10	6:30-8:30 p.m. ET	Industry Education Evening (Non CE) - Slot 1	\$40,000	Westin	Grand Ballroom Section A	400 Theater
Tuesday, Oct. 10	6:30-8:30 p.m. ET	Industry Education Evening (Non CE) - Slot 2	\$25,000	Westin	Grand Ballroom Section D	120 Theater
Tuesday, Oct. 10	6:30-8:30 p.m. ET	Industry Education Evening (Non CE) - Slot 3	\$25,000	Westin	Grand Ballroom Section E	140 Theater
Saturday, Oct. 14	7-9 p.m. ET	Industry Education Evening (Non CE) - Slot 4	\$30,000	Westin	Grand Ballroom Section A	260 Banquet
Saturday, Oct. 14	7-9 p.m. ET	Industry Education Evening (Non CE) - Slot 5	\$30,000	Westin	Grand Ballroom Section B	260 Banquet
Saturday, Oct. 14	7-9 p.m. ET	Industry Education Evening (Non CE) - Slot 6	\$30,000	Westin	Grand Ballroom Section C, D, E	290 Banquet
Wednesday, Oct. 11	7-9 a.m. ET	Satellite Symposia - CE Slot 1	\$60,000	Westin	Marina Ballroom 1, 2	190 Banquet (MUST BE ROUNDS)
Wednesday, Oct. 11	7-9 a.m. ET	Satellite Symposia - CE Slot 2	\$55,000	Westin	Marina Ballroom 3, 4	150 Banquet (MUST BE ROUNDS)
Wednesday, Oct. 11	9-11 a.m. ET	Satellite Symposia - CE Slot 5	\$65,000	Westin	Harbor Ballroom 1	230 Banquet
Wednesday, Oct. 11	9-11 a.m. ET	Satellite Symposia - CE Slot 6	\$70,000	Westin	Harbor Ballroom 2, 3	320 Banquet
Wednesday, Oct. 11	11 a.m. - 1 p.m. ET	Satellite Symposia - CE Slot 8	\$70,000	Westin	Grand Ballroom Section A	250 Banquet
Wednesday, Oct. 11	11 a.m. - 1 p.m. ET	Satellite Symposia - CE Slot 9	\$70,000	Westin	Grand Ballroom Section B	250 Banquet
Wednesday, Oct. 11	11 a.m. - 1 p.m. ET	Satellite Symposia - CE Slot 10	\$70,000	Westin	Grand Ballroom Section C, D, E	290 Banquet
Wednesday, Oct. 11	11 a.m. - 1 p.m. ET	Satellite Symposia - CE Slot 11	\$65,000	Westin	Grand Ballroom Section A, B, C	210 Banquet
Wednesday, Oct. 11	7:30-9:30 p.m. ET	Satellite Symposia - CE Slot 12	\$70,000	Omni	Ensemble A, B, C	560 Banquet
Wednesday, Oct. 11	7:30-9:30 p.m. ET	Satellite Symposia - CE Slot 13	\$70,000	Omni	Ensemble E, F, G	560 Banquet
Wednesday, Oct. 11	7:30-9:30 p.m. ET	Satellite Symposia - CE Slot 14	\$70,000	Omni	Ensemble D	560 Banquet
Wednesday, Oct. 11	7:30-9:30 p.m. ET	Satellite Symposia - CE Slot 15	\$60,000	Omni	Marquee	240 Banquet
Thursday, Oct. 12	7-9 p.m. ET	Satellite Symposia - CE Slot 16	\$70,000	Omni	Ensemble A, B, C	560 Banquet
Thursday, Oct. 12	7-9 p.m. ET	Satellite Symposia - CE Slot 17	\$70,000	Omni	Ensemble E, F, G	560 Banquet
Thursday, Oct. 12	7-9 p.m. ET	Satellite Symposia - CE Slot 18	\$70,000	Omni	Ensemble D	560 Banquet
Thursday, Oct. 12	7-9 p.m. ET	Satellite Symposia - CE Slot 19	\$60,000	Omni	Marquee	240 Banquet
Friday, Oct. 13	6-8 p.m. ET	Satellite Symposia - CE Slot 20	\$55,000	Westin	Grand Ballroom Section A	260 Banquet
Friday, Oct. 13	6-8 p.m. ET	Satellite Symposia - CE Slot 21	\$55,000	Westin	Grand Ballroom Section B	260 Banquet
Friday, Oct. 13	6-8 p.m. ET	Satellite Symposia - CE Slot 22	\$55,000	Westin	Grand Ballroom Section C, D, E	290 Banquet
Friday, Oct. 13	6-8 p.m. ET	Satellite Symposia - CE Slot 23	\$45,000	Westin	Grand Ballroom Section A, B, C	210 Banquet

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 a yellow background with two blue video camera icons. The left camera is dark blue with the text "LIVE STREAMING" in white. The right camera is a lighter blue and contains a white play button icon. To the right of the left camera is a white rounded rectangle containing the text "Add live streaming for \$10,000". To the right of the right camera is another white rounded rectangle containing the text "Add on-demand for \$5,000".

LIVE STREAMING

Add live streaming for \$10,000

Add on-demand for \$5,000

Other Affiliated Events

Reserve space for alumni receptions, closed investigator meetings, interest groups, advisory board, exhibitor staff meetings and other social functions for \$500 by **June 30**. Late requests will be accommodated as space permits. Applications open **April 25**.

\$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.

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
- Bi-weekly strategy meetings with IDWeek team

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
- Bi-weekly strategy meetings with IDWeek team
- 1 complimentary hard wall meeting space in convention center - *when possible*
- \$75K credit toward promotional item selections
- Headquarter hotel(s) room block and meeting space, based on availability

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
- Bi-weekly strategy meetings with IDWeek team
- 2 complimentary hard wall meeting space in convention center - *when possible*
- \$125K credit toward promotional item selections
- Headquarter hotel(s) room block and meeting space, based on availability

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.

**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.



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 2023 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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April 5 + 6, 2023

TENTATIVE

**Industry Site Visit and
Hybrid Swap Meet**

(Invitation Only)

**April 25, 2023
11 a.m. ET**

**Remaining Promotional
Items Available to all
industry partners
at [idweek.org/
industry](https://idweek.org/industry)**

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:

- GIF, JPG and PNG
- Video files
(ask for video file specifications)
- HTML ads/ad tags

Click through URL:

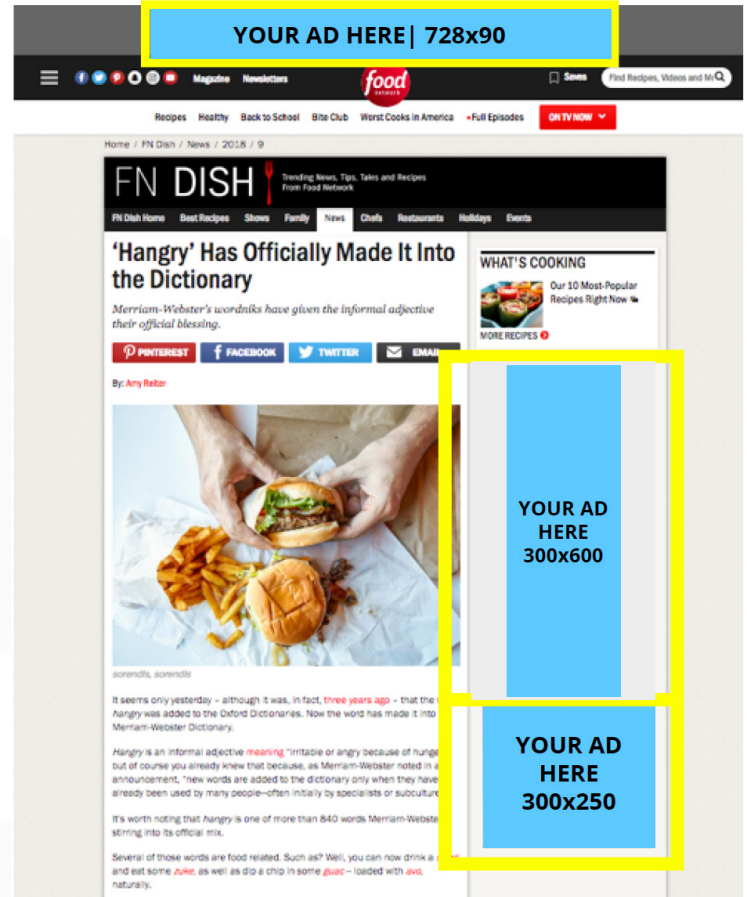
If tags are not provided, include click through URL for each image.



Page Views: 540,125
Sessions: 255,798
Users: 135,741
New Users: 134,631

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 2024 IDWeek website goes live in Nov. 2023. Ads may be placed at any time. Advertisers are encouraged to place their ads early in the calendar year for the most visibility.

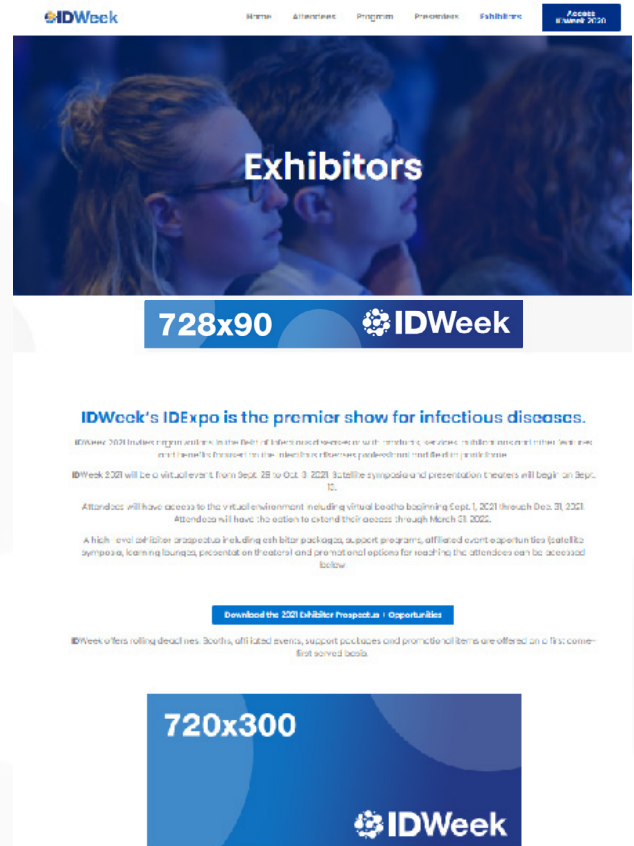
Advertisers will be given two ads, top and mid page.

Sponsor Package:

- Top Page: 728 x 90px
- Mid Page: 720 x 300px
(both responsive on mobile)

Files may be GIF, JPG, 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 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.

1 post — \$3,500 2 posts 1 week — \$6,000 6 posts 3 months — \$15,000			
 Facebook 3K+ facebook.com/idweekmtg	 Instagram 700+ instagram.com/idweekmeeting	 LinkedIn 300+ linkedin.com/company/idweekmtg	 Twitter 11.2K+ twitter.com/idweekmtg
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

IDWeek now combines formerly printed *Final Program*, *Exhibit/Affiliated Event Guide* and *Map*. The Info Guide is 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 (*ROFR to 2022 Sponsor*)
- Back cover
- Inside front cover
- Inside back cover (*ROFR to 2022 Sponsor*)
- Tabs 1–4 front and/or back
 - Tab 1 | Session Info (*ROFR to 2022 Sponsor*)
 - Tab 2 | Abstracts (*ROFR to 2022 Sponsor*)
 - Tab 3 | Industry partners, booths, affiliated events
 - Tab 4 | Quick reference, maps, CE tracker



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

SOLD OUT

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

Inside front cover — \$26,000

SOLD OUT

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

Inside back cover — \$25,000

SOLD OUT

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, 4 sides

- Tab 1 full page front/back

File Delivery

InDesign files with a press ready PDF should be uploaded to the file sharing site. Link will be provided to the sponsor.

Due Date:

Aug. 10

IDWeek Pocket Guide

The Pocket Guide will contain all session titles, room numbers, dates and times of IDWeek and industry partner events for attendees to quickly reference and find the next event to attend.

Specifications & Pricing

Back Cover — \$22,000 *(ROFR to 2022 Sponsor)*

4 Color, 3" x 4" add 1/8" bleed, 4 sides

Inside Front Cover — \$16,000

SOLD OUT

4 Color, 3" x 4" add 1/8" bleed, 4 sides

File Delivery

InDesign files with a press ready PDF should be uploaded to the file sharing site. Link will be provided to the sponsor.

Due Date:
Aug. 10

Event App

Mobile App Sponsorship Opportunities

Details coming soon. Email info@idweek.org to be put on a waiting list.



Attendee “My Experience” Ad: CadmiumCD — NEW

“My Experience” Ad **SOLD OUT**

\$8,000

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 2022, this section of the website had 24,827 impressions.

- **Dimensions:** 1280 pixels wide x 200 pixels tall
- **File Format:** GIF, JPG or PNG
- **Due Date:** The website will be live in May; we can add your banner at any time.
- **Capacity:** Up to 7 rotating banners available

Please allow up to seven business days for the ad to appear. Include click-thru URL.



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**.

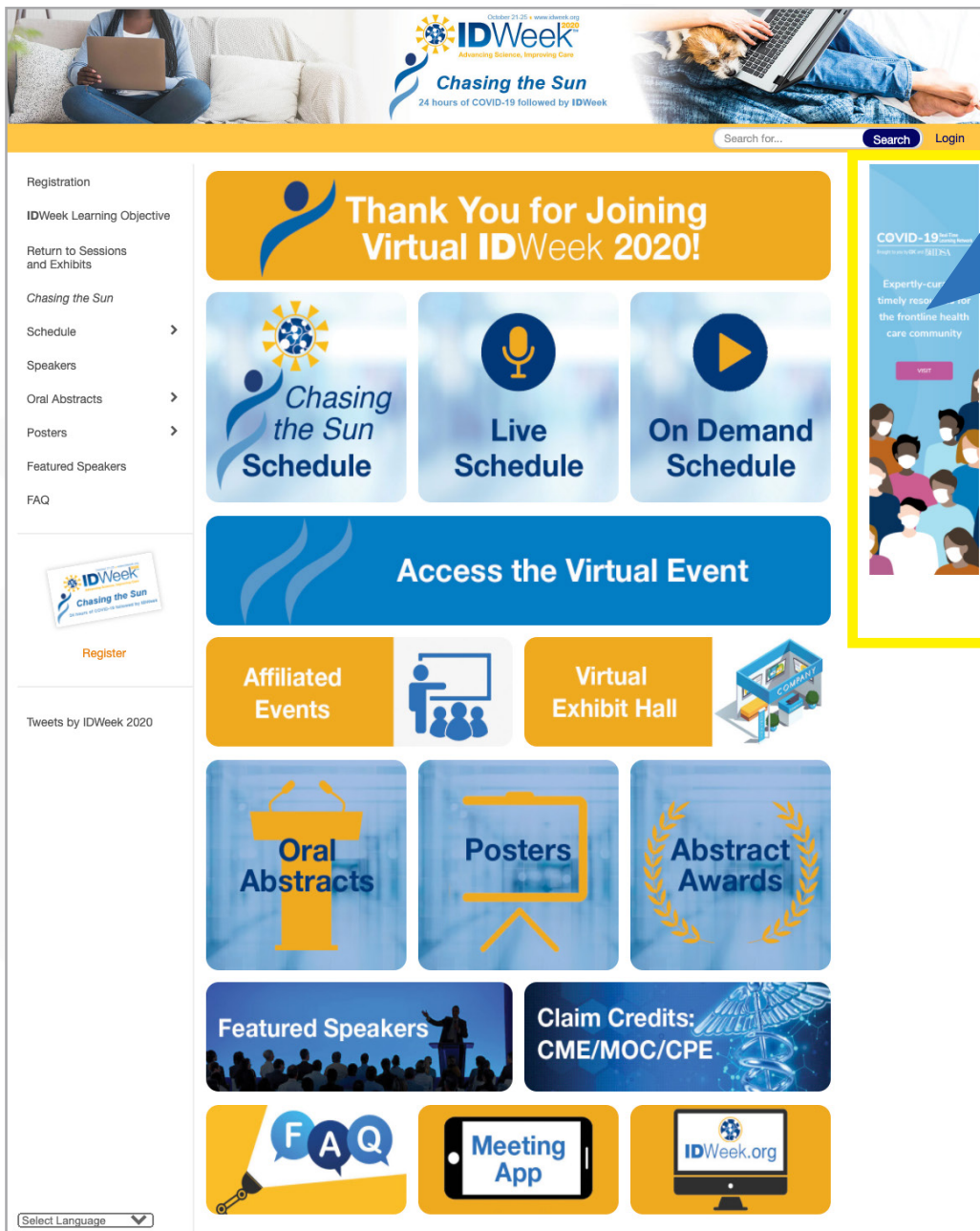


Virtual Program Website: CadmiumCD

Portrait Banners **SOLD OUT**

\$8,000

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

\$12,000

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. 8
- Mon., Sept. 11
- Fri., Sept. 15
- Mon., Sept. 18
- Fri., Sept. 22
- Mon., Sept. 25
- Fri., Sept. 29
- Mon., Oct. 2
- Fri., Oct. 6
- Mon., Oct. 9
- Fri., Oct. 20
- Mon., Oct. 23
- Friday., Oct. 27

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)

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!



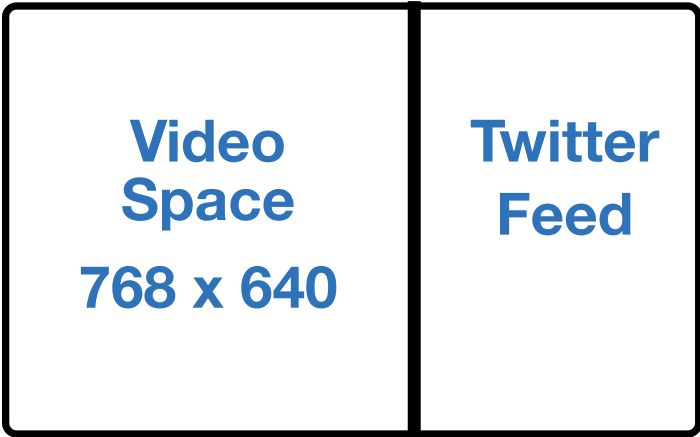
Twitter & Video Media Wall

IDWeek is offering two 13'x8' video walls. One in the exhibit hall near dining tables and another in a common area of the convention center. Both will feature an affiliated event schedule, Twitter feed and rotating industry partner messages in a eight-minute continuous loop with up to five minutes of sponsored content. No audio will be permitted.

Video dimensions: 768 x 640 pixels | **File Format:** H.264 MOV or MP4 | **Creative Due:** Oct. 3

Hours of Operation: Thursday–Saturday, Oct. 12–14 from 10 a.m.–2 p.m. ET in the exhibit hall and all day beginning at 1 p.m. ET, Wednesday–Saturday, Oct. 11-14 in the convention center common area.

Pricing: 15-sec.: \$8,500 | 30-sec.: \$15,000 | 60-sec.: \$23,000 | Single Sponsor Buyout: \$95,000



Hotel Opportunities | Co-Headquarters

Omni Boston Hotel at the Seaport

Location	Number	Rate
L2 Steps + Escalator	B2, B3, S2, S5 all opps as a pkg	\$149,000
L2 Elevator Bank	B1 all 6 as a pkg	\$27,000
L2 All Columns — SOLD OUT	B2a, B2b as a pkg	\$49,000
L2 Glass Rails	B3 as a pkg	\$25,000
L2 South Prefunction Archway	B11a, B11b top and side as a pkg	\$23,000
L3 Elevator Bank	C1 all 6 as a pkg	\$27,000
L3 Steps + Escalator	S2, C2, C3, C4 all opps as a pkg	\$37,000
L3 All Columns	C2a, C2b as a pkg	\$37,000
L3 Glass Rails	C3, C4, C5 as a pkg	\$39,000
Lower Level BCEC Underpass Domination Package	S7, S8, U2, U3, U4, U5, U6, U7, U8, U9, U10, U11 as a pkg	\$275,000

Install by Monday, Oct. 9 | Remove by Sunday, Oct. 15

[View the Omni Opportunities](#)



Hotel Opportunities | Co-Headquarters (continued)

The Westin Boston Seaport District

Number	Description	Rate
Concourse		
22	D Street Entrance doorway	\$19,000
23	D Street Windows	\$29,000
25	Big wall across for D Street windows	\$22,000
26	Overhad panel at concourse entrance	\$19,000
27	Foyer archway B	\$29,000 ea. Pick one or multiple, ask for a quote.
28	Front view archway B	
29	Archway A&B entrances	
Lobby		
1	Quarter column wrap outside restaurant	\$19,000 — SOLD OUT
3	Half column wrap Starbucks	\$25,000 — SOLD OUT
4	Full column wrap outside FedEx	\$28,000 — SOLD OUT
5	Favorite en route to guest room elevators	\$23,000
Mezzanine		
18	Curved wall	\$47,000
19	Glass wall	\$45,000
20	Pillars	\$45,000
21	Escalator runner (best option)	\$59,000 — SOLD OUT
Skybridge		
15, 16	Exterior + interior windows	\$155,000 — SOLD OUT
17	Doors to skybridge from Westin	
Digital Signs		
View the Living Wall		15 sec. @ \$6,000 30 sec. @ \$9,500 Single Sponsor Buyout @ \$72,000
View the Banner Wall		15 sec. @ \$3,000 30 sec. @ \$5,000 Single Sponsor Buyout @ \$47,000

Install by Monday, Oct. 9 | Remove by Sunday, Oct. 15

[View the Westin Opportunities](#)

Boston Convention & Exhibition Center Opportunities

#	Item	Qty	Size	Material	Single/ Double Sided	Building Location/Description	Price
Exhibit Level							
E-1	Floor Decal	1	4'W x 4'H	TexWalk	Single	Hall A Stair Landing West	\$75,000
E-3	Stair Graphic	40	65"W x 6"H	3M Decal	Single	Hall A Stair Tread Graphic West	—
E-5	Escalator Glass Clings	4	A&B: 476" W x 26" H C&D: 476"W x 24"H	Ultraboard	Double	Hall A Escalator Graphic West	SOLD OUT
E-2	Floor Decal	1	4'W x 4'H	TexWalk	Single	Hall A Stair Landing West	\$75,000
E-4	Stair Graphic	40	65"W x 6"H	3M Decal	Single	Hall A Stair Tread Graphic West	—
E-6	Escalator Glass Clings	4	A&B: 476" W x 24" H C&D: 476"W x 26"H	Ultraboard	Double	Hall A Escalator Graphic West	SOLD OUT
E-15	Hanging Banner	1	20'W x 4'H	Vinyl	Double	Hall B2/C Lobby Escalators	\$90,000
E-17	Hanging Banner	1	20'W x 4'H	Vinyl	Double	Hall B2/C Lobby Escalators	—
E-18	Escalator Glass Clings	4	476"W x 26"H	Ultraboard	Double	Hall B2/C Lobby Escalators	SOLD OUT
E-19	Hanging Banner	1	20'W x 4'H	Vinyl	Double	Hall A/B1 Lobby Escalators	\$90,000
E-21	Hanging Banner	1	20'W x 4'H	Vinyl	Double	Hall A/B1 Lobby Escalators	—
E-22	Escalator Glass Clings	4	476"W x 26"H	Ultraboard	Double	Hall A/B1 Lobby Escalators	SOLD OUT
Level 1							
1-1	Escalator Glass Clings	4	501.25"W x 26"H	Ultraboard	Double	North Lobby East Escalators — SOLD OUT	\$55,000
1-3	Escalator Glass Clings	4	501.25"W x 26"H	Ultraboard	Double	North Lobby West Escalators	\$55,000
1-5	Floor Decal	1	16'W x 13'H	TexWalk	Single	Top of East Escalator to Hall A — SOLD OUT	\$23,000
1-6	Floor Decal	1	16'W x 13'H	TexWalk	Single	Top of West Escalator to Hall A — SOLD OUT	\$23,000
1-10	Escalator Glass Clings	4	498"W x 26"H	Ultraboard	Double	North East Prefunction Escalator — SOLD OUT	\$55,000
1-13	Escalator Glass Clings	4	500"W x 26"H	Ultraboard	Double	North East Prefunction Escalator to Level 2	\$95,000
1-14	Banner	1	25'W x 8'H	Vinyl	Single	East Hall A/B1 Lobby Escalator	
1-15	Banner	1	20'W x 78"H	Vinyl	Single	East Hall A/B1 Lobby Escalator	
1-16	Banner	1	20'W x 78"H	Vinyl	Single	East Hall A/B1 Lobby Escalator	

Boston Convention & Exhibition Center Opportunities (continued)

#	Item	Qty	Size	Material	Single/ Double Sided	Building Location/Description	Price
1-17	Wall Cling	2	34"W x 144"H	PhotoTex	Single	Entrance to Pedestrian Bridge NE Lobby	\$125,000 — SOLD OUT
1-18	Window Cling	1	3'W x 3' H	1MM PVC	Double	Pedestrian Bridge Windows Overlooking Hall A Package Includes 31 clings on each side. (93 windows on each side of walkway)	
1-19	Window Cling	1	3'W x 3' H	1MM PVC	Double	Pedestrian Bridge Windows Overlooking Hall B Package Includes 31 clings on each side. (93 windows on each side of walkway)	
1-34	Wall Cling	2	34"W x 144"H	PhotoTex	Single	Entrance to Pedestrian Bridge SE Lobby	
1-22	Escalator Glass Clings	4	500"W x 26"H	Ultraboard	Double	South East Prefunction Escalator to Level 2	\$95,000 — SOLD OUT
1-23	Banner	1	25'W x 8'H	Vinyl	Single	East Hall B2/C Lobby Escalator	
1-24	Banner	1	20'W x 78"H	Vinyl	Single	East Hall B2/C Lobby Escalator	
1-25	Banner	1	20'W x 78"H	Vinyl	Single	East Hall B2/C Lobby Escalator	
1-26	Wall Cling	2	34"W x 144"H	PhotoTex	Single	Entrance to Pedestrian Bridge SE Lobby	\$125,000
1-27	Window Cling	1	3'W x 3' H	1MM PVC	Double	Pedestrian Bridge Windows Overlooking Hall B2	
1-28	Window Cling	1	3'W x 3' H	1MM PVC	Double	Pedestrian Bridge Windows Overlooking Hall C	
1-38	Wall Cling	2	34"W x 144"H	PhotoTex	Single	Entrance to Pedestrian Bridge SW Lobby	
1-33	Escalator Glass Clings	4	500"W x 26"H	Ultraboard	Double	North West Prefunction Escalator to Level 2 — SOLD OUT	\$49,000
1-37	Escalator Glass Clings	4	500"W x 26"H	Ultraboard	Double	South West Prefunction Escalator to Level 2	\$49,000
Level 2							
2-1	Escalator Glass Clings	4	372"W x 26"H	Ultraboard	Single	North Lobby Escalator to Level 3	\$28,000
2-2	Escalator Glass Clings	4	372"W x 26"H	Ultraboard	Single	North Lobby Escalator to Level 3	\$28,000
Level 3							
3-3	Floor Cling	1	12'Wx4'H	TexWalk	Single	Prefunction East	\$8,500
3-4	Floor Cling	1	12'Wx4'H	TexWalk	Single	Prefunction West	\$8,500

Install by Wednesday, Oct. 11 at 1 p.m. ET | Remove by Sunday, Oct. 15

Boston Convention & Exhibition Center 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.

Print ready file: Sept. 8

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

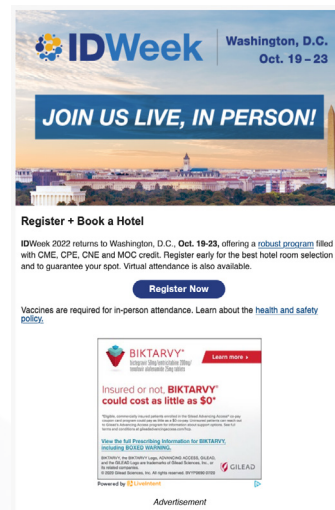
Official Partner Opportunities

Year-Round Monthly IDWeek Emails

Pharmaceutical Media, Inc.

IDWeek sends emails to approximately 40,000 prospects most Tuesdays of the calendar year. Our exclusive partnership with PMI allows us to offer two sponsors promotional messages in each email.

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. Preview issue mailer to attendee homes in the 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 the U.S. and Canada, including postcards.



Outdoor Citywide Opportunities

This partnership with EMC Outdoor offers industry partners 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.

Opportunities secured outside of EMC may jeopardize the company's priority points and ability to participate in future events.

Wall Street Journal Door Drop

Hotels include:

- Omni Boston Hotel at the Seaport (co-headquarter)
- Westin Boston Waterfront (co-headquarter)
- Boston Park Plaza
- Renaissance Boston Waterfront
- Seaport Hotel

Artwork Due: Aug. 10

Specifications will be provided to the advertisers.

Estimated # of Rooms & Costs

Thursday, 10/12	Friday, 10/13	Combined Total
1,985	1,985	3,970
TBD	TBD	TBD



Wall Street Journal Email

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

Electronic Delivery, Available daily:

- Thursday, 10/12
- Friday, 10/13
- Saturday, 10/14

Banner Ad: Specification subject to change. In 2022: 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: Aug. 10

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: \$TBD 1-day | \$TBD 2-days | \$1TBD 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



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.^{3,4}

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.⁵ 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.⁶

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.⁷

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.⁸ Either way, it all starts with testing.⁹ 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 18, 2021. Accessed August 9, 2021. <https://www.cdc.gov/cdc/2021-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 AJ, Qin C, Acosta A, et al. Barriers to HIV testing: patient and provider perspectives in the deep south. *AIDS Behav.* 2019;23(6):2052-2072.
6. Bauman KL, Herringer V, Kallen MA, Street RJ, Gordiano TP, Arpa M. Whether patients want it or not, physician recommendations will convince them to accept HIV testing. *J Int Assoc Provid AIDS Care.* 2018;17(2):207-217. doi:10.1177/2325957417722584
7. Diavito R. AMA Code of Medical Ethics™ opinions related to screening for the HIV epidemic: A Plan for America's. *AMA J Ethics.* 2012;24(5):402-406.
8. HIV.gov. The New York City HIV status reveal prevention and treatment cycle. Accessed August 2, 2021. <https://www.hiv.gov/cdc/hiv-status-reveal-prevention-and-treatment-cycle>
9. Algren JE, Brummett SL, Xia Q, et al. Redefining prevention and care: a status-neutral approach to HIV. *Open Forum Infect Dis.* 2018;5(3):ofy087.

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Front Page

Boeing's Shareholders Are Left in the Dark on Payments

Boeing executives who own shares of the company's stock have been asked to provide information about the company's financial performance, and some have refused to do so. The company says it will not disclose the information.

Yves Hachem's Explosives, Ignoring Worry

Could war be inevitable in Iraq? Hachem's explosives company has been a major supplier of explosives to the Iraqi government, and the company has been accused of supplying explosives to the Iraqi government.

Business

The Theory of Mind: A New Look at the Brain

Registration Website & Confirmation Ads (ROFR to 2022 Sponsor)

Maritz Registration Website Sponsored Ads

SOLD OUT

\$25,000

Sponsor Ad Size and Placement

Specifications:

1. Large screen (desktop):

Width: 220 px

Height: up to 300 pixels

2. Medium screen (tablet):

Width: 1,000 px

Height: up to 150 pixels

3. Small screen (phone):

Width: 620 px

Height: up to 200 pixels

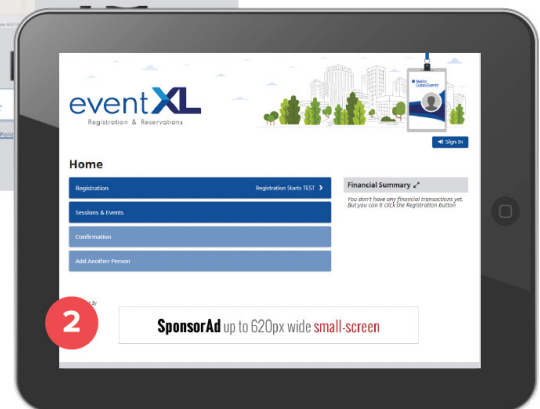
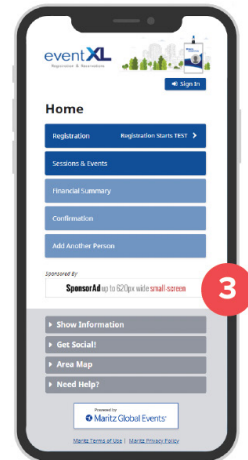
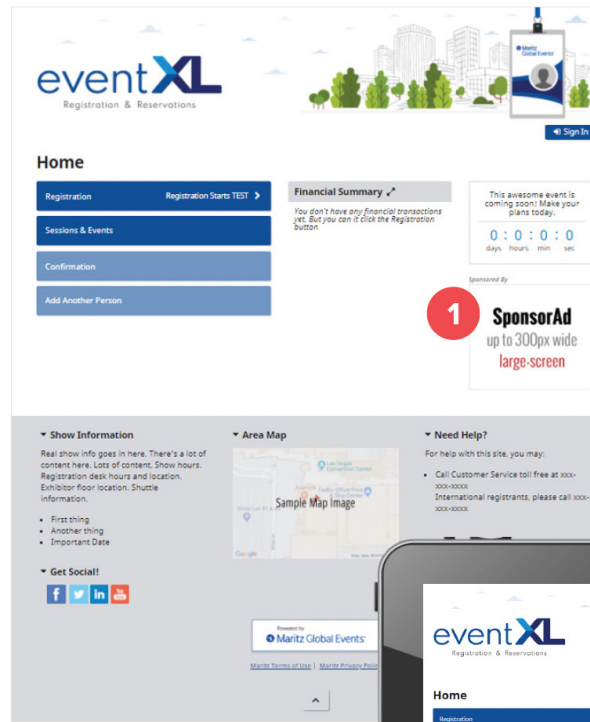
4. Click thru URL

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. To display multiple ads in a single place, supply an animated GIF file. **The downside is each image cannot have a separate URL.**



Your Support Makes IDWeek Possible!

Registration Website & Confirmation Ads (continued)

Maritz Registration Confirmation Emails (see#3)

\$35,000

Specifications:

- Width: 600px
- Height: up to 150px
- 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.

Confirmation Email Schedule (Tentative):

1. Automatic | Immediately upon registration (Member registration opens May 2, nonmember opens June 6.)
2. Oct. 11 — Daily Login Details
3. Oct. 12 — Daily Login Details
4. Oct. 13 — Daily Login Details
5. Oct. 14 — Daily Login Details
6. Oct. 15 — Daily Login Details | Thank you, CE, Certificate of Attendance, Save Login Details through March 31, 2024.

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



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)

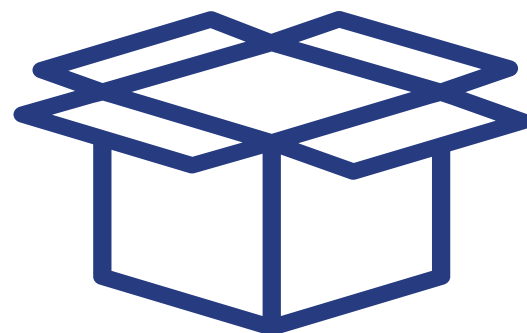


Additional Opportunities

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.

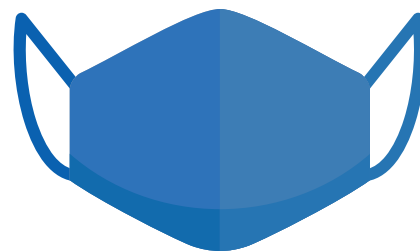
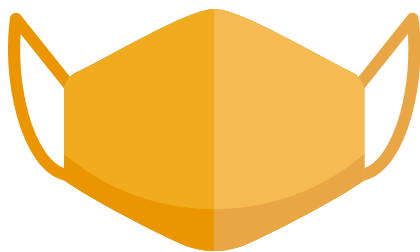
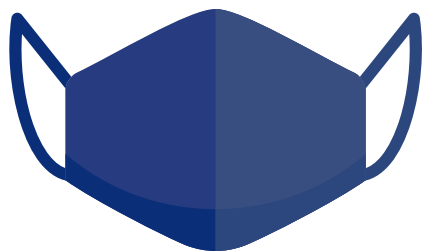
Email info@idweek.org to create your custom package.



Branded KN95 Face Masks

Face Masks

\$15,000



The sponsor logo will appear on a sticker on the KN95 mask packaging.
Final design of the sticker is due Sept. 1.

BCEC Digital Signs

Marquee

Located in the heart of the South Boston Waterfront District, the Marquee provides an unparalleled branding and sponsorship opportunity.

- 80 feet tall
- Display area of 3,000 square feet
- Two high-definition LED screens
- Two louvered, lower-definition LED towers
- Visible from more than half a mile away

The Marquee reaches a daily audience of more than 225,000 attendees, pedestrians and vehicles.

Reach

The content loops for 45 minutes each hour and sponsored content will make up 5 minutes of the estimated 7-minute loop. The sponsor content will be displayed six times per hour from Monday, Oct. 9 to Sunday, Oct. 15. It will be shown approximately 1,008 times throughout the week. Best messaging is 15 seconds.

Rates

- **15 sec:** \$15,000 | **30 sec:** \$28,000 | **60 sec:** \$49,000 | **Single Sponsor Buyout:** \$225,000



Content Guidelines

Marquee

16mm Video Sticks

Best digital content is created in 16mm resolution and format, presented in 16mm resolution and format, presented in 16mm resolution and format, presented in 16mm resolution and format.

	16mm Resolution	16mm Resolution
1. Hypermedia Stick	1920x1080 (HDMI)	1920x1080 (HDMI)
2. Hypermedia Stick	1920x1080 (HDMI)	1920x1080 (HDMI)
3. The Stick	1920x1080 (HDMI)	1920x1080 (HDMI)

16mm Static Tiles

Best digital content is created in 16mm resolution and format, presented in 16mm resolution and format, presented in 16mm resolution and format, presented in 16mm resolution and format.

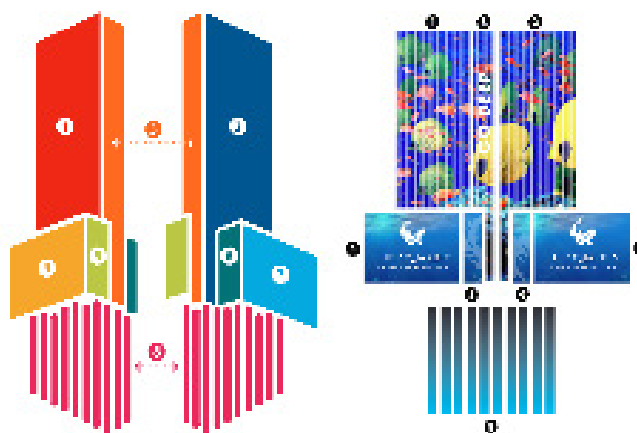
	16mm Resolution	16mm Resolution
1. Lower Content Stick	1920x1080 (HDMI)	1920x1080 (HDMI)
2. Lower Content Stick	1920x1080 (HDMI)	1920x1080 (HDMI)
3. Lower Content Stick	1920x1080 (HDMI)	1920x1080 (HDMI)
4. Lower Content Stick	1920x1080 (HDMI)	1920x1080 (HDMI)

16mm Colored LED Lighting Tiles

Best digital content is created in 16mm resolution and format, presented in 16mm resolution and format, presented in 16mm resolution and format, presented in 16mm resolution and format.

1. 16mm Colored LED Lighting Tiles	1920x1080 (HDMI)
------------------------------------	------------------

Marquee Diagram



Sponsors will be provided with required template.

File Specifications

DESIGNS All content must be created with Adobe After Effects, Photoshop, Premiere, or Animate templates which will be provided by the Digital Media Team along with instructions.

OUTPUT RESOLUTION 1920 x 1080 at 72 pixels/inch

COLOR SPACE RGB

MOTION FILES MP4 with H.264 compression only

STATIC FILES JPEG, PNG

AUDIO FORMAT Audio not supported

VIDEO LENGTH Exactly 15 or 30 seconds (all videos are scheduled in 15 second increments)

VIDEO FILE SIZE Less than 200 MB

BCEC Digital Signs (continued)

Video Wall



Located inside the main entrance and above registration and BugHub. The Video Wall spans the BCEC's North Lobby and is visible from Summer Street. The Video Wall creates a stunning way to deliver high-impact messages.

- 160 feet wide x 12 feet tall
- 2,000 square feet of seamless, attention grabbing video screen
- High-definition center screen flanked by lower-definition LED sticks

Attendees see the Video Wall multiple times per day during an event.

Reach

The content loops for 60 minutes each hour and sponsored content will make up 5 minutes of the estimated 10-minute loop. The sponsor content will be displayed six times per hour from Monday, Oct. 9 to Sunday, Oct. 15. It will be shown approximately 420 times throughout the week. Best messaging is 15 seconds.

Content Guidelines Video Wall

The Video Wall is a large digital surface with a high-definition center screen and two low-definition side-stick panels. The center screen is optimal for featuring logos, detailed images and text, while the side-stick panels compliment the center graphics with bold, high-contrast motion graphics and videos. Avoid logos and detailed images and text on the side panels.



Region 1 - Center Screen

- 10mm high-definition LED tiles
- 59'3"W x 12'3"H (1824 x 384 pixels)

Regions 2 & 3 - Side Sticks

- 16mm low-definition LED sticks
- Each region is 50'W x 12'3"H (1464 x 384 pixels)

Rates

- **15 sec:** \$15,000
- **30 sec:** \$28,000
- **60 sec:** \$49,000

Single Sponsor Buyout:
\$225,000

File Specifications

DESIGNS All content must be created with Adobe After Effects, Photoshop, Premiere, or Animate templates which will be provided by the Digital Media Team along with instructions.

OUTPUT RESOLUTION 1920 x 1080 at 72 pixels/inch

COLOR SPACE RGB

MOTION FILES MP4 with H.264 compression only

AUDIO FORMAT Audio not supported

VIDEO LENGTH 15, 30, or 60 seconds (all videos are scheduled in 15 second increments)

VIDEO FILE SIZE Less than 200 MB

Convention Center WiFi

Sponsored WiFi throughout the BCEC

\$80,000

Package Includes:

Single Sponsor convention center wide WiFi with sponsored WiFi cards distributed to all registrants.

Optional at no additional charge: Splash screen, password and/or URL redirect

With Boston being at the forefront of technology, the BCEC is leading the way with the most advanced WiFi available in the industry. WiFi extends throughout the entire building, from meeting rooms and exhibit halls to the loading docks. Boasting over 500 access points, superior connectivity and performance allow more than 35,000 devices to be connected simultaneously at data rates up to 10GB per second.

Specifications will be provided to the sponsor.



IDWeek 2023 Important Dates*

By mid-February	Exhibit space application open at idweek.org/industry .
March 3	Exhibit space applications due for first round placement using Priority Points.
March 7 (11 a.m. ET)	Learning Lounge, Presentation Theater, Industry Education Evening applications open at idweek.org/industry .
March 22	Booth Assignments + Exhibitor Service Manual Released.
Late March/Early April	Request blocks of 10+ hotel rooms open at idweek.org/industry .
April 5-6	TENATIVE: Industry Site Visit and Swap Meet (invitation only)
April 25 (11 a.m. ET)	Satellite Symposium applications open, Ancillary Other Affiliated Event Applications open, Remaining promotional items available to all industry partners at idweek.org/industry .
June 30	Other Ancillary Affiliated Events applications due at idweek.org/industry . 50% Booth deposits due.
By July 21	Other Ancillary Affiliated Event Manager introductions and venue assignments.
July 28	Payments due in full for all industry partner programs: All Exhibit, Learning Lounges, Presentation Theaters, Industry Education Evenings, Satellite Symposia, Other Ancillary Affiliated Events, Corporate Support and Promotional Items secured after May 28, are due 60 days after receipt of invoice, but prior to Sept. 28. After Sept. 28, any companies with outstanding payments will be notified and companies with outstanding payments will not be allowed to exhibit.

*All dates are subject to change. Additional Important Dates can be found on page 3 of the Terms and Conditions at the end of this document.

Applications are accepted at idweek.org/industry and all industry partners agree to the Terms & Conditions listed on the following pages when they submit an application.

To begin a letter of agreement to support IDWeek 2023, please email info@idweek.org.

Contact the IDWeek Industry Partner Team

Aaliyah Lambert

Meetings Coordinator

(703) 574-3749

alambert@idsociety.org

John Buckley, CMP

Director, Convention Operations and Corporate Relations

(703) 299-0128

jbuckley@idsociety.org

- Exhibit Booths
- Exhibitor Badges
- Affiliated Events

- Promotional Opportunities
- Support Packages
- Housing Blocks

Thank you for your interest in participating in IDWeek 2023!
Our team is eager to help you.

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



2023 Industry Partner Terms + Conditions

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

The terms and conditions contained in this prospectus apply to all industry partners participating in **IDWeek 2023**.

All applications are accepted online at
idweek.org/industry.

Boston, MA
at the Boston Convention & Exhibition Center
Oct. 11 – 15

idweek.org/industry

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Definition of IDWeek™ 2023

"IDWeek™ 2023" - (hereinafter "IDWeek") is a joint meeting of the Infectious Diseases Society of America (IDSA), the Society for Healthcare Epidemiology of America (SHEA), the HIV Medicine Association (HIVMA), the Pediatric Infectious Diseases Society (PIDS), and the Society of Infectious Diseases Pharmacists (SIDP).

IDWeek 2023 will be held live in Boston, MA Oct. 11-15, 2023 with virtual components. Official IDWeek sessions will be livestreamed via the CadmiumCD platform as they were in 2022 and industry partners have the option to livestream and/or host their events on-demand through March 31, 2024. All exhibitors will be included in the virtual exhibit hall created in the Map Your Show system and integrated with the virtual CadmiumCD platform it was in 2022. The meeting venue will be the Boston Convention and Exhibition Center. Exhibits and learning lounges will be in halls AB. Some affiliated events will take place at surrounding hotels.

Boston Convention and Exhibition Center

Exhibit Halls AB | Poster Halls BC
415 Summer Street
Boston, MA 02210

Association Headquarters and Key Personnel

IDSA
4040 Wilson Blvd., #300
Arlington, VA 22203

Aaliyah Lambert, Meetings Coordinator

alambert@idsociety.org | 703.574.3749

Main contact for: exhibit booths, exhibitor badges/registration, affiliated events

John Buckley, CMP, Director Convention Operations and Corporate Relations

jbuckley@idsociety.org | 703.299.0128

Main contact for: housing blocks

Important Dates – *subject to change*

By mid-February	Exhibit Space Applications open at idweek.org/industry
March 3, 2023	Exhibit Space Applications Due for first round placement using Priority Points
March 7, 2023 11 a.m. ET	Learning Lounge, Presentation Theater, Industry Education
	Evening Applications open at idweek.org/industry

March 22, 2023	Booth Assignments + Exhibitor Service Manual Released
Late March/Early April	Request blocks of 10+ hotel rooms open at idweek.org/industry
Early April, 2023	Preliminary Program available at idweek.org/program
April 5 + 6, 2023	TENTATIVE Industry Site Visit and Swap Meet (invitation only)
April 25, 2023 11 a.m. ET	Satellite Symposium Applications open, Ancillary Other Affiliated Event Applications open, Remaining Promotional Items Available to all industry partners at idweek.org/industry
May 2, 2023	Member registration open
May 3, 2023 5 p.m. ET	Abstract Submission Deadline
June 6, 2023	Nonmember and industry partner registration open
June 30, 2023	Other Ancillary Affiliated Events Applications due at idweek.org/industry 50% Booth Deposits Due
By July 21, 2023	Other Ancillary Affiliated Event Manager Introductions and Venue Assignments
July 28, 2023	<p>Payments are due in full for all industry partner programs:</p> <p><i>All Exhibit, Learning Lounge, Presentation Theater, Industry Education Evenings, Satellite Symposium, Other Ancillary Affiliated Events, Corporate Support and Promotional Items</i></p> <p>secured after May 28, are due 60 days after receipt of invoice, but prior to Sept. 28. After Sept. 28, any companies with outstanding payments will be notified and companies with outstanding payments will not be allowed to exhibit.</p>
Aug. 16, 2023 5 p.m. ET	Late Breaker Abstract Submission Deadline
Late May, 2023	Interactive Program available at idweek.org/program
Sept. 8, 2023	Discounted early registration deadline
Oct. 11, 2023	Full Abstract Text Available
Oct. 11-15, 2023	IDWeek 2023 in Boston, MA

Eligibility for Exhibiting

All companies and organizations with products or services directly related to the field of infectious diseases are welcome to exhibit. **IDWeek** reserves the right to determine eligibility. Market research companies are welcome to exhibit provided they submit a letter of authorization from a sponsoring company.

Cancellation of Exhibit

If **IDWeek** is cancelled due to fire, power outages, strikes, acts of war, acts of God, or other causes that would prevent **IDWeek** from continuing the meeting, **IDWeek** and exhibiting companies will have no further obligation to each other. After considering expenses and obligations, **IDWeek** will issue a partial refund to exhibiting companies.

Contract for Space

The electronic signed application for exhibit space and the deposit for rental charges constitute a contract for the rights to use the space allotted.

Contract/Application

Please complete the online application and submit a 50% deposit for the exhibit rental charge by June 30, 2023. The remaining balance must be paid on or before July 28, 2023. If full payment is not received by this date, space can be reassigned or sold.

Any industry partner with unpaid balances from 2022 or previous events will be denied participation in 2023.

Enforcement of Rules and Regulations

The exhibiting company has a terminable license to exhibit. If an exhibitor fails to comply with any rules or regulations of **IDWeek**, the license to exhibit may be terminated and the exhibit closed without notice or refund. **IDWeek** reserves the right to adopt, interpret, or amend these rules and regulations.

Fire and Electrical Regulations

All exhibiting companies must comply with local, state, and federal fire and electrical regulations and safety rules. Additional information will be provided in the Exhibitor Service Manual.

Food and Drug Administration

Exhibitors with products regulated by the Food and Drug Administration (FDA) must comply with FDA guidelines and restrictions. For more information, contact the FDA Division of Drug Marketing.

Insurance

The exhibitor shall, at its sole cost and expense, procure and maintain throughout the term of the contract for exhibit space, comprehensive general liability insurance against claims of bodily injury or death and property damage occurring in or upon or resulting from the premises leased. The general liability insurance should recognize the Infectious Diseases Society of America (IDSA) as an additional insured. Such insurance shall include contractual liability and products liability coverage with the combined and single limits of liability of not less than \$1,000,000. The exhibitor shall, at its sole cost and expense, procure and maintain throughout the term of this contract worker's compensation and occupational disease insurance in full compliance with all federal and state laws governing all the exhibitor's employees engaged in the performance of any work for the exhibitor. The exhibitor shall obtain and shall furnish upon the request of exhibit management a certificate of insurance evidencing the required insurance.

Liability

IDWeek will not be responsible for any loss, injury, theft, or damage of any kind to any of the exhibiting company's employees or property. The exhibiting company shall hold harmless IDWeek, Boston, MA, USA, the Boston Convention and Exhibition Center, and their respective employees, agents, and contractors against all claims, fines, liabilities, thefts, injuries, and damages of any kind to persons or property. If IDWeek is held liable for an exhibitor's action or inaction, the exhibitor shall reimburse IDWeek for all expenses and hold IDWeek harmless from any liability.

Security

IDWeek will provide security throughout the hours of move-in, regular show hours, and move-out. The security personnel will exercise reasonable care for the protection of the exhibitors' property. If exhibitors desire additional security, they may consult the exhibitor service Manual to enlist the services of the official security company. The exhibiting company will be solely responsible for any theft, damage, or loss of any kind. Regardless of security arrangements, it is always recommended that exhibitors take any valuable portable items out of their exhibits during off hours.

Market Research

Market research companies are welcome to exhibit provided they submit a letter of authorization from a sponsoring company. The sponsoring company is responsible for the conduct of the market research firm. As with other exhibitors, market research companies may not vacate their booths until the end of the exhibition. Surveys must be conducted within the confines of the virtual booth assigned.

Non-Contracted Exhibit Space

Any person, firm, or organization not having contracted with **IDWeek** for the occupancy of space in the exhibit hall will not be permitted to display or demonstrate any products, processes, or services; solicit orders; or distribute advertising materials in the convention center or in any hotel used by **IDWeek** to house registrants. Any noncompliance with this regulation will result in the prompt removal of the offending person and property from the area. No exhibits will be allowed in hotel rooms.

No-Smoking Policy

The Boston Convention and Exhibition Center is a non-smoking facility.

PhRMA Code and OIG Guidance

IDWeek staff is knowledgeable about the Pharmaceutical Research and Manufacturers of America (PhRMA) Code, and the Office of the Inspector General (OIG) Guidance and can assist exhibiting companies with compliance.

Subletting/Sharing of Space

Subletting or sharing of space is not allowed at any time.

Exhibitor Payment Terms

Payment Information

A deposit of 50 percent of the total exhibit rental charge for **IDWeek** 2023 must accompany the electronic application by June 30, 2023. Applications not accompanied by at least a 50 percent deposit will not be processed. The remaining balance must be paid on or before July 28, 2023. If full payment is not received by this date, space can be reassigned or sold. Payment in full is due prior to participating as an exhibitor, event host, corporate supporter, or sharing promotional messages.

Method of Payment

The preferred methods of payment are MasterCard, Visa, American Express and Discover. **IDWeek** adds a 3% credit card fee to all transactions.

Industry partners may also submit an ACH or wire to:

Credit To: Infectious Diseases Society of America

Bank: Truist Bank, 1445 New York Ave, NW, 4th Floor, Washington, D.C. 20005

ABA/Routing: 061000104 (*ACH, Wire Transfers, & EFT Transfers*)

Swift Code: BRBTUS33 (*For International Wires Only*)

Account No: 206849079

Please Email Remittances to: accountsreceivable@idsociety.org

If the preferred payment methods are not possible, make checks payable to:

Infectious Diseases Society of America

Attn: IDWeek

4040 Wilson Blvd Ste 300

Arlington VA 22203

Payment, Cancellations and Refund Policy

Payment in full is due 60 days after the reservation is made. If payment is not received by 60 days after the reservation is made, the promotional item(s)/exhibit space could be resold. If production has started on the promotional item(s)/exhibit, then any costs are the responsibility of the industry partner. If deadlines are missed and additional resources are needed to produce a promotional item(s)/exhibit, the cost is the sole responsibility of the industry partner.

Any companies with outstanding payments prior to the start of **IDWeek 2023**, will not be allowed to exhibit.

Exhibiting companies that cancel or reduce their exhibit space must provide written notice to **IDWeek**. Refund rules for exhibit rental charges:

- 100 percent is refunded if the booth is cancelled, or space reduced by June 30, 2023
- 50 percent of the total exhibit rental charge is refunded if the booth is cancelled or space reduced between June 30, 2023, and July 28, 2023
- 0 percent is refunded if the booth is cancelled, or space reduced after July 28, 2023
- All refunds, regardless of original payment method, will be made by bank transfer or check. Allow 4-6 weeks for refund.

Curtailment

If the convention is curtailed for any reason, exhibitors will be entitled to a refund of payments made, proportionate to the curtailment (e.g., curtailment of a three-day convention by one day should result in a 33% refund to exhibitors).

Terms for Booth Assignment

Acceptance of Assignment

Exhibiting companies must inform **IDWeek**, in writing, within one week of receiving their assignment if it does not meet their needs. **IDWeek** will try to accommodate all requests.

Assignment of Space

The **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 exhibited for each of the last five years and that have applied by March 3, 2023.

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 most exhibiting companies. Booth assignments and the Exhibitor Service Manual will be issued by March 22, 2023.

Booth Relocation

IDWeek avoids relocating booths. If such a move becomes necessary, **IDWeek** will explain the situation to the exhibiting company. **IDWeek**, at its discretion, also reserves the right to move any exhibiting company which reduces its space after receiving its initial assignment. If the new assignment is unacceptable, the exhibiting company must inform **IDWeek** in writing within one week of the assignment.

Exhibitor Lounge

The exhibitor lounge will be located at the front of the exhibit hall between the two escalators leading into the exhibit hall. Exhibitors should visit the lounge for any services needed during the event.

Late Assignments

After March 3, 2023, **IDWeek** will continue to sell space if it is available. All other deadlines remain in effect.

No-Shows

Exhibiting companies that reserve booth space and do not provide **IDWeek** with a written explanation of their inability to exhibit or fail to arrive by 9 a.m. ET, October 12, 2023, will forfeit all priority points, forfeit the entire cost of the booth space, and may lose the opportunity to participate in future **IDWeek** meetings.

Priority Point System

The system places value on a continued relationship, not just booth size. Companies earn one point for each year they have exhibited at previous **IDWeek** meetings. After exhibiting for five years consecutively, companies earn an additional bonus point. Points accumulate annually without limit. If an exhibiting company merges with, is acquired by, or purchases another exhibiting company, the new company will receive the points earned by the company that had the higher total, if requested in writing by the merged company.

Denial of Booth Space

IDWeek and its affiliates reserve the right to deny a booth application for any group for any reason. If payment was received with the denied application, an immediate refund will be issued to the exhibiting company who was denied space. Please allow 4-6 weeks for refund by bank transfer or check.

Booth Specifications

Booth Type Cost per Square Foot

Commercial In-Line	\$36
Non-Profit In-Line	\$24
Commercial Corner	\$40
Non-Profit Corner	\$26
Commercial Island	\$43
Virtual ONLY	\$2,625

In-Person Exhibitors Receive

- Listing in the print **IDWeek** attendee guide
- Inclusion in the online exhibit hall
- Four complimentary exhibitor only* 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 on Wednesday, Oct. 11 with attendees

Virtual Exhibitors Receive

- Inclusion in the online exhibit hall

Booth Decoration

Standard booth construction includes 8' high back NexxtWall, 36" high side NexxtWall, and standard booth sign at no charge. All additional equipment is available in the Exhibitor Service Manual available to exhibitors on March 22, 2023.

Carpeting

Booth carpeting is mandatory, must cover the entire space, and is the responsibility of the exhibiting company.

Cleaning

Exhibitors are required to always keep their booths clean. Cleaning request forms will be included in the Exhibitor Service Manual.

Carpet and Drape

The decorator will be using carpet and NexxtWall to divide the booths.

Construction of the Exhibit Booth

Please keep in mind that you are responsible for:

- constructing your booth within **IDWeek** guidelines
- maintaining a professional appearance
- ordering carpet, furniture, displays, and cleaning services for your exhibit

If any booth is deemed unsafe or unsightly, **IDWeek** staff will ask the exhibitor to correct it at the exhibitor's expense.

Hanging Signs and Banners

Island booth exhibiting companies may hang signs or banners. The maximum height for signs and banners is 19' and must not block any **IDWeek** signage. The decorator will provide riggers to load, unload, deliver machinery, un-skid, position, and re-skid all machinery, and operate forklifts to install and dismantle exhibit booth header signs.

In-Line and Corner Booths

In-line booths may not exceed 8' in height, including signage. All construction is restricted to a height of 48" in the front 5' of the booth and 8' in the rear 5'. NexxtWall will extend across the back of the booth at a height of 8' and will extend between the booths at a height of 36".

Island Booths

An island booth is defined as a booth of 20' x 20' or larger, with aisles on all four sides. Island booths may extend to a height of 19'. Full use of the floor space is permitted; however, the design of the booth must allow accessibility from all four aisles and have sufficient see-through

and walk-through areas so as not to block the view of adjacent exhibits. Cross-aisle carpeting is not permitted. Demonstration areas may not extend to the aisle line of the exhibit and must allow for space for visitors.

Line of Sight

Every design should allow for adequate sight lines to other spaces and to the aisles.

Signs

The decorator will supply a standard booth sign, 7" x 44", with the company name and booth number. Sign service will also be available on site at the Exhibit Service Center in the exhibit hall. No sign may be placed outside the booth area, in doorways, hallways, or aisles.

Admittance to the Exhibit Hall

Exhibitors must always wear official exhibitor badges. Exhibitors are allowed in the hall one hour prior to and one hour after exhibit hours or by special permission. Exhibitor-appointed contractors may enter the exhibit hall two hours prior to the opening of the show each day. No one under 18 is allowed in the exhibit hall without a waiver signed by a parent or guardian.

Booth Activities and Conduct

Please be considerate of other exhibitors and conduct business within the boundaries of your booth. Do not use flashing lights, megaphones, loudspeakers, side-show tactics or noisy displays, helium balloons, glitter, confetti, live animals, stick-on decals, or other adhesive items.

Convention Center Rules and Regulations

Exhibitors must comply with all the rules and regulations of the convention center and should leave the hall as they found it. Additional information will be available in the Exhibitor Service Manual.

Exhibiting Personnel

All exhibitors are expected to always dress and conduct themselves in a professional manner and comply with all IDWeek exhibitor policies.

Exhibitor Lounge

There will be an exhibitor lounge located in the exhibit hall. The lounge will be open during exhibit installation and regular exhibit hours.

Exhibitor Registration/Badges

For every 100 square feet of space purchased, each exhibiting company will receive four complimentary exhibitor registration badges. Additional exhibitor badges will be available for \$100.

Placing business cards over or altering official **IDWeek** badges is strictly prohibited. Badge exchange between exhibitor representatives is not permissible. **IDWeek** requires that all company representatives must be registered for the meeting. Exhibitor badges will not permit attendance to the sessions. **Exhibitors who wish to attend the sessions must register as full attendees either prior to the meeting or onsite.**

Information and the deadlines to register booth personnel will be sent under separate cover. No badges will be issued without proof of company affiliation.

No badge name changes will be allowed after the published deadline. This includes onsite at exhibitor registration. There are no refunds for badges purchased and not used.

Housing and Transportation

Housing and transportation information, including exhibitor room blocks, will be sent with the booth assignments.

Product Sales

Exhibitors are permitted to sell and take orders for their own products provided they are pertinent to the practice of science or medicine. Exhibitors are responsible for complying with all business license, sales, and tax requirements.

Work Passes

Installation and dismantling work passes are available to unregistered exhibiting personnel and exhibitor-designated contractors who provide proof of affiliation with the exhibiting company.

Work passes will be valid for move-in and move-out only.

IDWeek Affiliated Events

Payment Policy

Payment in full is due 60 days after the reservation is made. See **Payment, Cancellation and Refund Policy** on page 7. Payment in full is due prior to participating as an exhibitor, event host, corporate supporter or sharing promotional messages.

Cancellation Policy

Events cancelled before June 30 - 100% refund

Events cancelled after June 30 - no refund

All refunds, regardless of original payment method, will be made by bank transfer or check.

Allow 4-6 weeks for refund.

Contract for Affiliated Events

The electronic signed application for learning lounges, presentation theaters, satellite symposia, industry education evenings, and other ancillary affiliated events constitutes a contract. The terms and conditions in this section are the same in the electronic application. If your organization requires additional documentation, please submit it to Aaliyah Lambert at alambert@idsociety.org for review and signature.

Continuing Medical Education

IDWeek requires that satellite symposia organizers provide CME credit for their programs.

Sponsoring companies will need to obtain credit from an accredited CME or CE provider.

IDWeek does not provide continuing medical education (CME) or continuing education (CE) credit for satellite symposia and other affiliated events.

Vendors and Room Assignment

Event services must be arranged through official IDWeek vendors. Information about each company and their services will be included in the assignment email. Event organizers will receive room assignments and planning details by July 21.

IDWeek or its affiliates have no authority over any service charges, labor contractors, or fees associated with conducting your event by any vendor. Because assignments are subject to change, the IDWeek meeting team advises against using room names/numbers and locations on invitations, signs, or other printed material.

Mailing Lists - Direct Mail Only, No Email Lists

Mailing lists for IDWeek will be available through Maritz. Order forms will be provided when your event is confirmed. The data provided is for one-time use and must be used for IDWeek 2023. The information provided is an asset of IDWeek and may not be reproduced or copied in any way, in any medium, electronically or otherwise. For you to receive a mailing list, the IDWeek meeting team must first pre-approve all mailings to registrants. IDWeek **does not provide e-mail addresses.**

IDWeek Promotion of Affiliated Events

In addition to direct mail promotions event hosts may send to **IDWeek** lists, **IDWeek** will promote the affiliated event schedule to registered attendees in two ways.

1. Emails will be sent to all registrants announcing all affiliated events on Sept. 12 and Oct. 3 with reminders included in the **IDWeek** Preview emails sent by CustomNEWS on Sept. 6, 20 and Oct. 4.
2. All affiliated events will be published in the official **IDWeek** schedule by Sept. 6.

Promotional Opportunities Associated with IDWeek

Payment Policy

Payment in full is due 60 days after the reservation is made. See **Payment, Cancellation and Refund Policy** on page 7.

Cancellation Policy

Promotional items cancelled by June 30, 2023 will be refunded in full if the advertisement has not been placed. All placed ads are nonrefundable. Cancellation requests made July 1, 2023 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.

Contract for Promotional Opportunities

The electronic signed application for promotional items constitutes a contract. The terms and conditions in this section are the same in the electronic application. If your organization requires additional documentation, please submit it to info@idweek.org for review and signature.

Swap Meet

IDWeek 2022 promotional opportunity participants will be invited to a first look and early selection Swap Meet tentatively scheduled as a hybrid event in Boston and via Zoom on April 6 at 11 a.m. ET. Remaining opportunities will be made available to all other industry partners on April 25, 2023. No reservations for promotional items will be accepted before the industry partner swap meet.

Advertisements Beyond those Offered

The display of advertisements or promotional materials beyond those officially offered in the prospectus and targeted to attendees of IDWeek (including, but not limited to, advertising in/on buses, taxis, Segways, boats, pedicabs, planes, street cars, building facades, hotels, or restaurants, etc.) is available exclusively through EMC Outdoor the IDWeek official partner, offering outdoor advertising (OOH) and experiential sponsorship advertising opportunities to exhibitors at IDWeek 2023.

Contact Song Heo, SVP, Media Strategy & Client Partnerships at (610) 355-4450 or msch@emcoutdoor.com to explore these options.

Right of First Refusal

Promotional items are secured on a first come first served basis. Some placements may offer right of first refusal to the sponsor from 2022. All first right of refusal decisions must be made by April 20, 2023, or the space becomes available to other industry partners. Wait lists are currently being accepted.

Door Drops

Deliveries of promotional items by hotels to individual guest rooms are not permitted unless approved in advance and organized in coordination with EMC Outdoor. Promotional items may be distributed in the exhibit hall only, and within the confines of the exhibitor's booth.

Gifts/Promotional Items

Exhibitors are permitted to mail gifts and promotional items, but the items must be approved by IDWeek. The deadline to submit this information to info@idweek.org is Aug. 4, 2023. IDWeek can offer referrals for preferred vendors to source and ship these items.

IDWeek strives to maintain a mutually beneficial relationship with industry to enhance the educational benefits for members and to improve health care for the public. To ensure the establishment of relationships with industry entities without compromising accepted ethical and educational standards, IDWeek endorses and conforms to the following statements and opinions that have been issued on this subject. Exhibitors must abide by these statements and opinions when providing gifts or promotional items:

- Standards for Commercial Support on Continuing Medical Education, Accreditation Council for Continuing Medical Education
- Gifts to Physicians from Industry, American Medical Association Council on Ethical and Judicial Affairs
- Code of Pharmaceutical Marketing Practices, Pharmaceutical Manufacturers Association

Corporate Support

Letter of Agreement (LOA)

All industry partners providing corporate support will sign a letter of agreement. IDWeek can furnish this agreement or sign a version issued by the industry partner.

Terms, Conditions, and Purposes of the IDWeek LOA

Independence

IDSA is responsible for all decisions regarding support and bases these decisions on its support policies, which are in compliance with Joint Accreditation and ACCME criteria.

Appropriate Use of Commercial Support

IDSA will make all decisions regarding the disposition and disbursement of the funds from the Supporter.

The Supporter will not require the IDSA to accept advice or services regarding manufactures, vendors, or suppliers as conditions of receiving this grant.

IDSA will upon request, furnish the Supporter documentation detailing the receipt and expenditure of the commercial support.

Commercial Promotion

The type of product-promotion material or product-specific advertisement is determined by IDSA according to the support item or activity.

All promotional efforts and materials must be reviewed by and have the advance approval of IDSA.

Disclosure

IDSA will ensure that the Supporter is fully acknowledged to the participants in meeting publications, on signage at the meeting, and in other ways and locations as are reasonable and permissible. Disclosure to learners will not include the ineligible companies' corporate or product logos, trade names, or product group messages.

Payment Policy

Payment in full is due 60 days after the LOA is signed or according to the conditions stipulated in the industry partner agreement. See payment methods on page 7.

Industry Partner Housing + Registration

Industry partners will be able to register and secure hotel rooms using the Map Your Show Exhibitor Dashboard beginning on June 6, 2023.

Industry partners may request a hotel room block of ten or more rooms in late March/early April. All industry partners who had a room block in 2022 will be invited to submit a request for

IDWeek 2023. Others may email their request to info@idweek.org. IDWeek will attempt to honor requests received by April 14, 2023. Requests are not a guarantee of block size or property designation.

Co-Headquarter Hotels

Omni Boston Hotel at the Seaport
450 Summer Street
Boston, MA 02210

Westin Boston Waterfront
425 Summer Street
Boston, MA 02210

Exhibitor Registration and Badge Pick-Up – *subject to change*

Tuesday, Oct. 10	8 a.m. - 6 p.m.
Wednesday, Oct. 11	8 a.m. - 6 p.m.
Thursday, Oct. 12	8 a.m. - 3 p.m.
Friday, Oct. 13	9 a.m. - 3 p.m.
Saturday, Oct. 14	9 a.m. - 2 p.m.

Location: TBD

Additional IDWeek Policies

Vaccination Policy

IDWeek 2023 participants will need to attest that they are fully up to date with their COVID-19 vaccine. Additional information can be found at www.idweek.org when registration opens in May.

Activities Outside the Designated Exhibit Hall Space

Exhibitors are not permitted to display or demonstrate any products, processes, or services, solicit orders, or distribute advertising materials outside their booth space without prior written approval from IDWeek. This includes non-exhibit areas of the convention center property, any hotel property used by IDWeek to house registrants, and the virtual chat features in the app or virtual platform separate from the exhibits. IDWeek reserves the right to charge a fee to use these areas for company or product promotion once permission is granted. To request written approval, contact info@idweek.org.

IDWeek and Partner Society Name and Logo Use

IDWeek does not allow other companies or organizations to use the meeting's name or logo, nor does it allow the use of the Infectious Diseases Society of America (IDSA), the Society for Healthcare Epidemiology of America, the HIV Medicine Association (HIVMA), the Pediatric Infectious Diseases Society (PIDS), or the Society of Infectious Diseases Pharmacists (SIDP).

names or logos unless the use is for a product or service that one of the organizations sponsors or co-sponsors. 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.

Appropriate Use of IDWeek Name and Logo

IDWeek must review and provide written approval for any products or materials featuring the IDWeek name prior to printing or production. The use of the **IDWeek** logo is prohibited. Announcements for affiliated events or exhibit booths should not imply that the program is an official activity of **IDWeek**. Phrases like “preceding” or “following **IDWeek**” are appropriate. **IDWeek** is one word, the ID should be boldface, use the superscript TM for trademark after the name.

Acceptable Uses with Written Permission

IDWeek™
IDWeek™ 2023

All uses of the **IDWeek** name must be approved in advance. To request written approval, contact info@idweek.org.

Conference Participation Marketing on Social Media

All event organizer social media posts promoting their booths and sessions may include the following hashtags.

#IDWeek
#IDWeek2023

Press Conferences

Company-sponsored press events are not permitted at **IDWeek 2023**.

Embargo Policy

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