IDWeek
Advancing Science, Improving Care

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
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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.

Exhibit Hall Hours

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, Oct. 12</td>
<td>10 a.m. – 2 p.m. ET</td>
</tr>
<tr>
<td>Friday, Oct. 13</td>
<td>10 a.m. – 2 p.m. ET</td>
</tr>
<tr>
<td>Saturday, Oct. 14</td>
<td>10 a.m. – 2 p.m. ET</td>
</tr>
</tbody>
</table>

Top 5 Reasons to Participate in IDWeek 2023

1. 9 out of 10 attendees think it’s important to attend every year.
2. Thousands of abstracts and hundreds of sessions attract ID leaders!
3. 70% of attendees find industry partners valuable.
4. 12-hours to exhibit! Six hours of which are unopposed by IDWeek scientific content.
5. 80% of affiliated event attendees find industry partner events educational.

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

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

Yearly Attendance

2020: 9,161
2021: 8,507
2022: 9,591

2022 Global Participation

International: 21%
Domestic (U.S. & Canada): 79%

Primary Profession

Clinical Research: 13%
Patient Care: 41%
All Others: 46%

Speciality

Internal Medicine: 6%
Pediatric ID: 10%
Adult ID: 44%

Attendee Demographics

2022 Global Participation

International: 21%
Domestic (U.S. & Canada): 79%
### Exhibit Options & Rates

**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 x 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](http://idweek.org/industry) beginning Feb. 2 at 11 a.m. ET.

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Cost per Square Foot</th>
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<tbody>
<tr>
<td>Commercial In-Line</td>
<td>$36</td>
</tr>
<tr>
<td>Non-Profit In-Line</td>
<td>$24</td>
</tr>
<tr>
<td>Commercial Corner</td>
<td>$40</td>
</tr>
<tr>
<td>Non-Profit Corner</td>
<td>$26</td>
</tr>
<tr>
<td>Commercial Island</td>
<td>$43</td>
</tr>
<tr>
<td>Virtual ONLY</td>
<td>$2,625</td>
</tr>
</tbody>
</table>

### 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)

<table>
<thead>
<tr>
<th>Day</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, Oct. 8</td>
<td>Islands Only Move-in: 1 – 5 p.m.</td>
</tr>
<tr>
<td>Monday, Oct. 9</td>
<td>Islands Only Move-in: 8 a.m. – 5 p.m. (NOTE: Holiday labor rates will apply)</td>
</tr>
<tr>
<td>Tuesday, Oct. 10</td>
<td>All Exhibitors Move-in + Exhibitor Registration: 8 a.m. – 6 p.m.</td>
</tr>
<tr>
<td>Wednesday, Oct. 11</td>
<td>All Exhibitors Move-in + Exhibitor Registration: 8 a.m. – 6 p.m.</td>
</tr>
<tr>
<td>Thursday, Oct. 12</td>
<td>Exhibitor Registration: 8 a.m. – 3 p.m.</td>
</tr>
<tr>
<td></td>
<td>Exhibit Hall Open: 10 a.m. – 2 p.m.</td>
</tr>
<tr>
<td>Friday, Oct. 13</td>
<td>Exhibitor Registration: 9 a.m. – 2 p.m.</td>
</tr>
<tr>
<td></td>
<td>Exhibit Hall Open: 10 a.m. – 2 p.m.</td>
</tr>
<tr>
<td>Saturday, Oct. 14</td>
<td>Exhibitor Registration: 9 a.m. – 2 p.m.</td>
</tr>
<tr>
<td></td>
<td>Exhibit Hall Open: 10 a.m. – 2 p.m.</td>
</tr>
<tr>
<td></td>
<td>Move-out: 2 – 10 p.m.</td>
</tr>
<tr>
<td>Sunday, Oct. 15</td>
<td>Move-out: 8 a.m. – 4:00 p.m.</td>
</tr>
</tbody>
</table>

**Space Assignments**

IDWeek assigns space as equitably as possible using a priority point system and then on a first-come, first-served, space-available basis. The first round of assignments will involve companies that have applied by **Feb. 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

**Virtual Exhibitors Receive**

- Inclusion in the online exhibit hall

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

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

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.

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<tr>
<th>Support Level</th>
<th>Amount Range</th>
<th>Benefits</th>
</tr>
</thead>
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<tr>
<td><strong>Bronze Patron</strong></td>
<td>$5,000 – $19,999</td>
<td>1 complimentary attendee registrations, 1 leadership reception invites</td>
</tr>
<tr>
<td><strong>Silver Patron</strong></td>
<td>$20,000 – $49,999</td>
<td>2 complimentary attendee registrations, 2 leadership reception invites, Post meeting attendee list</td>
</tr>
<tr>
<td><strong>Gold Patron</strong></td>
<td>$50,000 – $74,999</td>
<td>4 complimentary attendee registrations, 4 leadership reception invites, Pre and post meeting attendee list</td>
</tr>
<tr>
<td><strong>Platinum Patron</strong></td>
<td>$75,000 – $99,999</td>
<td>6 complimentary attendee registrations, 6 leadership reception invites, Pre and post meeting attendee list</td>
</tr>
<tr>
<td><strong>Diamond Patron</strong></td>
<td>$100,000 – $249,999</td>
<td>10 complimentary attendee registrations, 8 leadership reception invites, Pre and post meeting attendee list, Bi-weekly strategy meetings with IDWeek team</td>
</tr>
<tr>
<td><strong>Canary Diamond Patron</strong></td>
<td>$250,000 – $499,999</td>
<td>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</td>
</tr>
<tr>
<td><strong>Blue Diamond Patron</strong></td>
<td>$500,000+</td>
<td>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</td>
</tr>
</tbody>
</table>

**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

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

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Convention Center WiFi ................................................................................ 34
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.

---

### Pick Your Three Month Impression Package

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

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

<table>
<thead>
<tr>
<th></th>
<th>1 post — $3,500</th>
<th>2 posts 1 week — $6,000</th>
<th>6 posts 3 months — $15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>3K+ facebook.com/idweekmtg</td>
<td>Image size 1200 x 628px</td>
<td>Accepted File Types: JPG, PNG and video URLs</td>
</tr>
<tr>
<td>Instagram</td>
<td>700+ instagram.com/idweekmeeting</td>
<td>Image size 1080 x 1080px</td>
<td>Accepted File Types: JPG, PNG and video URLs</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>300+ linkedin.com/company/idweekmtg</td>
<td>Image size 1200 x 628px</td>
<td>Accepted File Types: JPG, PNG and video URLs</td>
</tr>
<tr>
<td>Twitter</td>
<td>11.2K+ twitter.com/idweekmtg</td>
<td>Image size 1200 x 628px</td>
<td>Accepted File Types: JPG, PNG and video URLs</td>
</tr>
</tbody>
</table>

## Video Specifications

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

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Instagram</th>
<th>LinkedIn</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max file size is 1.75 GB. Video length max is 45 mins</td>
<td>Max file size is 100MB. Video length max is 60 secs</td>
<td>Max file size is 5GB. Video length max is 10 mins.</td>
<td>Max file size is 512MB. Video length max is 140 seconds.</td>
</tr>
</tbody>
</table>

## 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
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 — $25,000
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, 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 2023 | idweek.org/industry
**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

$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**.
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

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 an 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

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

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

View the Omni Opportunities
## Hotel Opportunities | Co-Headquarters (continued)

### The Westin Boston Seaport District

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

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

**View the Westin Opportunities**
## Boston Convention & Exhibition Center Opportunities

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

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

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

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

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

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

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

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

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

Year-Round Monthly IDWeek Emails

Pharmaceutical Media, Inc.

IDWeek 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@pminy.com) with PMI to assist you with available packages for ad placements.

CustomNEWS/Show Dailies Preview Mailer, Emails & Highlights Mailer

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

1. 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 Email

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.
**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.
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

<table>
<thead>
<tr>
<th>Face Masks</th>
<th>$15,000</th>
</tr>
</thead>
</table>

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**
- **16mm Static Tiles**
- **16mm Colored LED Lighting Tiles**

**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.

Rates

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

Single Sponsor Buyout: $225,000

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 complement 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)

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*

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>By mid-February</td>
<td>Exhibit space application open at <a href="idweek.org/industry">idweek.org/industry</a>.</td>
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<td>March 3</td>
<td>Exhibit space applications due for first round placement using Priority Points.</td>
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<td>March 7 (11 a.m. ET)</td>
<td>Learning Lounge, Presentation Theater, Industry Education Evening applications open at <a href="idweek.org/industry">idweek.org/industry</a>.</td>
</tr>
<tr>
<td>March 22</td>
<td>Booth Assignments + Exhibitor Service Manual Released.</td>
</tr>
<tr>
<td>Late March/Early April</td>
<td>Request blocks of 10+ hotel rooms open at <a href="idweek.org/industry">idweek.org/industry</a>.</td>
</tr>
<tr>
<td>April 5-6</td>
<td>TENATIVE: Industry Site Visit and Swap Meet (invitation only)</td>
</tr>
<tr>
<td>April 25 (11 a.m. ET)</td>
<td>Satellite Symposium applications open, Ancillary Other Affiliated Event Applications open, Remaining promotional items available to all industry partners at <a href="idweek.org/industry">idweek.org/industry</a>.</td>
</tr>
<tr>
<td>June 30</td>
<td>Other Ancillary Affiliated Events applications due at <a href="idweek.org/industry">idweek.org/industry</a>. 50% Booth deposits due.</td>
</tr>
<tr>
<td>By July 21</td>
<td>Other Ancillary Affiliated Event Manager introductions and venue assignments.</td>
</tr>
<tr>
<td>July 28</td>
<td>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.</td>
</tr>
</tbody>
</table>

*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](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](mailto: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?
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.
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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
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<td>Early April, 2023</td>
<td>Preliminary Program available at <a href="https://idweek.org/program">idweek.org/program</a></td>
</tr>
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<td>April 5 + 6, 2023</td>
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</tr>
<tr>
<td>May 2, 2023</td>
<td>Member registration open</td>
</tr>
<tr>
<td>May 3, 2023 5 p.m. ET</td>
<td>Abstract Submission Deadline</td>
</tr>
<tr>
<td>June 6, 2023</td>
<td>Nonmember and industry partner registration open</td>
</tr>
<tr>
<td>June 30, 2023</td>
<td>Other Ancillary Affiliated Events Applications due at <a href="https://idweek.org/industry">idweek.org/industry</a></td>
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</tr>
<tr>
<td>Aug. 16, 2023 5 p.m. ET</td>
<td>Late Breaker Abstract Submission Deadline</td>
</tr>
<tr>
<td>Late May, 2023</td>
<td>Interactive Program available at <a href="https://idweek.org/program">idweek.org/program</a></td>
</tr>
<tr>
<td>Sept. 8, 2023</td>
<td>Discounted early registration deadline</td>
</tr>
<tr>
<td>Oct. 11, 2023</td>
<td>Full Abstract Text Available</td>
</tr>
<tr>
<td>Oct. 11-15, 2023</td>
<td>IDWeek 2023 in Boston, MA</td>
</tr>
</tbody>
</table>
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**

**ID**Week 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 **ID**Week, 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 **ID**Week is held liable for an exhibitor’s action or inaction, the exhibitor shall reimburse **ID**Week for all expenses and hold **ID**Week harmless from any liability.

**Security**

**ID**Week 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**

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Cost per Square Foot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial In-Line</td>
<td>$36</td>
</tr>
<tr>
<td>Non-Profit In-Line</td>
<td>$24</td>
</tr>
<tr>
<td>Commercial Corner</td>
<td>$40</td>
</tr>
<tr>
<td>Non-Profit Corner</td>
<td>$26</td>
</tr>
<tr>
<td>Commercial Island</td>
<td>$43</td>
</tr>
<tr>
<td>Virtual ONLY</td>
<td>$2,625</td>
</tr>
</tbody>
</table>

**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**

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, Oct. 10</td>
<td>8 a.m. - 6 p.m.</td>
</tr>
<tr>
<td>Wednesday, Oct. 11</td>
<td>8 a.m. - 6 p.m.</td>
</tr>
<tr>
<td>Thursday, Oct. 12</td>
<td>8 a.m. - 3 p.m.</td>
</tr>
<tr>
<td>Friday, Oct. 13</td>
<td>9 a.m. - 3 p.m.</td>
</tr>
<tr>
<td>Saturday, Oct. 14</td>
<td>9 a.m. - 2 p.m.</td>
</tr>
</tbody>
</table>

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](http://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**

All industry partner news releases, media alerts, and other news materials regarding research presented at the IDWeek meeting must be embargoed until the start of the meeting on Wednesday, Oct. 11, 2023 at 12:01 a.m. Eastern Time.

**Copyright, Disclaimer, Advertising and Related Policies**

All materials at IDWeek 2023 are subject to copyrights owned by IDWeek or other individuals or entities. Any reproduction, retransmission, or republication of all or part of any posting or document from IDWeek is strictly prohibited, unless IDWeek and the copyright owner of the
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Thank You IDWeek 2022 Industry Partners

AbbVie Pharmaceuticals
Accelerate Diagnostics, Inc
Acurx Pharmaceuticals
ADMA Biologics
Agena Bioscience
Agency for Healthcare Research and Quality (AHRQ)
AIDS Healthcare Foundation
ALK-Abello, Inc
American Board of Internal Medicine
American College of Physicians/Annals of Internal Medicine
American Heart Association
AseptiScope, Inc.
Associates of Cape Cod, Inc.
Astellas Pharma US
AstraZeneca
Asuragen - Bio-Techne brand
Atlantic Diagnostic Laboratories
BacterioScan, Inc.
Bavarian Nordic
Biocodex
Bio-K+ USA Inc
bioMerieux, Inc.
BugSeq Bioinformatics Inc.
Cambridge University Press
Cantata Bio
Cepheid
Clear Labs
Co-Diagnostics Inc.
CosmosID
Cumberland Pharmaceuticals
CURE ID: FDA/NCATS
Cytophale
Day Zero Diagnostics Inc.
Defense Health Agency
DiaSorin / Luminex A DiaSorin Company
Dynavax Technologies Corporation
EBSCO
eHIV Review
Elsevier
epocrates/Athena Health
Eurofins Viracor
EzBiome
F2G Inc.
Ferring Pharmaceuticals Inc.
Firstline Clinical (formerly Spectrum)
freeCME
Giantmicrobes, Inc.
Gilead Sciences, Inc.
GSK
GSK Medical
Hardy Diagnostics
Healix Infusion Therapy
HealthHIV
HiLung inc.
Horizon Therapeutics
IDSA and HIVMA
Immunexpress
IMMY
Infectious Disease Connect
Infectious Disease Special Edition
InsightRX
Insmed Incorporated
International Society for Infectious Diseases
Invivyd, Inc.
JAMA Network
Janssen Pharmaceuticals, Inc. - Vaccines
Johns Hopkins POC-IT Center
Karius
Kurin, Inc
La Jolla Pharmaceutical Company
Liofilchem, Inc.
LocumTenens.com
Magnolia Medical Technologies
Medscape
Melinta Therapeutics
MeMed
Merck
MicroGenDX
MiraVista Diagnostics
Moderna Tx, Inc