



# **IDWeek™**

Advancing Science, Improving Care

## **2024 Industry Partner Prospectus + Opportunities**

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

Participate in the premier infectious diseases event — **IDWeek 2024!**  
**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 12,000 attendees, **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 Los Angeles, CA at the  
Los Angeles Convention Center South Hall  
Oct. 16 – 19**

***Join us!***  
**[idweek.org/industry](https://idweek.org/industry)**

# 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 2024** program will be available by mid to late February by visiting [idweek.org/program](https://idweek.org/program).

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

## Top 5 Reasons to Participate in IDWeek 2024

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

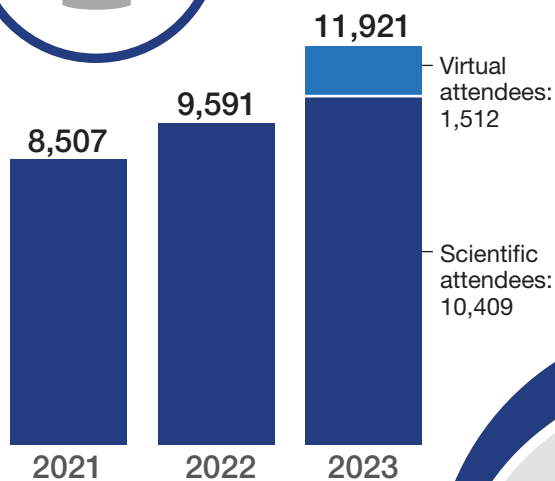
80% of affiliated event attendees find industry partner events educational.

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

# Attendee Demographics



## Yearly Attendance

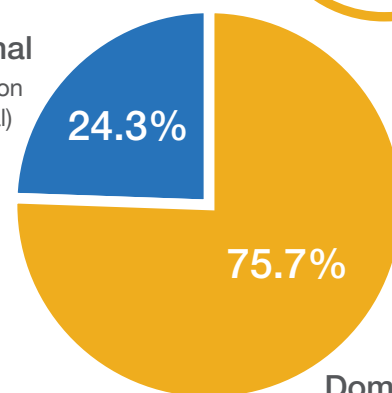


**123** Exhibitors

## 2023 Global Participation



International  
(2,104 in-person  
and 422 virtual)

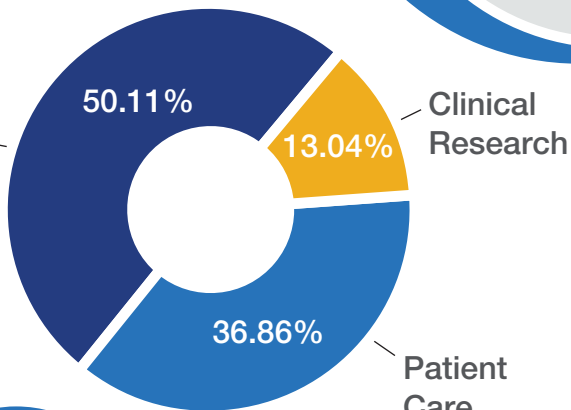


Domestic  
(U.S. & Canada)

**92** countries  
were represented

**Complete  
IDWeek  
Demographics**  
[idweek.org](https://idweek.org)

All  
Others



## Primary Profession

Adult ID

39.95%

Pediatric  
ID

9%

Internal  
Medicine

6.26%

## Specialty



# Exhibit Options & Rates

## Exhibit Hall Hours

Thursday, Oct. 17	10 a.m. – 2 p.m. PST
Friday, Oct. 18	10 a.m. – 2 p.m. PST
Saturday, Oct. 19	10 a.m. – 2 p.m. PST

Los Angeles Convention Center  
1201 S Figueroa St, Los Angeles, CA 90015

Visit  
[idweek.org/industry](https://idweek.org/industry)  
to begin an  
application for exhibit  
space.

**View the floor  
plan in real time.**

## How much will a booth cost?

Calculate the total booth square feet by the appropriate cost in the chart on the right. A 10'x10' commercial in-line booth is 100 square feet.  $\$39 \times 100 = \$3,900$  for the booth.

Non-Profit booths will cost a flat fee of \$25 per square feet regardless of a corner or in-line. We will assign whats available to you. If you have a preference please let us know in the booth application.

Booth Type	Cost per Square Foot
Commercial In-Line	\$39
Commercial Corner	\$500
Commercial Island	\$40
Non-Profit	\$25

**NEW:** You have the option to now enhance your booth by upgrading to a commercial corner for an additional \$500.

Example: You can purchase a commercial in-line booth and enhance your booth to a corner.  
 $\$39 \times 100 + \$500 = \$4,400$

Apply for booth space by visiting [idweek.org/industry](https://idweek.org/industry) end of Feburary at 11 a.m. ET.

All booth fees must be paid no later than June 28, 2024.

## Additional Costs

Exhibitors must also carpet their booth. Carpet costs approximately \$535 for a 10'x10' booth space.

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



Electrical



Furnishings



Drayage

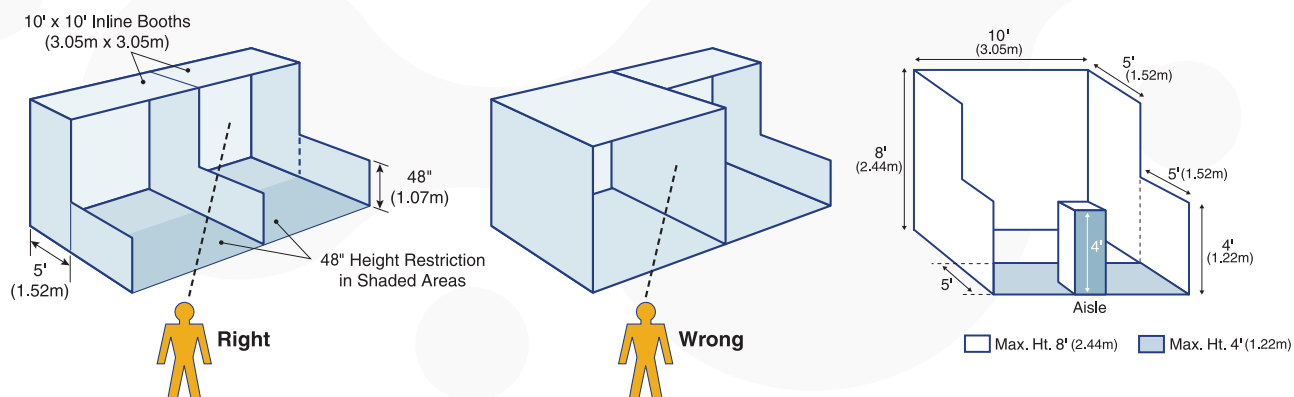


Labor



Internet

**Figure 1. In-line (linear) and Corner Booths**



# Exhibit Schedule (subject to change)

Sunday, Oct. 13	Exhibitor move-in (all islands): 1 – 5 p.m.
Monday, Oct. 14	Exhibitor move-in (all islands): 8 a.m. – 5 p.m. (Holiday labor rates will apply)
Tuesday, Oct. 15	Exhibitor move-in (all): 8 a.m. – 6 p.m. Exhibitor Registration: 7 a.m. – 6 p.m.
Wednesday, Oct. 16	Exhibitor move-in (all): 8 a.m. – 6 p.m. Exhibitor Registration: 7:30 a.m – 5:30 p.m
Thursday, Oct. 17	Exhibitor Registration: 7:30 a.m. – 5 p.m. Exhibit Hall Open: 10 a.m. – 2 p.m.
Friday, Oct. 18	Exhibitor Registration: 7:30 a.m. – 5 p.m. Exhibit Hall Open: 10 a.m. – 2 p.m.
Saturday, Oct. 19	Exhibitor Registration: 7:30 a.m. – 5:30 p.m. Exhibit Hall Open: 10 a.m. – 2 p.m. Exhibitor move-out: 2 – 10 p.m.
Sunday, Oct. 20	Exhibitor move-out: 8 a.m. – 4:00 p.m.



## Space Assignments

IDWeek assigns space as equitably as possible using a priority point system and then on a first-come, first-served, space-available basis. The first round of assignments will involve companies that have applied by **March 15**. 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 **Early April**.

## 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. 16 with attendees

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

*Exhibitor Full Conference badges are available for approximately \$1,600 each.*

# Exhibitor Listing Upgrade – Online Listing

Increase your company's visibility at IDWeek 2024 through exhibitor listing upgrades. You will have the opportunity to showcase your products and generate qualified leads.

Online Listing	Basic (Free)	Enhanced (\$750)	Premium: (1,500)
Contact Information	●	●	●
Booth Number	●	●	●
Website	●	●	●
Company Description	●	●	●
Product Categories	●	●	●
Logo		●	●
Access to leads		●	●
4 Digital Business Cards		●	
4 Collateral Uploads		●	
4 Images with Descriptions		●	
Featured Exhibitor Listing			●
Priority Placement in Search Results			●
Highlighted Booth with Corner Peel			●
8 Digital Business Cards			●
8 Collateral Uploads			●
8 Images with Descriptions			●
8 Video Uploads			●

# Educational Event Schedule & Rates



## Learning Lounge \*\$15,500-22K

45-min educational demonstration  
or presentation in the exhibit hall

**5 concurrent events in each time slot**

**October 17 – 19**

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

\* Prices for each learning lounge will be placed in the application that will be published in mid-March.



## Presentation Theater

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



## Satellite Symposium

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)

## 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 Due Date: 5/3/2024 .....50%  
6/28/2024 .....Payment in Full



***Add on-demand for  
\$5,000***

## Other Affiliated Events

Headquarter hotel is limited, 24 hr holds on meeting rooms will not be permitted.

This is a first come first serve application where we will sell until inventory is no longer available.

Reserve space for alumni receptions, closed investigator meetings, interest groups, advisory board, exhibitor staff meetings and other social functions for \$500 by **June 28**. Requests will be accommodated as space permits. Applications open **April 2**.

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](https://idweek.org/industry) to begin an application.



# Educational Event Schedule & Rates (continued)

(subject to change)

Date	Time	Type	Cost	Venue	Room	Capacity/Set Estimate after AV
Tuesday, Oct. 15	5:30-6:30 p.m. ET	Presentation Theater - Slot 1	\$25,000	JW Marriott	Platinum Ballroom IJ	200 Theater
Tuesday, Oct. 15	5:30-6:30 p.m. ET	Presentation Theater - Slot 2	\$25,000	JW Marriott	Platinum Ballroom FG	200 Theater
Wednesday, Oct. 16	7-9 a.m. ET	Satellite Symposia - CE Slot 1	\$60,000	JW Marriott	Gold Ballroom 1 & 2	400 Banquet (MUST BE ROUNDS)
Wednesday, Oct. 16	7-9 a.m. ET	Satellite Symposia - CE Slot 2	\$60,000	JW Marriott	Gold Ballroom 3 & 4	400 Banquet (MUST BE ROUNDS)
Wednesday, Oct. 16	9-11 a.m. ET	Satellite Symposia - CE Slot 3	\$70,000	JW Marriott	Diamond Ballroom 1-3	320 Banquet
Wednesday, Oct. 16	9-11 a.m. ET	Satellite Symposia - CE Slot 4	\$75,000	JW Marriott	Diamond Ballroom 4	400 Banquet
Wednesday, Oct. 16	9-11 a.m. ET	Satellite Symposia - CE Slot 5	\$75,000	JW Marriott	Diamond Ballroom 5	400 Banquet
Wednesday, Oct. 16	9-11 a.m. ET	Satellite Symposia - CE Slot 6	\$70,000	JW Marriott	Diamond Ballroom 6-10	320 Banquet
Wednesday, Oct. 16	11 a.m. - 1 p.m. ET	Satellite Symposia - CE Slot 7	\$80,000	JW Marriott	Platinum A-C	320 Banquet
Wednesday, Oct. 16	11 a.m. - 1 p.m. ET	Satellite Symposia - CE Slot 8	\$70,000	JW Marriott	Platinum D	280 Banquet
Wednesday, Oct. 16	11 a.m. - 1 p.m. ET	Satellite Symposia - CE Slot 9	\$70,000	JW Marriott	Platinum E	280 Banquet
Wednesday, Oct. 16	11 a.m. - 1 p.m. ET	Satellite Symposia - CE Slot 10	\$75,000	JW Marriott	Platinum F-J	300 Banquet
Wednesday, Oct. 16	7:30-9:30 p.m. ET	Satellite Symposia - CE Slot 11	\$75,000	JW Marriott	Diamond Ballroom 1-3	320 Banquet
Wednesday, Oct. 16	7:30-9:30 p.m. ET	Satellite Symposia - CE Slot 12	\$80,000	JW Marriott	Diamond Ballroom 4	400 Banquet
Wednesday, Oct. 16	7:30-9:30 p.m. ET	Satellite Symposia - CE Slot 13	\$80,000	JW Marriott	Diamond Ballroom 5	400 Banquet
Wednesday, Oct. 16	7:30-9:30 p.m. ET	Satellite Symposia - CE Slot 14	\$75,000	JW Marriott	Diamond Ballroom 6-10	320 Banquet
Thursday, Oct. 17	7-9 p.m. ET	Satellite Symposia - CE Slot 15	\$80,000	JW Marriott	Platinum A-C	320 Banquet
Thursday, Oct. 17	7-9 p.m. ET	Satellite Symposia - CE Slot 16	\$70,000	JW Marriott	Platinum D	280 Banquet
Thursday, Oct. 17	7-9 p.m. ET	Satellite Symposia - CE Slot 17	\$70,000	JW Marriott	Platinum E	280 Banquet
Thursday, Oct. 17	7-9 p.m. ET	Satellite Symposia - CE Slot 18	\$75,000	JW Marriott	Platinum F-J	300 Banquet
Friday, Oct. 18	6-8 p.m. ET	Satellite Symposia - CE Slot 19	\$70,000	JW Marriott	Platinum A-C	320 Banquet
Friday, Oct. 18	6-8 p.m. ET	Satellite Symposia - CE Slot 20	\$60,000	JW Marriott	Platinum D	280 Banquet
Friday, Oct. 18	6-8 p.m. ET	Satellite Symposia - CE Slot 21	\$60,000	JW Marriott	Platinum E	280 Banquet
Friday, Oct. 18	6-8 p.m. ET	Satellite Symposia - CE Slot 22	\$65,000	JW Marriott	Platinum F-J	300 Banquet

# Thank you to all who participated at IDWeek 2023

60 Degrees Pharmaceuticals	DiaSorin / DiaSorin Molecular	KAMADA	PrecisePK
AbbVie	Dompe	Karius	Q-linea AB
Acurx Pharmaceuticals	DoseMe	Kerry Inc	QuidelOrtho
ADMA Biologics	ELITechGroup MDx	Liofilchem, Inc.	Roche Diagnostics
Agency for Healthcare Research and Quality	Elsevier, Inc.	LocumTenens.com	Ruhof Healthcare
AIDS Healthcare Foundation	Eurofins Viracor	Los Angeles Tourism and Convention Board	SalivaDirect Inc
American Academy of Allergy, Asthma & Immunology	F2G, Inc.	Lucira by Pfizer	Sanford Guide
American College of Physicians	FDA	Magnolia Medical Technologies	Sanofi
Applied BioCode	Ferring Pharmaceuticals Inc.	Maine Molecular Quality Controls, Inc.	Scanlan International
Associates of Cape Cod, Inc.	Firstline	McMaster Molecular Medium	Selux Diagnostics
Association of Medical Microbiology and Infectious Disease (AMMI) Canada	Food and Drug Administration CDER/DDI	Melinta Therapeutics	Shanghai Biogerm Medical Technology Co., Ltd.
Astellas Pharma US	GIDEON Informatics	MeMed	Shionogi, Inc.
AstraZeneca	Gilead Sciences, Inc.	Merck & Co., Inc.	Society of Infectious Diseases Pharmacists
Bavarian Nordic	Global DDI Solutions	MicroGenDX	Spectrum Medical
Baystate Health	GSK	MiraVista Diagnostics, LLC	Springer Nature
BD IDS	HealthHIV	ModernaTx Inc.	Streck
Biocodex	HealthTrackRx	NEJM Group	T2 Biosystems
bioMerieux, Inc.	Horizon Therapeutics	Nestle Health Science I Seres Therapeutics, Inc.	Takeda Pharmaceuticals USA Inc.
BioNTech and Pfizer	Hyundai Bioscience Co., Ltd.	Norton Healthcare	Tecan
Cambridge University Press	IDSA and HIVMA	Novavax, Inc.	Techcyte
CarbGeM Inc.	IDSA Foundation	Nozin   Global Life Technologies	The European Society of Clinical Microbiology and Infectious Diseases
Centers for Excellence for Influenza Research and Response (CEIRR)	IMMY	NTM Info & Research, Peggy Lillis Foundation, Sepsis Alliance	The Society for Healthcare Epidemiology of America (SHEA)
Central Maine Healthcare	Infectious Disease Special Edition	One Codex	U.S. Food and Drug Administration - Office of New Drugs
CorMedix	Innoviva Specialty Therapeutics	Option Care Health	University of Toronto Press
CosmosID	Insmed Incorporated	Oxford University Press	University of Washington
Cumberland Pharmaceuticals	Invivyd	Paratek Pharmaceuticals	Valneva
Cytovale	IPROCESS GLOBAL RESEARCH INC	Pediatric Infectious Diseases Society	VBI Vaccines Inc
Day Zero Diagnostics	ISAAR 2024 & Annual Conference of KSAT	Pfizer	ViiV Healthcare
	ISID	Pfizer Paxlovid	Virology Education
	JAMA Network	Pfizer Penta	Wolters Kluwer
	Janssen Therapeutics - HIV	Pfizer Vaccines	

## Year-Round Retargeting Ads

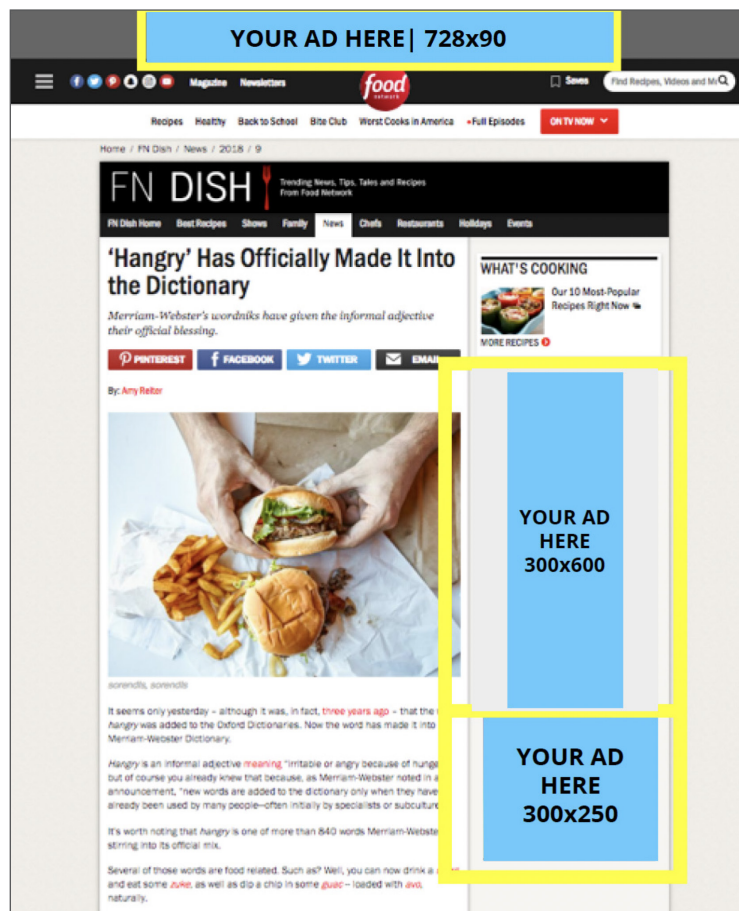
Our audience becomes your audience with retargeting. Get direct access to **idweek.org** visitors and retarget them with your brand's ads anywhere they visit online.

### Artwork Requirements:

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

# 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**

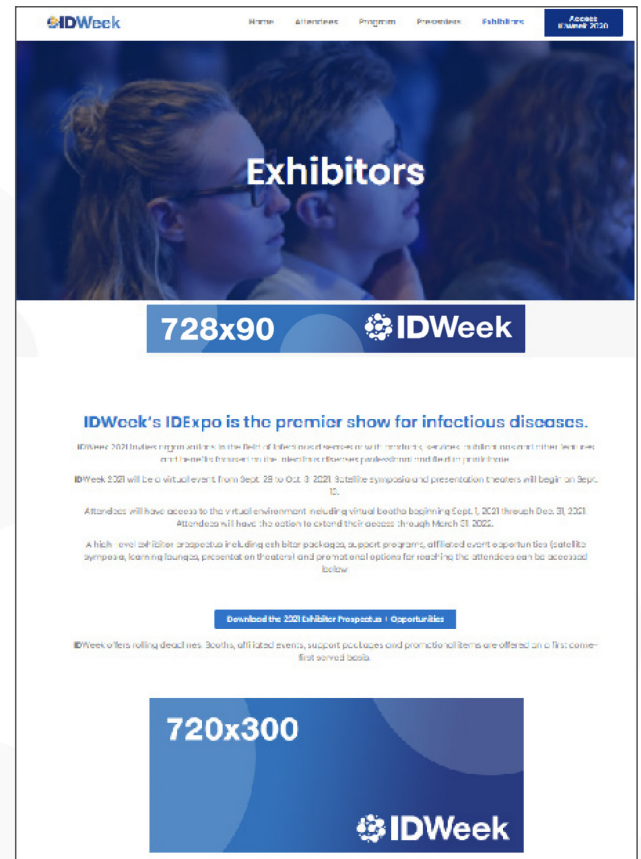
Your campaign will begin when your advertisement is live on our website and end at the conclusion of IDWeek 2024. Ads may be placed at any time. Supporters are encouraged to place their ads early in the calendar year for the most visibility.

Supporters will be given two ads, mid and lower page.

## Specifications:

- Top Page: 728 x 90px
- Lower 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 SUPPORTERS on idweek.org!**  
**The estimated number of impressions per supporter is 50,000.**

## Click & Show Data

Supporters 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 Supporter Social Media Posts

**Supporter Social Media Posts may be used to promote industry educational events only.**

See page 10 of this document for those opportunities.

1 post — \$3,500   2 posts 1 week — \$6,000   6 posts 3 months — \$15,000			
 <b>Facebook</b> 3.5K+ facebook.com/idweekmtg	 <b>Instagram</b> 1.5K+ instagram.com/idweekmeeting	 <b>LinkedIn</b> 1.3K+ linkedin.com/company/idweekmtg	 <b>Twitter</b> 17K+ 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 GIF	Accepted File Types: JPG, PNG and GIF	Accepted File Types: JPG, PNG and GIF	Accepted File Types: JPG, PNG and GIF
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			
<b>Text:</b> Subtract 15 characters for us to include *SUPPORTER POST* text. <b>Hashtags:</b> 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 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 2023 Supporter*)
- Inside front cover (*ROFR to 2023 Supporter*)
- Inside back cover (*ROFR to 2023 Supporter*)
- Tabs 1–4 front and/or back
  - Tab 1 | Session Info (*ROFR to 2023 Supporter*)
  - Tab 2 | Abstracts (*ROFR to 2023 Supporter*)
  - Tab 3 | Industry partners, booths, affiliated events
  - Tab 4 | Quick reference, maps, CE tracker (*ROFR to 2023 Supporter*)



### Specifications & Pricing

#### Wrap around the booklet and/or tip-on — \$20,000 each

TIP-ON | 4 Color, 4" x 6"

WRAP | 4 Color, 4" x 22" | Front Cover Image Area 5.5" x 4"

#### 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

\* Artwork needs a 1/2" margin safety zone (free of text/logos/critical information) on the binding edge to allow for the spiral binding.

#### File Delivery

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

**Due Date:**  
Aug. 9

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 2023 Supporter*)

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

#### Inside Front Cover — \$16,000

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 supporter.

**Due Date:**  
Aug. 9

## Attendee “My Experience” Ad

**SOLD OUT**

### “My Experience” Ad

**\$10,000**

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.

- **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 change on refresh banners available

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



### Click & Show Data

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

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

The screenshot displays the IDWeek website interface. At the top, the header features the IDWeek logo and the text "Boston, MA | Oct. 11–15". Below the header is a navigation bar with a "Schedule" link, a search bar, and a "Login" button. The main content area is divided into a left sidebar and a central grid. The sidebar contains links for "Learning Objectives", "IDWeek BugHub", "How-to Guides", "Schedule", "Speakers", "Poster Abstracts", and "IDWeek Partner Initiatives". It also includes a "Select Language" dropdown and a "Powered by Google Translate" note. The central grid features a large orange placeholder for the "My Experience Ad". Below this is a purple banner with the text "Access the Full Schedule". The grid also includes a row of circular buttons for "Workshops" and dates "Oct. 11" through "Oct. 15". At the bottom, there are several rectangular buttons for "IDWeek Events", "Featured Speakers", "My Schedule", "Oral Abstracts", "Abstract Awards", and "Poster Abstracts". The footer of the sidebar contains social media icons for Facebook, Instagram, Twitter, LinkedIn, and YouTube.

## Portrait Banners

\$10,000

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  
change on  
refresh  
banners  
available

Specs:  
320 x 1200px  
PNG file

Provide click-  
through URL

Due:  
Published when  
received



## Click & Show Data

Supporters are encouraged to add a tracking code to the click-through URL. A good tool for building those URLs is **Google Analytics**.



## Supporter Emails

\$14,000

IDWeek partners with JH communications LLC (formerly Custom NEWS) 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

- Friday, Sept. 6
- Monday, Sept. 9
- Monday, Sept. 16
- Friday, Sept. 20
- Friday, Sept. 23
- Friday, Sept. 27
- Monday, Sept. 30
- Friday, Oct. 4
- Monday, Oct. 7
- Monday, Oct. 14
- Friday, Oct. 27
- Monday, Oct. 30
- Friday, Nov. 4

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

- IDWeek needs to be formatted correctly, with “ID” capitalized and bolded. Copy and paste if needed or submitter will need correct before email is approved.
- 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.

Personalization requests cannot be accommodated. Any questions about automatically included headers or footers should be directed to Jenn Hess.



### 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 Hess** (jhess@showdailies.com)

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

*We Appreciate Your Support!*



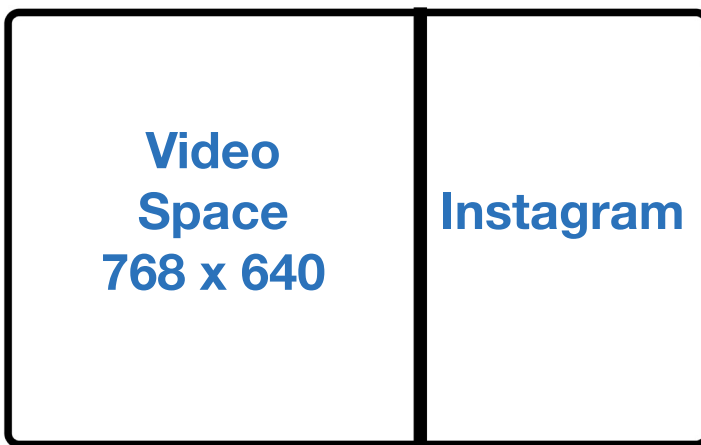
## Instagram & Video Media Wall

IDWeek is offering two 13'x8' video walls. One in the BugHub and International BugHub Areas. Both will feature an affiliated event schedule, Instagram feed and rotating industry partner messages in a eight-minute continuous loop with up to five minutes of supporter content. No audio will be permitted.

**Video dimensions:** 768 x 640 pixels | **File Format:** H.264 MOV or MP4 | **Creative Due:** Oct. 4

**Hours of Operation:** Thursday–Saturday, Oct. 17–19 from 10 a.m.–2 p.m. PT in the exhibit hall and all day beginning at 1 p.m. PT, Wednesday–Saturday, Oct. 16–19 in the convention center common area.

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



## South and West Lobby LED Media Walls

**SOLD OUT**

IDWeek is offering two, 16.4' (W) X 9.84' (H) LED video walls in both the South and West Lobby's within the Los Angeles Convention Center. Both will feature a continuous loop with up to five minutes of audio less supporter content.

**Video dimensions:** 1760 x 1056 pixels | **File Format:** MOV or MP4 | **Creative Due:** Oct. 4

**Hours of Operation:** Thursday – Saturday on a continuous loop.

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 Thursday, Oct. 17 to Saturday, Oct. 19.



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

# Los Angeles Convention Center Opportunities

Item #	Item	QTY	Size	Material	Single or Double Sided	Building Location/ Description	Cost
<b>South Tower</b>							
1-1	Stair Stread Graphics	28	251"W x 5.5"H	Walk and Wall	Single	South Tower Lobby - Leading up to Terrace	\$37,500 <b>SOLD OUT</b>
1-2	Escalator Glass Graphics	4	304.875"W x 23.625"H	Ultraboard	Double	South Tower Lobby - Leading up to Terrace	\$47,500 <b>SOLD OUT</b>
1-3	Escalator Glass Graphics	4	304.875"W x 23.625"H	Ultraboard	Double	South Tower Lobby - Leading up to Terrace	\$47,500 <b>SOLD OUT</b>
1-4	Escalator Glass Graphics	6	304.875"W x 23.625"H	Ultraboard	Double	South Tower Lobby - Leading up to South Halls	\$57,000 <b>SOLD OUT</b>
1-5	Escalator Glass Graphics	4	304.875"W x 23.625"H	Ultraboard	Double	South Tower Lobby - South Hall Side	\$47,500 <b>SOLD OUT</b>
1-6	Escalator Glass Graphics	4	304.875"W x 23.625"H	Ultraboard	Double	South Tower Lobby - West Side	\$47,500 <b>SOLD OUT</b>
1-7	Hanging Banner	1	38'-5"W x 21'H	Vinyl Banner	Double	South Tower Lobby - West Side Corridor	\$32,000 <b>SOLD OUT</b>
1-8	Hanging Banner	1	38'-5"W x 21'H	Vinyl Banner	Double	South Tower Lobby - West Side Corridor	\$32,000 <b>SOLD OUT</b>
1-9	Hanging Banner	1	38'-5"W x 21'H	Vinyl Banner	Double	South Tower Lobby - West Side Corridor	\$32,000 <b>SOLD OUT</b>
1-10	Hanging Banner	1	31' W x 21'H	Vinyl Banner	Double	South Tower Lobby - West Side Corridor	\$27,500 <b>SOLD OUT</b>
1-11	Hanging Banner	1	53'W x 16'H	Vinyl Banner	Double	South Tower Lobby - Terrace Side	\$35,000 <b>SOLD OUT</b>
1-12	Hanging Banner	1	53'W x 16'H	Vinyl Banner	Double	South Tower Lobby - West Side Corridor	\$35,000 <b>SOLD OUT</b>
1-13	Stair Stread Graphics	28	59'-2"W x 6.25"H	Walk and Wall	Single	South Tower Lobby - Leading up to South Halls	\$28,000 <b>SOLD OUT</b>
1-14	Stair Stread Graphics	28	59'-2"W x 6.25"H	Walk and Wall	Single	South Tower Lobby - Leading up to South Halls	\$28,000 <b>SOLD OUT</b>
1-15	Hanging Banner	1	18'-6"W x 21'H	Vinyl Banner	Double	South Tower Lobby - Leading to South Hall Stairs	\$24,000 <b>SOLD OUT</b>
1-16	Hanging Banner	1	18'-6"W x 21'H	Vinyl Banner	Double	South Tower Lobby - Leading to South Hall Stairs	\$24,000 <b>SOLD OUT</b>
<b>Terrace</b>							
2-1	Escalator Glass Graphics	4	304.875"W x 23.625"H	Ultraboard	Double	South Hall Entrance - Up to Meeting Room Level	\$23,000 <b>SOLD OUT</b>
2-2	Hanging Banner	1	28'-7"W x 87"H	Vinyl Banner	Single	Terrace - Leading to Concourse Hall	\$17,500 <b>SOLD OUT</b>
2-3	Hanging Banner	1	29'-3"W x 87"H	Vinyl Banner	Single	Terrace - Above Escalators to Meeting Rooms	\$18,500 <b>SOLD OUT</b>
2-4	Hanging Banner	1	29'-3"W x 87"H	Vinyl Banner	Single	Terrace - Above Compass Café	\$18,500 <b>SOLD OUT</b>
2-5	Hanging Banner	1	29'-3"W x 87"H	Vinyl Banner	Single	Terrace - Above Compass Café	\$18,500 <b>SOLD OUT</b>
2-6	Hanging Banner	1	37'W x 87"H	Vinyl Banner	Single	Terrace - Above Compass Café	\$20,000 <b>SOLD OUT</b>

# Los Angeles Convention Center Opportunities (continued)

Item #	Item	QTY	Size	Material	Single or Double Sided	Building Location/ Description	Cost
<b>Concourse</b>							
3-1	Hanging Banner	1	18'W x 4'H	Vinyl Banner	Double	Concourse Hallway - Near Terrace	\$15,000 <b>SOLD OUT</b>
3-2	Hanging Banner	1	18'W x 4'H	Vinyl Banner	Double	Concourse Hallway - Near Terrace	\$15,000 <b>SOLD OUT</b>
3-3	Hanging Banner	1	18'W x 4'H	Vinyl Banner	Double	Concourse Hallway - Near Terrace	\$15,000 <b>SOLD OUT</b>
3-4	Hanging Banner	1	18'W x 4'H	Vinyl Banner	Double	Concourse Hallway - Near Concourse Hall	\$15,000 <b>SOLD OUT</b>
3-5	Hanging Banner	1	18'W x 4'H	Vinyl Banner	Double	Concourse Hallway - Near Concourse Hall	\$15,000 <b>SOLD OUT</b>
3-6	Hanging Banner	1	18'W x 4'H	Vinyl Banner	Double	Concourse Hallway - Near Concourse Hall	\$15,000 <b>SOLD OUT</b>
3-7	Hanging Banner	1	18'W x 4'H	Vinyl Banner	Double	Concourse Hallway - Near Concourse Hall	\$15,000 <b>SOLD OUT</b>
3-8	Hanging Banner	1	18'W x 4'H	Vinyl Banner	Double	Concourse Hallway - Near Concourse Hall	\$15,000 <b>SOLD OUT</b>
<b>West Tower</b>							
4-1	Hanging Banner	1	18'W x 5'-6"H	Vinyl Banner	Double	West Tower Lobby - Ramp to Concourse	\$16,500 <b>SOLD OUT</b>
4-2	Hanging Banner	1	38'W x 8'H	Vinyl Banner	Double	West Tower Lobby - Entrance to Concourse Hall Lobby	\$17,500 <b>SOLD OUT</b>
4-3	Escalator Glass Graphics	4	529"W x 23.5"H	Ultraboard	Double	West Tower Lobby - Lobby up to Level 2	\$45,000 <b>SOLD OUT</b>
4-4	Stair Stread Graphics	21	Various, See file	Walk and Wall	Single	West Tower Lobby - Ground Floor to Main Level, Left	\$47,500 <b>SOLD OUT</b>
4-5	Stair Stread Graphics	21	Various, See file	Walk and Wall	Single	West Tower Lobby - Ground Floor to Main Level, Right	\$47,500 <b>SOLD OUT</b>
4-6	Escalator Glass Graphics	4	223"W x 23.75"H	Ultraboard	Double	West Tower Lobby - Ground Floor to Main Level	\$45,000 <b>SOLD OUT</b>
4-7	Hanging Banner	1	36'W x 8'H	Vinyl Banner	Single	West Tower Lobby	\$30,000 <b>SOLD OUT</b>
4-8	Hanging Banner	1	36'W x 8'H	Vinyl Banner	Single	West Tower Lobby	\$30,000 <b>SOLD OUT</b>
4-9	Escalator Runner	1	19"W x 48'-7.5"H	Vinyl Banner	Single	West Tower Lobby - West Lobby to Level 2	\$50,000 <b>SOLD OUT</b>
4-10	Hanging Banner	1	35'W x 8'H	Vinyl Banner	Single	West Tower Lobby - Near Food Court	\$27,500 <b>SOLD OUT</b>
4-11	Hanging Banner	1	35'W x 8'H	Vinyl Banner	Single	West Tower Lobby - Near Food Court	\$27,500 <b>SOLD OUT</b>
<b>Various</b>							
5-1	Floor Cling	1	4'W x 4'H, other sizes available upon request	Walk and Wall	Single	Various	\$1,000
5-2	Single Sided Meter Board	1	37.75"W x 78.75"H	Ultraboard	Single	Various	\$1,300
5-3	Double Sided Meter Board	1	37.75"W x 78.75"H	Ultraboard	Double	Various	\$1,900

# Los Angeles Convention 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. 6**

### 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



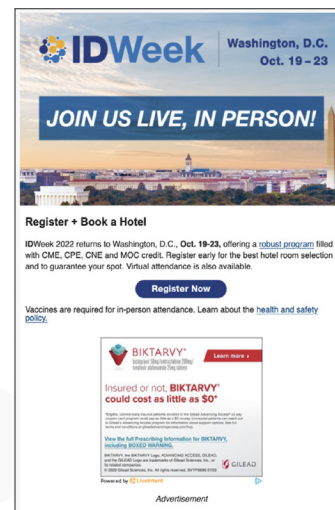
# Official Partner Opportunities

## 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 supporter promotional messages in each email.

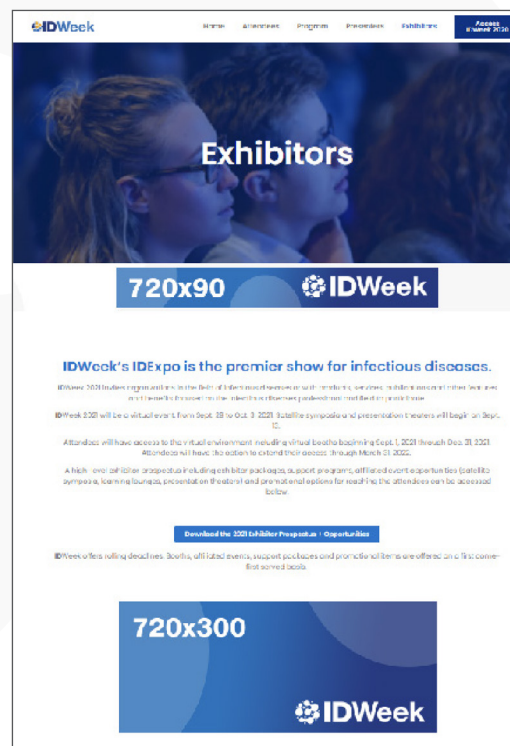
Contact **Kathleen Malseed** (kmalseed@pmi.com) with PMI to assist you with available packages for ad placements.



## JH Communications LLC/Show Dailies Preview Mailer, Emails & Highlights Mailer

Contact **Jenn Hess** (jhess@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](mailto: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 (ROFR to 2023 Supporter)

## Wall Street Journal Coverwrap (Printing and Distribution) - 1 Day Drop

### Hotels include:

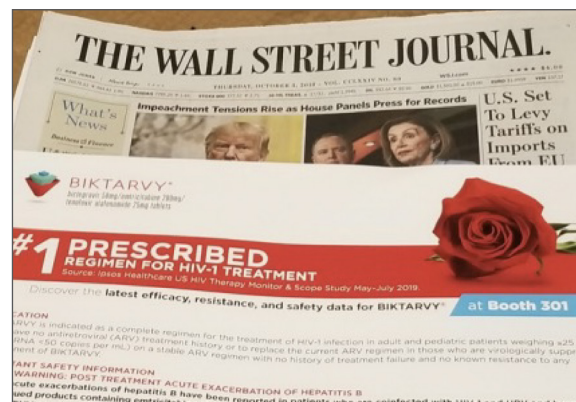
- InterContinental Los Angeles Downtown
- JW Marriott Hotel Los Angeles L.A. LIVE (Headquarters)
- The Westin Bonaventure Hotel & Suites
- JW Marriott Hotel Los Angeles
- Sheraton Grand Los Angeles
- The Biltmore Los Angeles

Artwork Due: Aug. 9

Specifications will be provided to the supporter.

### Estimated # of Rooms & Costs

Thursday, 10/17	Friday, 10/18
2,400	2,400
Total Net Cost: \$90,000	Total Net Cost: \$90,000



## Digital Wall Street Journal Email (ROFR to 2023 Supporter)

### Electronic Delivery, Available daily:

- Thursday, 10/17
- Friday, 10/18
- Saturday, 10/19

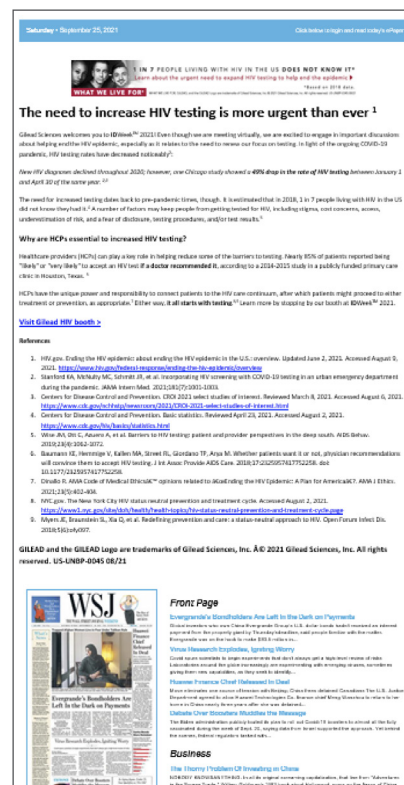
**Banner Ad:** Specification subject to change. In 2023: high resolution JPG format 624x80

**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. 9

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

**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.



Thursday, 10/17	Friday, 10/18	Saturday, 10/19
5,000 - 10,000 recipients	5,000 - 10,000 recipients	5,000 - 10,000 recipients
Total Net CPU: \$3	Total Net CPU: \$3	Total Net CPU: \$3

# Registration Website & Confirmation Ads (ROFR to 2023 Supporter)

## Maritz Registration Website Supporter Ads

\$25,000

### Supporter Ad Size and Placement

#### Specifications:

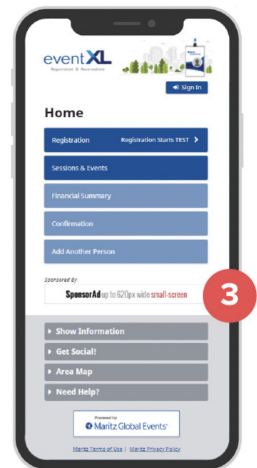
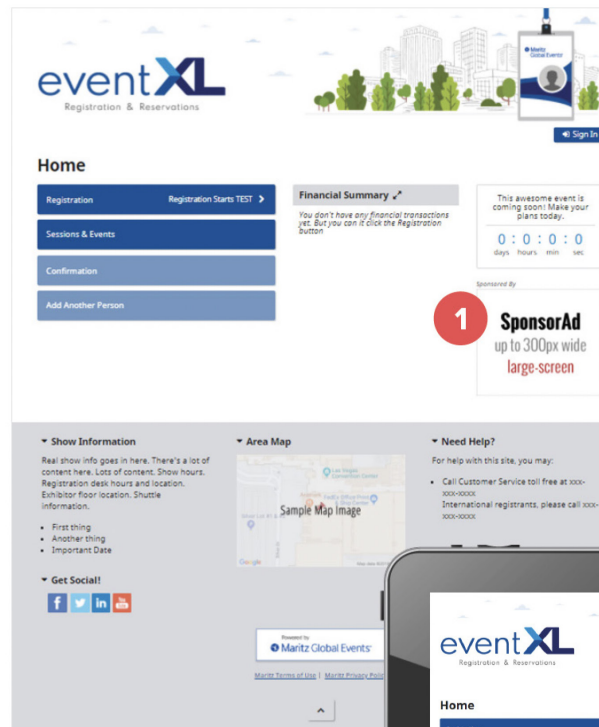
1. **Large screen (desktop):**  
Width: 220 px  
Height: up to 300 pixels
2. **Medium screen (tablet):**  
Width: 1,000 px  
Height: up to 150 pixels
3. **Small screen (phone):**  
Width: 620 px  
Height: up to 200 pixels
4. **Click thru URL**

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

**Click and Show Data:** Supporters 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 - ROFR to 2023 Supporter)

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: Supporters 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 7, nonmember opens June 4.)
2. Oct. 16
3. Oct. 17
4. Oct. 18
5. Oct. 19 — Thank you, CE, Certificate of Attendance, Save Login Details through January 31, 2025.



## 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  
Experient  
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 ]

# Convention Center WiFi

**Supporter WiFi throughout the Los Angeles Convention Center**

**\$50,000**

Connect with 12,000+ attendees by becoming the sole supporter of the Los Angeles Convention Center Wifi.

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



# Exhibitor, Affiliated Events, and Promotional Opportunities, Payment Terms

## Payment Information

A deposit of 50 percent of the total exhibit rental charge, affiliated events item, and promotional opportunities for IDWeek 2024 must accompany the electronic application by May 3, 2024. Applications not accompanied by at least a 50 percent deposit will not be processed. The remaining balance must be paid on or before June 28, 2024. 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, or sharing promotional messages.

## Method of Payment

**Please add an invoice number to all remittances.**

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](mailto: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 on June 28. If reservation is made after June 28, then payment in full is due at the time the reservation is made. If payment is not received 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 2024, 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 May 3, 2024
- 50 percent of the total exhibit rental charge is refunded if the booth is cancelled or space reduced between May 3, 2024, and June 28, 2024
- 0 percent is refunded if the booth is cancelled, or space reduced after June 28, 2024
- All refunds, regardless of original payment method, will be made by bank transfer or check. Allow 4-6 weeks for refund.

# IDWeek 2024 Important Dates\*

February 22-23, 2024	Industry Site Visit and Swap Meet ( <b>invitation only</b> )
By late-February	Exhibit Space Applications open at <b>idweek.org/industry</b>
March 15, 2024	Exhibit Space Applications Due for first round placement using Priority Points
March 19, 2024 11 a.m. ET	Learning Lounge and Presentation Theater Applications open at <b>idweek.org/industry</b>
Early April	TENTATIVE Booth Assignments + Exhibitor Service Manual Released
Early April	Request blocks of 10+ hotel rooms open at <b>idweek.org/industry</b>
Early April	TENTATIVE Preliminary Program available at <b>idweek.org/program</b>
April 2, 2024 11 a.m. ET	Satellite Symposium and Other Affiliated Events applications are open. Remaining Promotional Items will be available at <b>idweek.org/industry</b>
May 3, 2024 5 p.m. ET	Payments Due <b>50%</b> for all industry partner programs: <i>All Exhibit, Learning Lounge, Presentation Theater, Satellite Symposium, Other Affiliated Event, and Promotional Item</i>
May 7, 2024	Member registration open
June 4, 2024	Nonmember and industry partner registration open
June 28, 2024	Payments Due in <b>FULL</b> for all industry partner programs: <i>All Exhibit, Learning Lounge, Presentation Theater, Satellite Symposium, Other Ancillary Affiliated Event, and Promotional Item</i>

\*All dates are subject to change. Additional important dates can be found separately in the Terms and Conditions which can be subjected to change.

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

To begin a letter of agreement to support IDWeek 2024, please email **industrypartner@idweek.org**.

## Contact the IDWeek Industry Partner Team

**Aaliyah Lambert**  
Manager, Convention Operations  
& Corporate Relations  
**alambert@idsociety.org**

- Corporate Support
- Exhibit Booths
- Exhibitor Badges
- Affiliated Events

**Alex Keane**  
Meetings Coordinator  
**AKeane@idsociety.org**  
• Promotional Opportunities

**John Buckley, CMP**  
Director, Convention Operations  
and Corporate Relations  
**jbuckley@idsociety.org**

Thank you for your interest in participating in IDWeek 2024!  
Our team is eager to help you.

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