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
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.

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 exhibitors, event hosts, 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

- 2021: 8,507
- 2022: 9,591
- 2023: 11,921

Scientific attendees: 10,409
Virtual attendees: 1,512

2023 Global Participation
- 75.7% Domestic (U.S. & Canada)
- 24.3% International (2,104 in-person and 422 virtual)

92 countries were represented

Complete IDWeek Demographics idweek.org

123 Exhibitors

Primary Profession

- All Others: 50.11%
- Clinical Research: 13.04%
- Patient Care: 36.86%

Speciality

- Adult ID: 39.95%
- Pediatric ID: 9%
- Internal Medicine: 6.26%
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. $39 x 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 what’s available to you. If you have a preference please let us know in the booth application.

**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 x 100 + $500 = $4,400

Apply for booth space by visiting [idweek.org/industry](http://idweek.org/industry) end of February 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

### Exhibit Hall Hours

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, Oct. 17</td>
<td>10 a.m. – 2 p.m. PST</td>
</tr>
<tr>
<td>Friday, Oct. 18</td>
<td>10 a.m. – 2 p.m. PST</td>
</tr>
<tr>
<td>Saturday, Oct. 19</td>
<td>10 a.m. – 2 p.m. PST</td>
</tr>
</tbody>
</table>

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

Visit [idweek.org/industry](http://idweek.org/industry) to begin an application for exhibit space.
### Exhibit Schedule (subject to change)

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

### Space Assignments

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

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

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 to begin an application.
## Educational Event Schedule & Rates

(subject to change)

<table>
<thead>
<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>
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</thead>
<tbody>
<tr>
<td>Tuesday, Oct. 15</td>
<td>5:30-6:30 p.m. ET</td>
<td>Presentation Theater - Slot 1</td>
<td>$25,000</td>
<td>JW Marriott</td>
<td>Platinum Ballroom IJ</td>
<td>200 Theater</td>
</tr>
<tr>
<td>Tuesday, Oct. 15</td>
<td>5:30-6:30 p.m. ET</td>
<td>Presentation Theater - Slot 2</td>
<td>$25,000</td>
<td>JW Marriott</td>
<td>Platinum Ballroom FG</td>
<td>200 Theater</td>
</tr>
<tr>
<td>Wednesday, Oct. 16</td>
<td>7-9 a.m. ET</td>
<td>Satellite Symposia - CE Slot 1</td>
<td>$60,000</td>
<td>JW Marriott</td>
<td>Gold Ballroom 1 &amp; 2</td>
<td>400 Banquet (MUST BE ROUNDS)</td>
</tr>
<tr>
<td>Wednesday, Oct. 16</td>
<td>7-9 a.m. ET</td>
<td>Satellite Symposia - CE Slot 2</td>
<td>$60,000</td>
<td>JW Marriott</td>
<td>Gold Ballroom 3 &amp; 4</td>
<td>400 Banquet (MUST BE ROUNDS)</td>
</tr>
<tr>
<td>Wednesday, Oct. 16</td>
<td>9-11 a.m. ET</td>
<td>Satellite Symposia - CE Slot 3</td>
<td>$70,000</td>
<td>JW Marriott</td>
<td>Diamond Ballroom 1-3</td>
<td>320 Banquet</td>
</tr>
<tr>
<td>Wednesday, Oct. 16</td>
<td>9-11 a.m. ET</td>
<td>Satellite Symposia - CE Slot 4</td>
<td>$75,000</td>
<td>JW Marriott</td>
<td>Diamond Ballroom 4</td>
<td>400 Banquet</td>
</tr>
<tr>
<td>Wednesday, Oct. 16</td>
<td>9-11 a.m. ET</td>
<td>Satellite Symposia - CE Slot 5</td>
<td>$75,000</td>
<td>JW Marriott</td>
<td>Diamond Ballroom 5</td>
<td>400 Banquet</td>
</tr>
<tr>
<td>Wednesday, Oct. 16</td>
<td>11 a.m. - 1 p.m. ET</td>
<td>Satellite Symposia - CE Slot 6</td>
<td>$70,000</td>
<td>JW Marriott</td>
<td>Diamond Ballroom 6-10</td>
<td>320 Banquet</td>
</tr>
<tr>
<td>Wednesday, Oct. 16</td>
<td>11 a.m. - 1 p.m. ET</td>
<td>Satellite Symposia - CE Slot 7</td>
<td>$80,000</td>
<td>JW Marriott</td>
<td>Platinum A-C</td>
<td>320 Banquet</td>
</tr>
<tr>
<td>Wednesday, Oct. 16</td>
<td>11 a.m. - 1 p.m. ET</td>
<td>Satellite Symposia - CE Slot 8</td>
<td>$70,000</td>
<td>JW Marriott</td>
<td>Platinum D</td>
<td>280 Banquet</td>
</tr>
<tr>
<td>Wednesday, Oct. 16</td>
<td>11 a.m. - 1 p.m. ET</td>
<td>Satellite Symposia - CE Slot 9</td>
<td>$70,000</td>
<td>JW Marriott</td>
<td>Platinum E</td>
<td>280 Banquet</td>
</tr>
<tr>
<td>Wednesday, Oct. 16</td>
<td>11 a.m. - 1 p.m. ET</td>
<td>Satellite Symposia - CE Slot 10</td>
<td>$75,000</td>
<td>JW Marriott</td>
<td>Platinum F-J</td>
<td>300 Banquet</td>
</tr>
<tr>
<td>Wednesday, Oct. 16</td>
<td>7:30-9:30 p.m. ET</td>
<td>Satellite Symposia - CE Slot 11</td>
<td>$75,000</td>
<td>JW Marriott</td>
<td>Diamond Ballroom 1-3</td>
<td>320 Banquet</td>
</tr>
<tr>
<td>Wednesday, Oct. 16</td>
<td>7:30-9:30 p.m. ET</td>
<td>Satellite Symposia - CE Slot 12</td>
<td>$80,000</td>
<td>JW Marriott</td>
<td>Diamond Ballroom 4</td>
<td>400 Banquet</td>
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<tr>
<td>Wednesday, Oct. 16</td>
<td>7:30-9:30 p.m. ET</td>
<td>Satellite Symposia - CE Slot 13</td>
<td>$80,000</td>
<td>JW Marriott</td>
<td>Diamond Ballroom 5</td>
<td>400 Banquet</td>
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<tr>
<td>Wednesday, Oct. 16</td>
<td>7:30-9:30 p.m. ET</td>
<td>Satellite Symposia - CE Slot 14</td>
<td>$75,000</td>
<td>JW Marriott</td>
<td>Diamond Ballroom 6-10</td>
<td>320 Banquet</td>
</tr>
<tr>
<td>Thursday, Oct. 17</td>
<td>7-9 p.m. ET</td>
<td>Satellite Symposia - CE Slot 15</td>
<td>$80,000</td>
<td>JW Marriott</td>
<td>Platinum A-C</td>
<td>320 Banquet</td>
</tr>
<tr>
<td>Thursday, Oct. 17</td>
<td>7-9 p.m. ET</td>
<td>Satellite Symposia - CE Slot 16</td>
<td>$70,000</td>
<td>JW Marriott</td>
<td>Platinum D</td>
<td>280 Banquet</td>
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<tr>
<td>Thursday, Oct. 17</td>
<td>7-9 p.m. ET</td>
<td>Satellite Symposia - CE Slot 17</td>
<td>$70,000</td>
<td>JW Marriott</td>
<td>Platinum E</td>
<td>280 Banquet</td>
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<tr>
<td>Thursday, Oct. 17</td>
<td>7-9 p.m. ET</td>
<td>Satellite Symposia - CE Slot 18</td>
<td>$75,000</td>
<td>JW Marriott</td>
<td>Platinum F-J</td>
<td>300 Banquet</td>
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<tr>
<td>Friday, Oct. 18</td>
<td>6-8 p.m. ET</td>
<td>Satellite Symposia - CE Slot 19</td>
<td>$70,000</td>
<td>JW Marriott</td>
<td>Platinum A-C</td>
<td>320 Banquet</td>
</tr>
<tr>
<td>Friday, Oct. 18</td>
<td>6-8 p.m. ET</td>
<td>Satellite Symposia - CE Slot 20</td>
<td>$60,000</td>
<td>JW Marriott</td>
<td>Platinum D</td>
<td>280 Banquet</td>
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<tr>
<td>Friday, Oct. 18</td>
<td>6-8 p.m. ET</td>
<td>Satellite Symposia - CE Slot 21</td>
<td>$60,000</td>
<td>JW Marriott</td>
<td>Platinum E</td>
<td>280 Banquet</td>
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<tr>
<td>Friday, Oct. 18</td>
<td>6-8 p.m. ET</td>
<td>Satellite Symposia - CE Slot 22</td>
<td>$65,000</td>
<td>JW Marriott</td>
<td>Platinum F-J</td>
<td>300 Banquet</td>
</tr>
</tbody>
</table>
Thank you to all who participated at IDWeek 2023

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

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

IDWeek Website 🟢 SOLD OUT 🟢 $18,000

You 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.

<table>
<thead>
<tr>
<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><strong>Facebook</strong></td>
<td><strong>Instagram</strong></td>
<td><strong>LinkedIn</strong></td>
</tr>
<tr>
<td>3.5K+ facebook.com/idweekmtg</td>
<td>1.5K+ instagram.com/idweekmeeting</td>
<td>1.3K+ linkedin.com/company/idweekmtg</td>
</tr>
<tr>
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<td>Accepted File Types: JPG, PNG and GIF</td>
<td>Accepted File Types: JPG, PNG and GIF</td>
</tr>
</tbody>
</table>

## Video Specifications

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

## Content Specifications

- **Text**: Subtract 15 characters for us to include *SUPPORTER 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 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.

---

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 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

---
Attendee “My Experience” Ad

“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](https://analytics.google.com).
Virtual Program Website: CadmiumCD

**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.

---

**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.
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’ x 8’ 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 an 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

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**South and West Lobby LED Media Walls**

**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

<table>
<thead>
<tr>
<th>Item #</th>
<th>Item</th>
<th>QTY</th>
<th>Size</th>
<th>Material</th>
<th>Single or Double Sided</th>
<th>Building Location/ Description</th>
<th>Cost</th>
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<tbody>
<tr>
<td></td>
<td><strong>South Tower</strong></td>
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<tr>
<td>1-1</td>
<td>Stair Stread</td>
<td>28</td>
<td>251&quot;W x 5.5&quot;H</td>
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<tr>
<td>1-2</td>
<td>Escalator Glass Graphics</td>
<td>4</td>
<td>304.875&quot;W x 23.625&quot;H</td>
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<td>Double</td>
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<tr>
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<td>304.875&quot;W x 23.625&quot;H</td>
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<td>Double</td>
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<tr>
<td>1-6</td>
<td>Escalator Glass Graphics</td>
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<td>Double</td>
<td>South Tower Lobby - West Side</td>
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<tr>
<td>1-7</td>
<td>Hanging Banner</td>
<td>1</td>
<td>38'-5&quot;W x 21'H</td>
<td>Vinyl Banner</td>
<td>Double</td>
<td>South Tower Lobby - West Side Corridor</td>
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<tr>
<td>1-8</td>
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<td>38'-5&quot;W x 21'H</td>
<td>Vinyl Banner</td>
<td>Double</td>
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<tr>
<td>1-9</td>
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<td>1-10</td>
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<td>31' W x 21'H</td>
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<td>1-11</td>
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<td>53'W x 16'H</td>
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<td>Double</td>
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<td>1-13</td>
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<td>59'-2&quot;W x 6.25&quot;H</td>
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<td>Single</td>
<td>South Tower Lobby - Leading up to South Halls</td>
<td>SOLD OUT</td>
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<td>1-14</td>
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<td>59'-2&quot;W x 6.25&quot;H</td>
<td>Walk and Wall</td>
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<td>South Tower Lobby - Leading up to South Halls</td>
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<td>South Hall Entrance - Up to Meeting Room Level</td>
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<td>28'-7&quot;W x 87&quot;H</td>
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### Los Angeles Convention Center Opportunities (continued)

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<th>Item #</th>
<th>Item</th>
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<th>Size</th>
<th>Material</th>
<th>Single or Double Sided</th>
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<td>18’W x 4’H</td>
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<td>18’W x 4’H</td>
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<td>Double</td>
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<td>4-1</td>
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<td>18’W x 5’-6”H</td>
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<td>4-4</td>
<td>Stair Stread Graphics</td>
<td>21</td>
<td>Various, See file</td>
<td>Walk and Wall</td>
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<td>West Tower Lobby - Ground Floor to Main Level, Left</td>
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<td>Stair Stread Graphics</td>
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<td>4-9</td>
<td>Escalator Runner</td>
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<td>19”W x 48’-7.5”H</td>
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<td>4-11</td>
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<td>35’W x 8’H</td>
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<td>Single</td>
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<tr>
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<tr>
<td>5-1</td>
<td>Floor Cling</td>
<td>1</td>
<td>4’W x 4’H, other sizes available upon request</td>
<td>Walk and Wall</td>
<td>Single</td>
<td>Various</td>
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<td>5-2</td>
<td>Single Sided Meter Board</td>
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<td>Double</td>
<td>Various</td>
<td>$1,900</td>
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</tbody>
</table>
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.

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 supporter promotional messages in each email.

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

IDWeek Daily News: Digital Advertising and Email Opportunities

Contact Jenn Hess (jhess@showdailies.com) to discuss the following digital advertising opportunities to reach attendees before, during and after IDWeek:

- **IDWeek Daily News**, the official newspaper of IDWeek. Publication content includes session previews and recaps, event schedules and host society news.

- **IDWeek Daily News** e-newsletter - limited banner ad placements available in newsletters sent to more than 40,000 recipients.

  Distribution schedule: three preview issues, four onsite issues and one post-conference issue.

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.

IDWeek 2024 | idweek.org/industry
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

<table>
<thead>
<tr>
<th></th>
<th>Thursday, 10/17</th>
<th>Friday, 10/18</th>
<th>Saturday, 10/19</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>2,400</td>
<td>2,400</td>
<td></td>
</tr>
<tr>
<td>Total Net Cost</td>
<td>$90,000</td>
<td>$90,000</td>
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</tbody>
</table>

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.

<table>
<thead>
<tr>
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<th>Thursday, 10/17</th>
<th>Friday, 10/18</th>
<th>Saturday, 10/19</th>
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<tbody>
<tr>
<td></td>
<td>5,000 - 10,000</td>
<td>5,000 - 10,000</td>
<td>5,000 - 10,000</td>
</tr>
<tr>
<td>Total Net CPU</td>
<td>$3</td>
<td>$3</td>
<td>$3</td>
</tr>
</tbody>
</table>
Registration Website & Confirmation Ads (ROFR to 2023 Supporter)

Maritz Registration Website Supporter Ads $25,000

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

E-mail Confirmation

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IDWeek 2024 | idweek.org/industry  pg. 25
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

Seating Cubes

You can achieve visibility throughout IDWeek 2024 with our new Seating Cubes! Have your 300 cubes in the Exhibit Hall, Presentation Theaters, and common areas throughout the convention center. Each cube is 13.5” L x 13.5” W x 17.25” D and will have your logo/company name as well as your booth number on 2 sides of the cube. The other 2 sides will have IDWeek branding while the top and bottom sides are left blank.

Seating Cubes $30,000
Exhibitor, Affiliated Events, and Promotional Opportunities, Payment Terms

Payment Information
A nonrefundable 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

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*

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

*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?