



2025 Industry Partner Opportunities

Participate in the premier infectious diseases event — **IDWeek 2025!**

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 your products, services and innovations with the infectious diseases community including health care providers, researchers, educators, public health officials and more.

Join us!

Atlanta, GA • Oct. 19 – 22, 2025

idweek.org/industry

As of 5/5/2025

Support IDWeek

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.

Choose from four different support levels.*

Each level is multisourced and can be supported by more than one supporter.

SILVER Patron — \$5,000 – \$49,999

- 2 complimentary attendee registrations
- 2 leadership reception invites

GOLD Patron — \$50,000 – \$199,999

- 4 complimentary attendee registrations
- 4 leadership reception invites
- Pre Opening VIP Exhibit Hall Tours

PLATINUM Patron — \$200,000 – \$499,999

- 20 complimentary attendee registrations
- 8 leadership reception invites
- Pre Opening VIP Exhibit Hall Tours
- Biweekly strategy meetings with **IDWeek** team
- 1 complimentary hard wall meeting space in convention center, *when possible*
- Equal level listing for IDSA, SHEA or PIDS Foundation**
- \$50,000 credit toward promotional item selections
- Two picks in the 1st Round at the **IDExchange**

DIAMOND Patron — \$500,000+

- 40 complimentary attendee registrations
- 15 leadership reception invites
- Pre Opening VIP Exhibit Hall Tours
- Special VIP Escape Room time slot
- Biweekly strategy meetings with **IDWeek** team
- 2 complimentary hard wall meeting spaces in convention center, *when possible*
- Headquarter hotel room block (based on availability)
- Equal level listing for IDSA, SHEA or PIDS Foundation**
- \$75,000 credit toward promotional item selections
- Three picks in the 1st Round and two in the 2nd Round at the **IDExchange**

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.

** Equal level listing does not include the benefits from the societies' foundations.

Thank you to all who participated at IDWeek 2024

Abbvie	CMI Media	Insmed Inc.	PrecisePK
Acurx Pharmaceuticals	CorMedix Inc.	Invivyd	pRxcision Inc.
ADMA Biologics	CosmosID	IV Ensure	Q-linea
Agency for Healthcare Research and Quality	Creative Diagnostics	Karius	QuidelOrtho
AIDS Healthcare Foundation	Cumberland Pharmaceuticals	Labcorp	Roche Diagnostics
Airfinity	DCN Dx	MannKind Corp.	Saliva Direct Inc.
ALK	deepull diagnostics	Med Learning Group	Sanford Guide
American Academy of Pediatrics	Defense Health Agency	Medscape	Sanofi
American College of Physicians	Diasorin	Melinta Therapeutics	Saudi Pediatric Infectious Diseases Society (SPIDS)
American Society for Meningitis Prevention	DoseMe	Merck & Co. Inc.	Seegene USA
Amgen Rare Disease	Dynavax Technologies	MicroGenDx	Selux Diagnostics
AmplifyMD	Elsevier	MiraVista Diagnostics LLC	Sepsis Alliance, Peggy Lillis Foundation, NTMir
Applied BioCode	Eurofins Viracor	Moderna	Serimmune
Associates of Cape Cod Inc.	Extreme Microbial Technologies	National Emerging Special Pathogens Training and Education Center (NETEC)	Shionogi Inc.
Association of Medical Microbiology and Infectious Disease (AMMI) Canada	FDA/CDER/DDI	National Hispanic Medical Association	Society of Infectious Diseases Pharmacists
Astellas Pharma US, Inc.	Ferring Pharmaceuticals Inc.	National Jewish Health	Solu
AstraZeneca	Firstline	Nerdcore Medical	Springer Nature
AusDiagnostics	Food and Drug Administration - Office of New Drugs	Nestlé Health Science I Seres Therapeutics Inc.	T2 Biosystems
Avails Medical	GIDEON Informatics Inc.	Northwell Health	Takeda Pharmaceuticals
Bavarian Nordic	Gilead Sciences Inc.	Norton Medical Group	Techcyte
Bavarian Nordic Medical Affairs	GSK	Novavax Inc.	The European Society of Clinical Microbiology and Infectious Diseases (ESCMID)
Biocodex Inc.	Healix Infusion Therapy	Nozin	Theratechnologies Inc.
bioMerieux Inc.	HealthHIV	Option Care Health	Theraworx Protect
BodyCAP	IMMY	Owlstone Medical	University of Toronto Press
Bruker	Infectious Disease Association of California	Oxford University Press	University of Washington
Cambridge University Press	Infectious Disease Special Edition	P95	Until There's A Cure Foundation
Cepheid	Infinity Bio	Paratek Pharmaceuticals	VE AME
CHROMagar	Inflammatix	Parexel	ViiV Healthcare
	InflaRx Pharmaceuticals	PathoNostics B.V.	Vindico Medical Education
	Innoviva Specialty Therapeutics	Pfizer	Virax Biolabs (UK) Limited
		Physicians' Education Resource	
		PICC Guard	

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 2025 program will be available by mid to late February by visiting 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.*

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

Attendee Demographics

Complete IDWeek Demographics: idweek.org

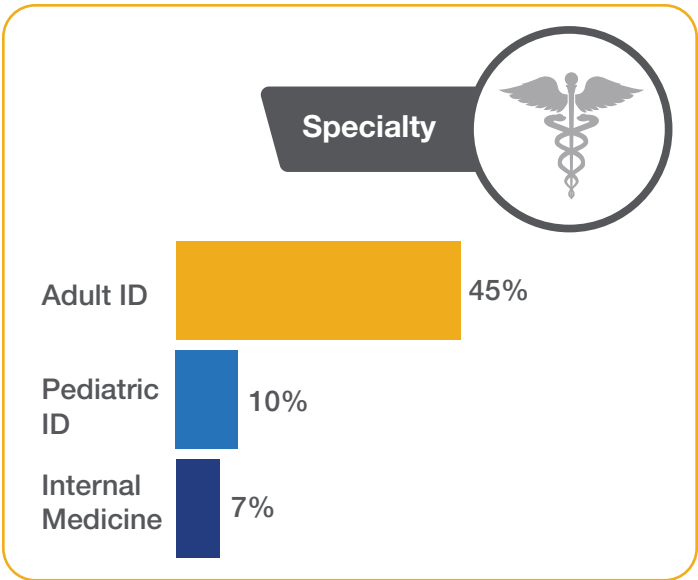
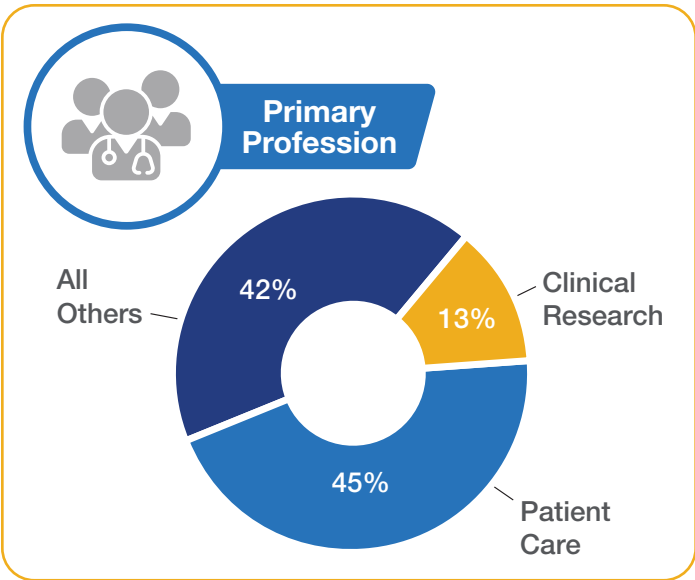
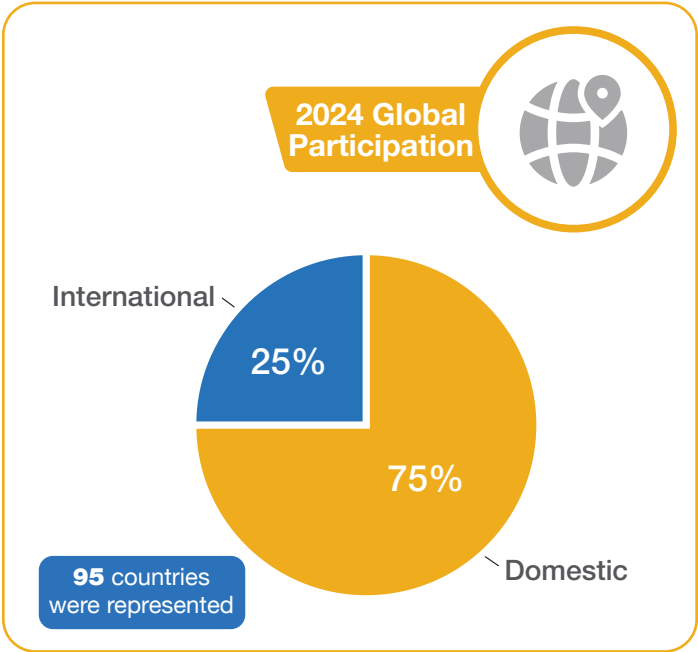
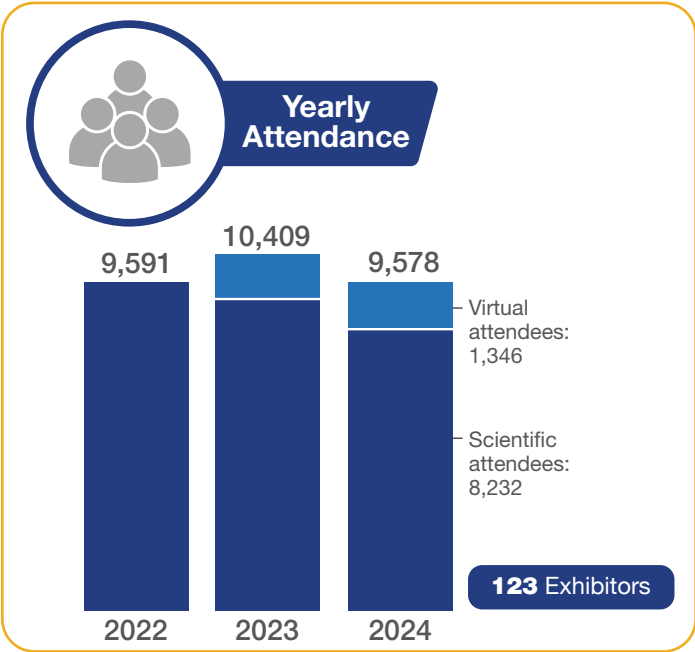


Exhibit Options & Rates

Georgia World Congress Center
285 Andrew Young International Blvd NW
Atlanta, GA 30313

View the floor plan in real time.

Visit **idweek.org** to begin an application for exhibit space.

Exhibit Hall Hours

Monday, Oct. 20	10 a.m. – 2 p.m. ET
Tuesday, Oct. 21	10 a.m. – 2 p.m. ET
Wednesday, Oct. 22	10 a.m. – 2 p.m. ET

How much will a booth cost?

Calculate the total booth square feet by the appropriate cost in the chart on the right. A 10' x 10' commercial in-line booth is 100 square feet. $\$40 \times 100 = \$4,000$ for the booth.

Nonprofit booths will cost a flat fee of \$26 per square foot 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.

Booth Type	Cost per Square Foot
Commercial In-Line	\$40
Commercial Corner	See below
Commercial Island	\$41
Nonprofit	\$26

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.
 $\$40 \times 100 + \$500 = \$4,500$

Preassembled (10 x10) Booth ONLY*



For pre-assembled booths, a Fern representative will reach out closer to the event to assist you with the carpet, table drape colors, and back wall graphics.

* Includes: 6' Table, 2 Chairs, Carpet, Table Skirt, FlexFrame Graphics, and a waste bin \$ 5,500 flat fee

Additional Costs

Exhibitors must also carpet their booth.

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



Electrical



Furnishings



Drayage

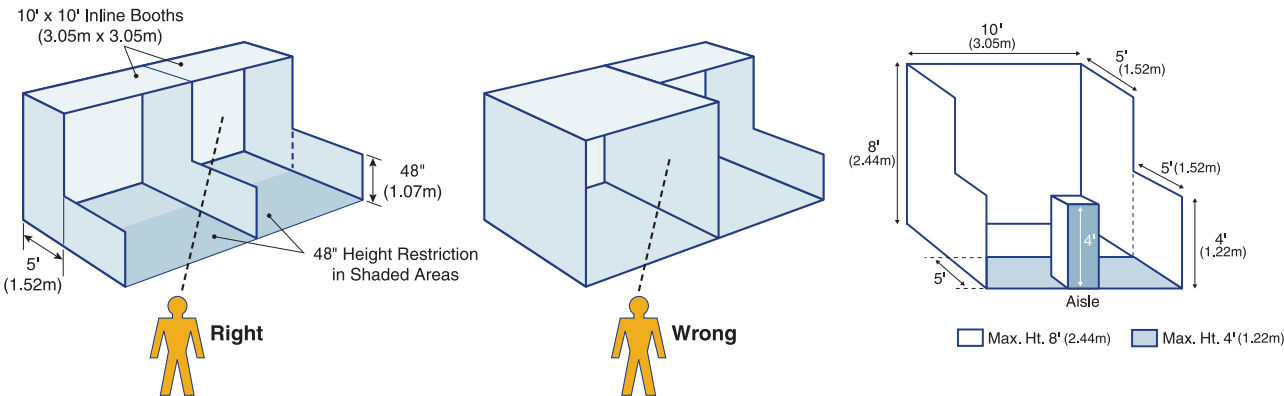


Labor



Internet

Figure 1. In-Line (Linear) and Corner Booths



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 **Jan. 10**. 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 **Jan. 22**.

*Exhibitor only badges do not allow access to scientific sessions.
Exhibitor Full Conference badges are available at the nonmember rate.

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' x 10') 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 and Closing Receptions with attendees

Exhibitor Listing Upgrade – Online Listing

Increase your company's visibility at IDWeek 2025 through exhibitor listing upgrades. You will have the opportunity to showcase your products and generate qualified leads.

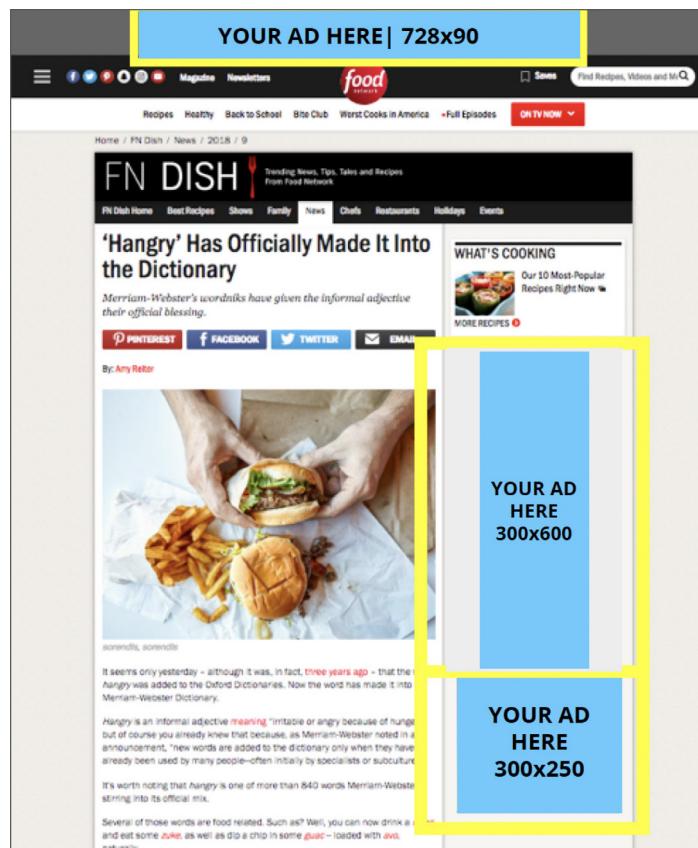
Online Listing	Basic (Free)	Enhanced (\$750)	Premium (\$1,500)
Contact Information	●	●	●
Booth Number	●	●	●
Website	●	●	●
Company Description	●	●	●
Product Categories	●	●	●
Logo		●	●
Access to Leads		●	●
4 Digital Business Cards		●	
4 Collateral Uploads		●	
4 Images With Descriptions		●	
Featured Exhibitor 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			●

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.

Pick Your Three-Month Impression Package

No. of Impressions	Price
25,000	\$5,000
50,000	\$7,500
100,000	\$12,000
200,000	\$22,000
300,000	\$30,000
400,000	\$36,000
500,000	\$40,000



IDWeek Info Guide

SOLD OUT

The IDWeek Info Guide is one useful and concise show guide for attendees while working toward a greener footprint and producing less waste. The Info Guide includes program information, exhibit and affiliated event guides and maps.

Areas for Advertising Opportunity:

- Inside front cover
- Inside back cover
- Tabs 1, 3, or 4 front and/or back
 - Tab 1 | Session Info
 - Tab 3 | Industry partners, booths, affiliated events
 - Tab 4 | Quick reference, maps, CE tracker



Specifications & Pricing

Inside front cover — \$30,000

Inside back cover — \$25,000

Tabs front and/or back — \$10,000 per side

Year-Round idweek.org Website Opportunities

IDWeek Website

\$20,000

Your campaign will begin when your advertisement is live on our website and end at the conclusion of IDWeek 2025. 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.

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.

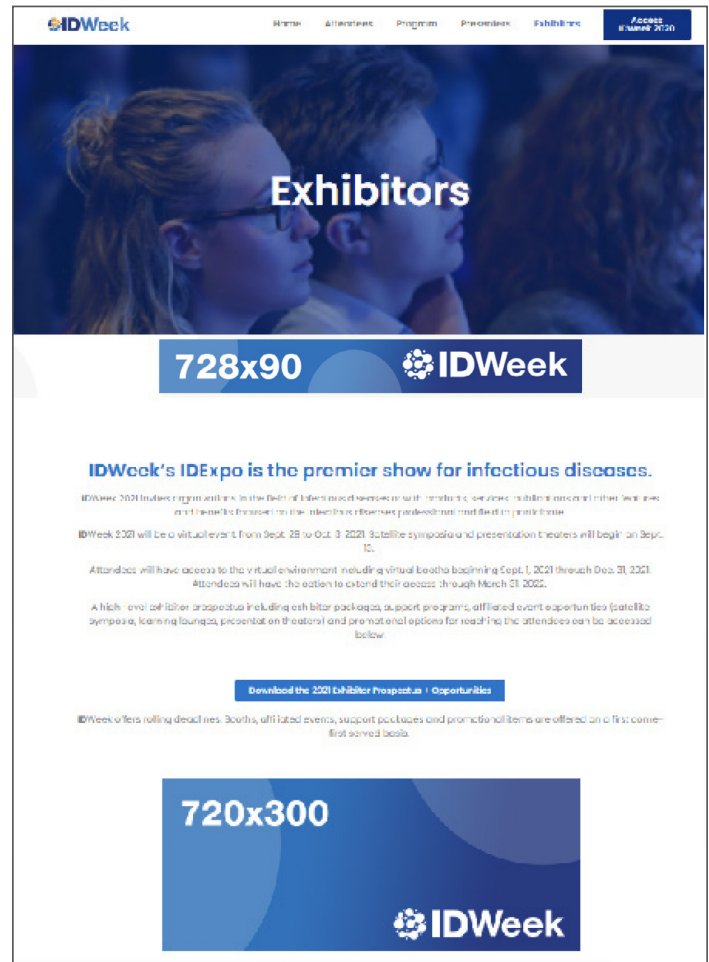
Be one of only 10 SUPPORTERS on idweek.org!
The estimated number of impressions per supporter is 50,000.

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**.



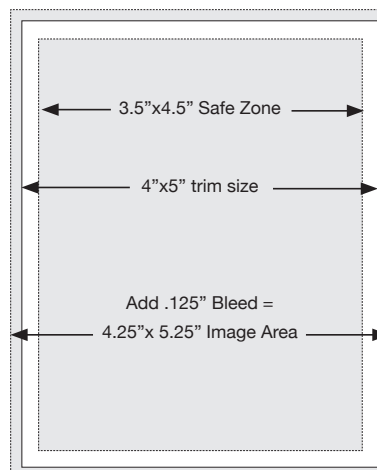
IDWeek Pocket Guide **SOLD OUT**

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 — \$25,000





Inside Front Cover — \$20,000



Provide artwork as CMYK 300 dpi press pdf with crops and bleeds

Year-Round IDWeek Supporter Social Media Posts

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

1 post — \$3,500 2 posts 1 week — \$6,000 6 posts 3 months — \$15,000			
 <p>Facebook</p> <p>3.5K+ facebook.com/idweekmtg</p>	 <p>Instagram</p> <p>1.5K+ instagram.com/idweekmeeting</p>	 <p>LinkedIn</p> <p>1.3K+ linkedin.com/company/idweekmtg</p>	 <p>X</p> <p>17K+ x.com/idweekmtg</p>
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.	1280 x 720 or 720 x 720 (square).
Max file size is 1.75GB. Video length max is 45 minutes.	Max file size is 100MB. Video length max is 60 seconds.	Max file size is 5GB. Video length max is 10 minutes.	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			
<p>Text: Subtract 15 characters for IDWeek to include *SUPPORTER POST* text.</p> <p>Hashtags: Posts can include all hashtags requested, up to the character limits noted below.</p>			
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.

Attendee “My Experience” Ad

SOLD OUT

“My Experience” Ad

\$12,000

Your ad can appear when attendees navigate to the “My Experience” schedule page after logging in to the desktop experience from their computer or mobile device. Up to 7 available.

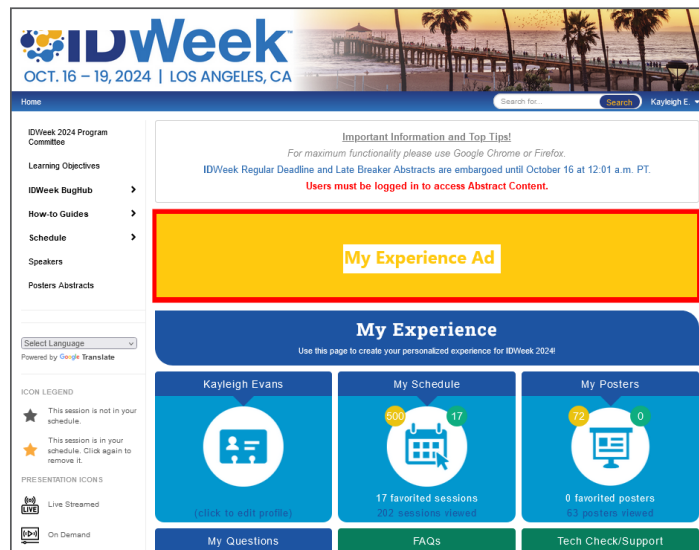
Click & Show Data



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

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

Up to 7 change-on-refresh banners available



Virtual Program Website: CadmiumCD

SOLD OUT

Portrait Banners

\$15,000

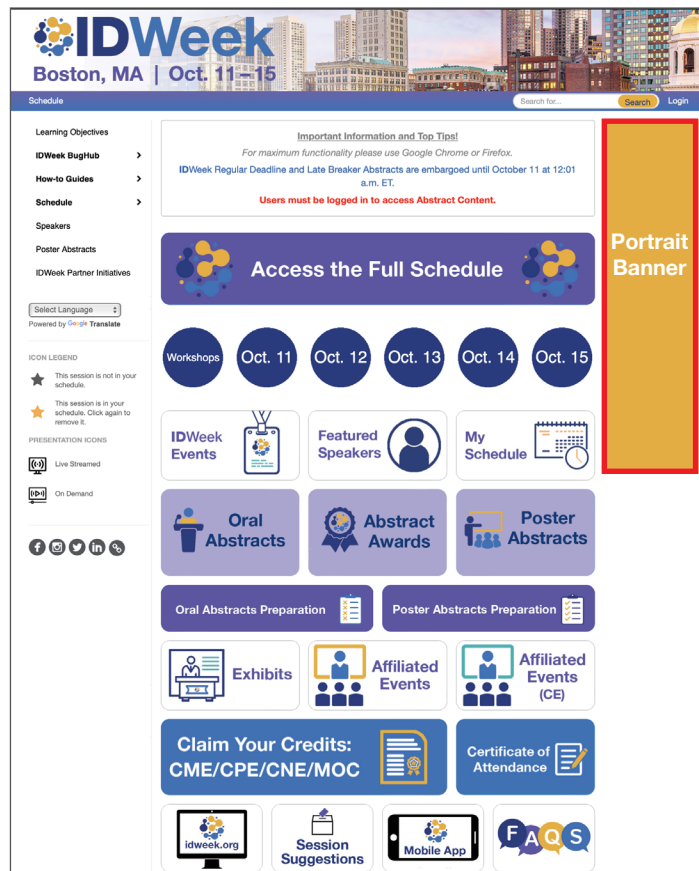
Gain visibility by highlighting a company, product, event or other initiative in the IDWeek Interactive Program. This homepage placement is the launch pad to the complete schedule released in late spring/early summer. Ads will rotate in random order and can be added at any time.

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**.



Supporter Emails

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

September:	October:	Post-Show:
<ul style="list-style-type: none">• Friday, Sept. 5• Monday, Sept. 8• Friday, Sept. 12• Monday, Sept. 15	<ul style="list-style-type: none">• Friday, Sept. 19• Monday, Sept. 22• Friday, Sept. 26• Monday, Sept. 29	<ul style="list-style-type: none">• Friday, Oct. 3• Monday, Oct. 6• Friday, Oct. 10• Monday, Oct. 13• Friday, Oct. 17
<div></div> = SOLD OUT		

Contact the IDWeek team about additional post-show eblast dates, for distribution on Mondays and Fridays through Friday, Dec. 12.

Email Specifications

- IDWeek needs to be formatted correctly, with “ID” capitalized and bolded.
- 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.



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

Complete specifications will be sent to supporters in July. Please direct all production-related questions to Jenn Hess, jhess@showdailies.com.

Please send all materials to Jenn Hess, jhess@showdailies.com, no later than seven business days prior to the send date to guarantee the eblast is sent on the requested date.

We Appreciate Your Support!



Video Media/Instagram Wall

IDWeek is offering two video walls (67 ft 8 in wide by 11.5 ft tall by 58 in deep. Display area is 161 sq. ft.). Both will be in “High traffic” areas. They will feature the affiliated event schedule and the IDWeek Instagram feed. Also, rotating on a 10-minute loop

will be IDWeek announcement and seven minutes of industry partner content. (No audio permitted)

Pricing:

- 15-sec = \$10,000
- 30-sec = \$18,500



Georgia World Congress Center **SOLD OUT** Digital Signage

\$25,000 each 4 Available

The Georgia World Congress Center offers unique digital signage opportunities throughout the IDWeek 2025 space. Be one of First four to take advantage of these Large-Format Digital Displays to project your company’s message and drive traffic to your booth. It includes:

- TMB XL-Billboard (8 seconds each)
- 26 Building Monitors (20 seconds each)
- 3 LED Walls (20 seconds each)
- 2 A/B Lobby exterior entrance LEDs 20 sec each
- 1 B-Side Cutout LED 20 sec each
- 2 Front and Side B Lobby LEDs 20 sec each



Georgia World Congress Center Opportunities

 = SOLD OUT

ITEM	SIZE	S/D	LOCATION	AMOUNT
SPONSOR BANNER 1-0	20'W x 5'H	Single	Exhibit Hall B2 Right Roll-Up Door Entrance	\$15,000
SPONSOR BANNER 1-1	20'W x 5'H	Single	Exhibit Hall B3 Left Roll-Up Door Entrance	\$15,000
SPONSOR BANNER 1-2	20'W x 5'H	Single	Exhibit Hall B3 Right Roll-Up Door Entrance	\$15,000
SPONSOR BANNER 2-10	9'-5"Wx4'-2"H	Single	B2 Concourse/Meeting Rooms to B3 Concourse/Meeting Rooms (near MR 211/212)	\$8,500
SPONSOR BANNER 2-11	23'-6"Wx4'-2"H	Single	B2 Concourse/Meeting Rooms to B3 Concourse/Meeting Rooms (near MR 211/212)	\$15,000
SPONSOR BANNER 2-12	21'W x 16'H	Double	B2 Concourse near water feature	\$47,500
SPONSOR BANNER 2-13	21'W x 16'H	Double	B2 Concourse near water feature	\$47,500
SPONSOR BANNER 2-14	21'W x 16'H	Double	B2 Concourse near water feature	\$47,500
SPONSOR BANNER 2-16	3'Wx16'H	Double	B2 Concourse near water feature	\$14,000
SPONSOR BANNER 2-17	17'-6"Wx4'H	Single	B2 Concourse/Meeting Rooms to B3 Concourse/Meeting Rooms (near MR 213/214)	\$10,000
SPONSOR BANNER 2-18	21'-6"Wx4'H	Single	B2 Concourse/Meeting Rooms to B3 Concourse/Meeting Rooms (near MR 213/214)	\$12,500
SPONSOR BANNER 2-19	17'-6"Wx4'H	Single	B2 Concourse/Meeting Rooms to B3 Concourse/Meeting Rooms (near MR 213/214)	\$10,000
SPONSOR BANNER 2-22	3'Wx16'H	Double	B2 Concourse near FoodWorks	\$10,000
SPONSOR BANNER 2-23	3'Wx16'H	Double	B2 Concourse near FoodWorks	\$10,000
SPONSOR BANNER 2-24	3'Wx16'H	Double	B2 Concourse near FoodWorks	\$10,000
SPONSOR BANNER 2-25	3'Wx16'H	Double	B2 Concourse near FoodWorks	\$10,000
SPONSOR BANNER 2-26	3'Wx16'H	Double	B2 Concourse near FoodWorks	\$10,000
SPONSOR BANNER 2-27	3'Wx16'H	Double	B2 Concourse near FoodWorks	\$10,000
SPONSOR BANNER 2-29	17'-6"Wx4'H	Single	B2 Concourse/Meeting Rooms to B3 Concourse/Meeting Rooms (near MR 216/217)	\$10,000
SPONSOR BANNER 2-30	21'-6"Wx4'H	Single	B2 Concourse/Meeting Rooms to B3 Concourse/Meeting Rooms (near MR 216/217)	\$18,000
SPONSOR BANNER 2-31	17'-6"Wx4'H	Single	B2 Concourse/Meeting Rooms to B3 Concourse/Meeting Rooms (near MR 216/217)	\$10,000
SPONSOR BANNER 2-4	32'W x 5'H	Double	B2 Concouse (directly across from MR 209/210)	\$22,500
SPONSOR BANNER 2-5	32'W x 5'H	Double	B2 Concouse (directly across from MR 209/210)	\$22,500
SPONSOR BANNER 2-6	32'W x 5'H	Double	B2 Concouse (directly across from MR 209/210)	\$22,500
SPONSOR BANNER 2-7	32'W x 5'H	Double	B2 Concouse (directly across from MR 209/210)	\$22,500
SPONSOR BANNER 2-8	27'Wx20'H	Single	Open Space between Restrooms on B2 Concouse (directly across from MR 209/210)	\$75,000
SPONSOR BANNER 2-9	23'-6"Wx4'-2"H	Single	B2 Concourse/Meeting Rooms to B3 Concourse/Meeting Rooms (near MR 211/212)	\$18,000
SPONSOR BANNER 4-10	15'W x 15'H	Single	B4 Registration Hall Lobby	\$30,000
SPONSOR BANNER 4-11	15'W x 15'H	Single	B4 Registration Hall Lobby	\$30,000
SPONSOR BANNER 4-12	30'W x 16'H	Double	B4 Registration Hall Lobby	\$65,000
SPONSOR BANNER 4-4	32'W x 42'H	Double	B4 Registration Hall to Concourse	\$150,000
SPONSOR BANNER 4-5	28'Wx3'H	Single	B4 Registration Hall to Concourse	\$12,000
SPONSOR BANNER 4-6	28'Wx3'H	Single	B4 Registration Hall to Concourse	\$12,000
SPONSOR BANNER 4-7	14'-6"W x 7'H	Double	B4 Registration Hall to Lounge	\$16,000
SPONSOR BANNER 4-8	14'-6"W x 7'H	Double	B4 Registration Hall to Lounge	\$16,000
SPONSOR BANNER 4-9	47'Wx4'H	Double	B4 Registration Hall to Lounge	\$10,000
SPONSOR ESCALATOR 1	596.75"W x 11.625"H	Single	Exhibit Hall B2 Lobby to B2 Lobby/Meeting Rooms	\$16,000
SPONSOR ESCALATOR 4-1	276"W x 24"H	Single	B4 Concourse Entrance	\$16,000
SPONSOR ESCALATOR 4-2	276"W x 24"H	Single	B4 Concourse Entrance	\$16,000
SPONSOR STAIRCASE 4-1	83.5"W x 6.125"H	Single	B4 Concourse Entrance	\$16,000
SPONSOR STAIRCASE 4-2	83.5"W x 6.125"H	Single	B4 Concourse Entrance	\$16,000

Official Partner Opportunities

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, including conference attendees and host society members.

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



Outdoor Citywide Opportunities

This partnership with EMC Outdoor offers industry partners a robust package of citywide opportunities, from the airport and MARTA to transportation kiosks and billboards that attendees will pass on their journey to the conference.

View the opportunities with our official partner, EMC Outdoor. Please contact (610) 355-4450 to explore these options.

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

Convention Center Wi-Fi **SOLD OUT**

Supporter Wi-Fi throughout the Georgia World Congress Center **\$50,000**

Connect with 12,000+ attendees by becoming the sole supporter of the Georgia World Congress Center Wi-Fi.

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



Seating Cubes

Seating Cubes per 500 **\$30,000**

You can achieve visibility throughout IDWeek 2025 with our new seating cubes! Have your 500 cubes placed 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 feature 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 will be left blank. Logo must fit on 13.5" W x 17.25"H.



Registration Website & Confirmation Ads

(ROFR to 2022 Sponsor)

Maritz Registration Website Sponsored Ads

SOLD OUT

\$25,000

Sponsor Ad Size and Placement

Specifications:

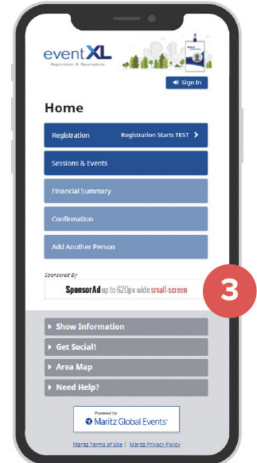
1. **Large screen (desktop):**
Width: 220 px
Height: up to 300 pixels
2. **Medium screen (tablet):**
Width: 1,000 px
Height: up to 150 pixels
3. **Small screen (phone):**
Width: 620 px
Height: up to 200 pixels
4. **Click thru URL**

Image formats: JPG, GIF and PNG formats accepted.

Click and Show Data: Sponsors are encouraged to add a tracking code to the click-through URL. A good tool for building those URLs is Google Analytics.

Due Date: Ads will be placed within 10-business days of receipt.

Ad Change Fee: An ad change fee of \$500 will be charged for switching ads and/or links. To display multiple ads in a single place, supply an animated GIF file. **The downside is each image cannot have a separate URL.**



Your Support Makes IDWeek Possible!

Registration Website & Confirmation Ads

(continued)

Maritz Registration Confirmation Emails (see #3)

\$35,000

Specifications:

- Width: 600px
- Height: up to 150px
- Click thru URL

Image formats: JPG, GIF and PNG formats accepted

Click and Show Data: Sponsors are encouraged to add a tracking code to the click-through URL. A good tool for building those URLs is Google Analytics.

Due Date: Ads will be placed within 10-business days of receipt.

Ad Change Fee: An ad change fee of \$500 will be charged for switching ads and/or links.

Confirmation Email Schedule (Tentative):

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

E-mail Confirmation

1 Event XL email header

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

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

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

2

Profile

Confirmation ID: 1098
Test Record
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]



New Opportunities 2025

Exhibit in Wounderland

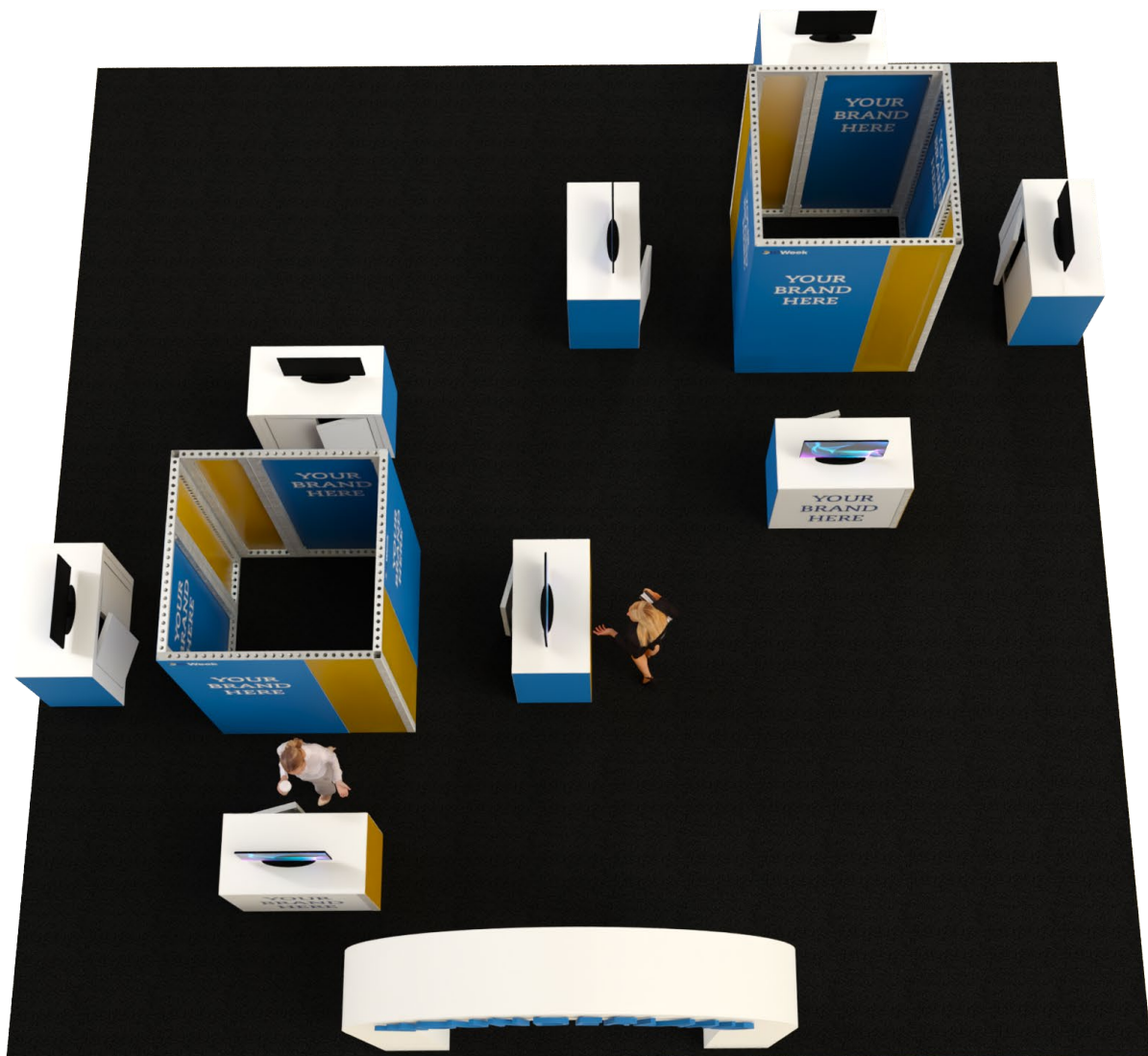
Wounderland at IDWeek is the premier space to connect with healthcare professionals who specialize in wound care, a critical and growing focus within infectious diseases. With wound care education sessions selling out fast and over 65% of attendees actively practicing wound care, the demand is clear. Meet with a focused group of attendees in the exhibit hall at your station in Wounderland.

Investment: \$4,000 per station

This offering includes:

- (1) station in Wounderland
- branded counter graphics
- branded station backwall
- (2) stools
- mention in all Wounderland communication
- mention in Connection Concierge

Want to connect with more attendees at once? Host a non-accredited demonstration or fireside chat at the Front Porch Demo Lounge to show off your product to a captive audience.



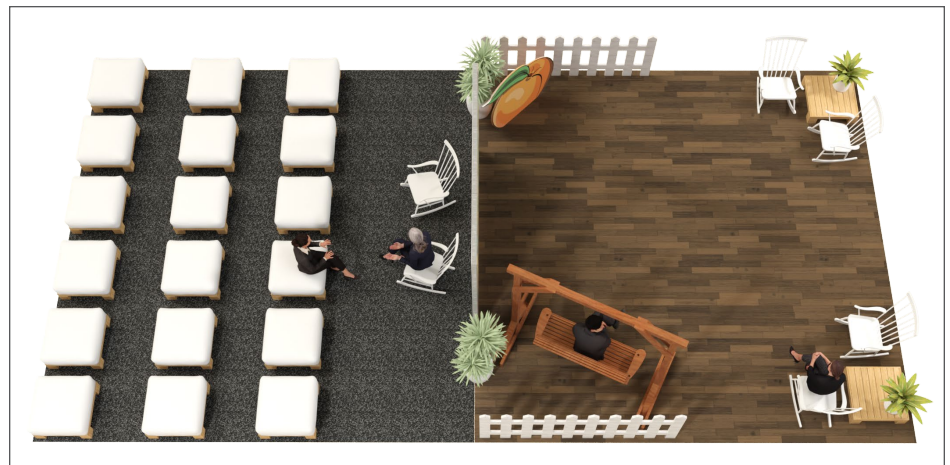
Front Porch Demo Lounge

Step outside the booth and create a memorable, hands-on experience for attendees with an exclusive product or service demonstration in the **Front Porch Demo Lounge**. This relaxed, open-space setting offers a unique opportunity to engage with a targeted audience in a more personal and impactful way, sparking meaningful conversations and authentic interest in your offerings.

Investment: \$1,000 per hour session

This offering includes:

- 20 min. in the Front Porch Demo Lounge
- (2) Branded Rocking Chair Covers for presenters
- Mention in Connection Concierge for your audience segment
- Recognition in show Programming



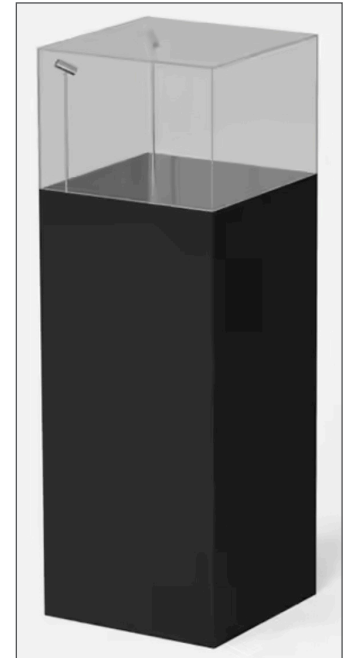
▲ Opposite of the Demo Lounge is the Front Porch photo op

New Product Showcase

Launching a new product this year? Make a bold first impression by featuring your latest product in the **New Product Showcase**, a high-visibility display located in a prime spot on the exhibit hall floor. This strategic placement captures attendee attention and drives traffic directly to your booth, creating buzz and building excitement around your newest offering.

This offering includes:

- 1 New Product Showcase
- Branding on the Showcase
- Insert Card for disclaimers and booth information



Rocking Chair Vignettes

Looking for a unique way to showcase your brand with a touch of hospitality? These charming **rocking chair vignettes** offer the perfect blend of comfort and visibility. Nestled in high-traffic areas, they invite attendees to pause, relax, and take in your message, all while embracing the warm, welcoming spirit of the south.

Investment: \$10,000 for all 5 vignettes

This offering includes:

- (5) Rocking Chair Vignettes placed throughout the Exhibit Hall
- (10) Rocking Chair Covers for you to keep



Game Lounges

Gamification is a top trend at **IDWeek** and attendees can't get enough! Tap into their competitive spirit and curiosity by hosting a **branded Game Lounge** that draws people in, sparks interaction, and boosts your brand awareness in a fun and memorable way. Whether it's solving a puzzle or hunting for hidden objects, this is a proven way to create buzz and foot traffic while aligning your brand with creativity and engagement.

Investment: \$10,000

This offering includes:

- 1 Game Lounge with your Logo and message
- Your choice of game: Crossword, Sudoku, Word Search, Find the Hidden Object
- Fresh copy of the puzzle every day the exhibit hall is open



Hotlanta Hunt

The Hotlanta Hunt program is a unique opportunity to increase visibility, drive meaningful interactions, and make your booth a must-visit destination at **IDWeek**. As a participating exhibitor, you'll be part of a fun and engaging experience that encourages attendees to visit your booth and interact with your team in a way that you control—whether it's snapping a selfie, scanning a badge, or playing a quick game. With built-in incentives and daily prize drawings, the Hotlanta Hunt creates a win-win for both attendees and exhibitors.

Only 3 Exhibitor Spots Available

Investment: \$5,000

This offering includes:

- Your logo featured on every Hotlanta Hunt card—putting your brand in the hands of every attendee
- A built-in conversation starter that makes it easier to spark engagement
- Conversions from your custom booth activity, whether it's badge scans, photos, games, or other lead-generating methods

Exhibitor, Affiliated Events, Support and Promotional (Opportunities): Payment Terms

Payment Information

A deposit of 50% of opportunities for **IDWeek 2025** must be received by **May 2, 2025**. If a 50% deposit is not received, the item will be cancelled. The remaining balance must be paid on or before **June 27, 2025**. If full payment is not received by this date, the item can be reassigned or sold.

If a reservation is made after June 27, then payment in full is due at the time the reservation is made. If payment is not received after the reservation is made, the opportunity can be resold. If production has started, then any costs are the responsibility of the industry partner. If deadlines are missed and additional resources are needed for production, the cost is the sole responsibility of the industry partner.

Payment in full is due prior to participating at **IDWeek 2025**.

Any companies with outstanding payments prior to the start of **IDWeek 2025**, will not be allowed to exhibit, and/or participate.

Exhibit Space Cancellation/Reduction

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

- 100% is refunded if the booth is cancelled or space reduced by May 2, 2025.
- 50% of the total exhibit rental charge is refunded if the booth is cancelled or space reduced between May 2, 2025, and June 27, 2025.

- 0% is refunded if the booth is cancelled or space reduced after June 27, 2025.
- All refunds, regardless of original payment method, will be made by bank transfer or check. Allow 4-6 weeks for refunds.

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, DC 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