



# Your Connection to Infection Prevention & Control Professionals

**Align with the leading  
association with more than  
15,000 infection preventionists**

[apic.org/align](https://apic.org/align)



**APIC<sup>®</sup>**

Association for Professionals in  
Infection Control and Epidemiology



# WHO WE ARE

APIC is the Association for Professionals in Infection Control and Epidemiology—the leading professional association for infection preventionists (IPs), with more than 15,000 members worldwide. APIC’s members include infection preventionists, epidemiologists, nurses, and other professionals who touch the lives of nearly every person who receives healthcare in hospitals, ambulatory centers, and long-term care facilities. APIC provides its members with the resources, thought-leadership, education, and comprehensive training to help protect patients and staff across practice settings.

## Our Vision

A safer world through the prevention of infection

## Our Mission

To advance the science and practice of infection prevention and control



# MORE THAN 15,000 APIC MEMBERS

## Practice Settings

- Acute Care
- Long-Term Care
- Critical Access Hospital
- Public Health
- Ambulatory Surgery Center
- Ambulatory Care
- Long-Term Acute Care
- Behavioral Health
- +More

## Professions

- Nurses
- Physicians
- Public health professionals
- Epidemiologists
- Medical technologists
- Microbiologists
- Others in the infection prevention and control industry

# ALIGN WITH APIC

**Commitment • Access • Brand Visibility**

## Commitment

APIC and our Corporate Partners work together toward APIC's mission: To advance the science and practice of infection prevention and control. APIC's Corporate Partners serve a vital role in our work. Gain visibility for your organization's commitment and contributions to infection prevention.

## Access

Expand your reach. APIC corporate sponsorships provide access to the premier association of IPs. Your partnership with APIC opens the doors to a market of more than 15,000 individual and organizational members in more than 100 chapters. Now, you can network with the leaders and decision makers within their respective healthcare settings.

## Brand Visibility

Aligning with APIC initiatives marketing power and valuable exposure. Gain recognition by IPs nationwide and enhance your image. APIC recognizes corporate support in many public ways including the APIC website, advertising in our scientific journal, signage at live APIC meetings and conferences, and so much more.

**APIC and its Corporate Partners work together to advance patient safety and effective infection prevention and control.**



## Get Involved!

Show your allegiance to the IPC profession by partnering with APIC today! Discover the variety of opportunities to align with APIC, including:

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# PARTNER PROGRAMS



## Establish Your Organization as an Industry Leader in Infection Prevention and Control

Established in 2007, the APIC Strategic Partner Program is a formal, mutually beneficial partnership between APIC and industry partners united in the common mission of advancing the science and practice of infection prevention and control (IPC). As an APIC Strategic Partner, your organization will:

- Get access to over 15,000 infection preventionists (IP) in the United States and beyond.
- Network with IPC leaders, APIC Board of Directors, CEO, and Chapter Leaders.
- Gain brand recognition and visibility as a leader in IPC
- Demonstrate your position as a leader in IPC research and innovation.
- Gain real IPC Insight to inform your teams of the most pressing issues.

## 2025 Strategic Partners







# EVENT SPONSORSHIP

## APIC Annual Conference

Every June, thousands of healthcare professionals from around the world gather for three days to share best practices, advance their network, and learn about the latest advances in infection prevention and evidence-based science at the APIC Annual Conference. This is a hybrid event—allowing attendees to join in person or virtually from their home or office.

**2024 in Person**  
**2,200 attendees (exhibitors not included)**

**2024 Virtual**  
**1000+ attendees**

The Conference Sponsorship Program helps you create a lasting impact at the conference and is the perfect way to position your organization as an industry leader. As a sponsor of the APIC Annual Conference, you'll increase your visibility to the profession and promote your research and innovation in an open forum that brings you face-to-face with new leads and key decision-makers.

## International Infection Prevention Week

International Infection Prevention Week (IIPW), part of the Infection Prevention and You campaign helps healthcare professionals, patients, and families better understand their role in preventing infections.

**With nearly annual 400,000 pageviews**, the IIPW website provides resources and actions for patients, healthcare providers, and families to take to reduce the spread of harmful infections.

Become a sponsor for this important public awareness initiative, which will allow you to join forces with APIC to increase IPC awareness.

**To become an APIC Annual Conference Exhibitor or sponsor, contact**  
**[susan\\_waters@afassanoco.com](mailto:susan_waters@afassanoco.com)**

# PRODUCT SPONSORSHIP

## KNOWLEDGE SHARING

### Industry Perspectives

This online resource provides IPs and healthcare professionals with easy access to relevant infection prevention information generated by industry partners. Share your expertise to help expand IPs' competencies in evaluating products and services and the research that supports them. Content can be provided in multiple formats including white papers, reports, product guides, and videos.

### Microlearning Hub

This exciting platform is an outlet for IPs to share best practices via microlessons. Microlessons provide accessible education in a brief (approximately 5-10-minute) format, often focusing on one specialized learning objective. The mobile-friendly site features timely microlessons (vetted by APIC's Education Committee) with formats ranging from short videos to narrated poster sessions or case studies. Sponsorship includes brand promotion on the site, APIC e-newsletter, and social media.

### Virtual Symposia

Develop your own educational webinar on a key topic in the IPC field. Select the educational content and presenters of your choice. Similar to APIC's educational webinars, you have the opportunity for increased brand visibility and valuable lead generation through promotion in APIC's e-newsletters. **Virtual Symposia are not part of the APIC webinar educational programming presented by APIC.**



## APIC Webinars

Free to APIC members, APIC's monthly webinars cover a range of topics, from infection prevention innovations to leadership to disease outbreaks. Hosted by leading experts in the field, these hour-long interactive experiences provide opportunities for attendees to earn contact hours and are ranked as one of the most valued member benefits. Webinars are also archived and available in our on-demand library. Sponsor a webinar to showcase your commitment to furthering the field of IPC, increase brand visibility, and capture valuable leads (who opt-in) to build relationships with a targeted audience. A typical webinar audience includes 300+ IPs.

## Podcasts

APIC's podcasts, *5 Second Rule* and *Science Into Practice*, provide free, educational content, reaching audiences all over the globe—with distribution on Apple Podcasts, Spotify, and Google Podcasts. Sponsor a podcast episode with a stitch—an approximately 30-second commercial break, narrated by the host—and your logo on the episode webpage. In addition, your company will receive brand acknowledgment and high-visibility promotion in APIC e-newsletters and social media channels.

## MARKET RESEARCH

### Peer Panel Market Research

Access the highest quality survey panel of IPC professionals available. APIC Peer Panel Market Research allows organizations who provide infection prevention-related products and services to effectively target and survey those in the field. Keep a pulse on what IPs are thinking and doing— and ensure accurate research is informing your organization's decisions and strategy.

## Virtual Focus Group

Reach out to more than 15,000 APIC members for market research focus groups. APIC members provide rich sources of knowledge and ideas for your product development and marketing. Focus groups benefit companies committed to solving the very problems that IPs face daily in their facilities in the fight to prevent infection. Each focus group runs up to an hour in length. Companies seeking more time are welcome to schedule more than one focus group to meet their goals. Focus groups may only be held during specified hours per the contract.

## Market Research Package

Keep a pulse on what IPs are thinking and ensure accurate research is informing your organization's decisions and strategy. Package include: (1) Peer Panel Market Survey, (1) Virtual Focus Group, and (1) Silver Retargeting campaign for A/B ad testing,

# PROFESSIONAL DEVELOPMENT SPONSORSHIP

## COURSE SPONSORSHIP

### Education for the Prevention of Infection (EPI®/ASC/CIC)

APIC's two signature novice-level programs (EPI® Intensive and Ambulatory Surgery Centers and Outpatient Clinics/Services Intensive), along with the CIC® Certification Preparation Course provide foundational IPC training for professionals. In-person courses are offered across the country. Attendance ranges from 45-115 attendees. In-person sponsorship opportunities include:

- Welcome Reception
- Breakfast sponsor
- Lunch sponsor
- Print and/or product distribution at event



## IPC Collaboration Series

This online education series features joint presentations by IP experts with their peers in areas such as sterile processing, environment of care, information services, the microbiology lab, public health, and more. The program is a seasonal series featuring live presentations and practical case studies showcasing effective collaboration. Attendees have the opportunity to engage with the speakers and their peers before, during and after each session. Each presentation is recorded. Sponsorship includes recognition noting partner's support in the form of an unrestricted grant (via APIC e-newsletter, and on social media), as well as the list of attendees (who opt-in). More than 1,400 people registered for the four-part series in 2024.



## COURSE SPONSORSHIP

### APIC Scholarship Program

By contributing to the APIC Scholarship Programs, your organization will:

- Directly support a student or IPC professional with the opportunity to learn, grow, and develop in the profession.
- Demonstrate your commitment to empowering students and IPC professionals, who are the future of the profession.
- Connect your brand to the education and development of passionate students and IPC professionals.

Distribution of scholarship funds is managed by APIC. Scholarship sponsors will be recognized during the APIC Annual Conference. Recipients of APIC Scholarship Program grants are not eligible to receive CEs for courses related to this program. IPU's may be collected.

### Educational Travel Grants

The APIC Annual Conference is the largest gathering of IPs in the world. Attendees return year after year for three powerful days of learning, networking, and inspiration. From our exceptional educational programming to our dynamic Exhibit Hall, it is the must-attend event for IPs from around the globe. Recipients of Annual Conference grants are not eligible to receive CEs at the Conference. IPU's may be collected.

#### ■ International Travel Grant

This educational initiative provides access to 10 IPC professionals in underserved countries, outside of the U.S., who wouldn't otherwise have an opportunity to attend Annual Conference.

#### ■ U.S. Travel Grant

This educational initiative provides access to five IPC professionals in underserved communities within the U.S., focusing on regions hit by natural disasters who are first-time attendees to APIC's Annual Conference.

## Critical Access Hospital Scholarship

Healthy Equity Fund launched the Critical Access Hospital Scholarship, a capacity building award for under-resourced critical access hospitals that offer vital healthcare to individuals living in rural areas throughout the U.S. Critical access hospitals often serve as the foundation of rural healthcare delivery systems, though they frequently struggle with adequate staffing and the high cost of care.

Each year, APIC, APIC Consulting, and CBIC will select three (3) critical access hospitals as awardees to receive the following services and resources:

- Up to 150 hour of free consulting services
- Two (2) Free APIC memberships + Chapters memberships for two years
- Two (2) Free subscriptions to APIC Text for two years
- Two (2) Free CIC Prep courses
- Two (2) Free a-IPC or CIC certification exams
- Two (2) Comp APIC Annual Conference registration for two years (in-person/or virtual)

Sponsorship opportunities are available at three levels. Sponsors will receive recognition throughout the year. Recipients of CAH Scholarship are not eligible to receive CEs for courses related to this program. IPU's may be collected.

## Training Course Scholarships

Offered across the U.S., APIC's four-day Education for the Prevention of Infection (EPI®) courses provide foundational training for novice IPs.

#### ■ EPI® Intensive Scholarship

This course covers foundational training and competency-building in IPC. Attendees learn evidence-based best practices to develop an effective IPC program to protect patients, reduce risk, and comply with accrediting and regulatory requirements.

#### ■ Ambulatory Surgery Centers (ASCs) and Outpatient Clinics/Services Intensive Scholarship

Similar to the EPI Intensive course, this course is customized for healthcare professionals providing infection prevention oversight in surgical centers, pain clinics, endoscopy centers, and other ambulatory care practice settings.

Scholarship for the EPI and ASC Intensives cover:

- Course Registration
- Airfare
- Hotel (three nights)
- Meal and incidental expenses

Recipients of APIC Training Course Scholarship are not eligible to receive CEs for courses related to this scholarship. IPU's may be collected.

## APIC Awards Program

APIC Annual Awards Program recognizes outstanding achievement by individual members and chapters at the APIC Annual Conference. These include: Abstract Awards, Chapter Leader Award, and Chapter Excellence Award. APIC Abstract awards showcase the most significant scientific abstracts during the Annual Conference and recognizes the achievements of researchers and infection preventionists whose studies and presentations advance the practice.



# DIGITAL & PRINT ADVERTISING

## Digital Advertising

Gain access to more than 15,000 APIC members weekly and/or monthly, direct to their inboxes. APIC e-newsletters provide informative, timely news that affects the profession, as well as important association information.

APIC e-newsletter include:

- eNews (Weekly)
- Chapter Leader News (Monthly)

## Print Advertising

***American Journal of Infection Control (AJIC)***  
(Monthly Publication)

Infection preventionists, physicians, nurses, and epidemiologists rely on AJIC for peer-reviewed articles covering clinical topics, as well as original research. As the official scientific journal of APIC, AJIC is the foremost resource on infection control, epidemiology, infectious diseases, quality management, occupational health, and disease prevention. AJIC also publishes infection control guidelines from APIC and the CDC.

**For advertising inquiries, contact:**  
**Sumner Mering**  
[s.mering@elsevier.com](mailto:s.mering@elsevier.com)



**Prevention Strategist**  
(Quarterly Publication)

Distributed to APIC's more than 15,000 members on a quarterly basis, *Prevention Strategist* offers strategies, case studies, and best practices for IPs. Prevention Strategist translates the science of infection prevention into easily implementable ideas for IPs. The award-winning magazine provides stories and inspiration from IPs who have reduced infections in their respective healthcare organizations by using evidence-based best practices.

**For advertising inquiries, contact:**  
**Carlos Santana**  
[csantana@naylor.com](mailto:csantana@naylor.com)

## Product Launch Sponsorship

Jumpstart the brand recognition for your new product or company. This multi-pronged digital advertising package will allow you to get the word out to our more than 15,000 members and beyond.

- Digital ad insertions in eNews
- Silver retargeting campaign
- Industry Perspectives content submission
- Industry Perspectives event submission

## Industry Webinar Promotion

Promote your company's webinars via APIC's digital platforms to more than 15,000 APIC members. Promotion includes:

- Promotion via APIC e-newsletter
- Promotion via APIC *Industry Perspectives*

# CORPORATE TRAINING

## Train Your Team in the Language of IPs

### **Fundamentals of Infection Prevention and Control for Non-Clinicians**

Developed for professionals who interact with and deliver tools and services for IPs, this course provides an overview of IPC and a general framework for understanding and appreciating the important work of IPs. Ideal for sales, marketing, product development, and executive management teams.

### **a-IPC™ Certification Preparation: The Associate – Infection Prevention and Control (a-IPC) Certification**

This course provides a standardized measure of the basic knowledge, skills, and abilities expected of professionals working in the field. This course is designed for individuals seeking added comprehension of content, greater support, and additional guidance as they prepare to take the a-IPC™ exam, that is administered by the Certification Board of Infection Control and Epidemiology, Inc. (CBIC).

**Please contact**  
[specialprojects@apic.org](mailto:specialprojects@apic.org)  
**for details**

## Find Talent For Your Organization

The APIC Career Center is your online resource for qualified candidates in infection prevention and control. Post a job, access an extensive resume database, and search to find candidates to meet your organization's recruitment goals.

**Visit [apic.org/career-center](http://apic.org/career-center) or contact**  
**[employersupport@naylor.com](mailto:employersupport@naylor.com)**  
**to post a job opening.**



# Partner with the Best to Reach Infection Prevention and Control Decision-Makers

## Contact Information

**Stacy Yu**  
Director,  
Corporate Partnerships  
[syu@apic.org](mailto:syu@apic.org)

**LaKesha Jones**  
Senior Manager  
Corporate Partnerships  
[ljones@apic.org](mailto:ljones@apic.org)

**Association for Professionals in  
Infection Control and Epidemiology (APIC)**  
1400 Crystal Drive, Suite 900  
Arlington, VA 22202



**APIC**

Association for Professionals in  
Infection Control and Epidemiology

## About APIC

Founded in 1972, the Association for Professionals in Infection Control and Epidemiology (APIC) is the leading association for infection preventionists and epidemiologists. With more than 15,000 members, APIC advances the science and practice of infection prevention and control. APIC carries out its mission through research, advocacy, and patient safety; education, credentialing, and certification; and fostering development of the infection prevention and control workforce of the future. Together with our members and partners, we are working toward a safer world through the prevention of infection. Join us and learn more at [apic.org](https://www.apic.org).