

CAPE TOWN, SOUTH AFRICA



20<sup>TH</sup> INTERNATIONAL  
CONGRESS ON INFECTIOUS  
DISEASES (ICID) 2024

3 - 6 DEC 2024

The background of the lower half of the page is an aerial photograph of Cape Town, South Africa, showing the city, the harbor, and the iconic Table Mountain. A large, semi-transparent circular graphic with a dark blue center and a multi-colored border (yellow, red, blue) is overlaid on the right side of the image. The text '2024 SPONSORSHIP AND EXHIBITION PROSPECTUS' is written in white, bold, sans-serif font within the dark blue center of the circle.

**2024  
SPONSORSHIP  
AND EXHIBITION  
PROSPECTUS**





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The ICID Congress is the premier meeting that goes far beyond clinical microbiology and the usual communicable diseases to encompass ALL fields pertaining to infection within a One Health context. This landmark event champions all practitioners from every corner of the globe.



# Who Will be There

- Healthcare professionals, physicians, nurses, pharmacists and allied professionals
- Clinical adult and pediatric infectious disease specialists
- Epidemiologists
- Research scientists
- Clinical microbiologists
- Virologists
- Vaccinologists
- Data Scientists
- Public Health Leaders & Specialists
- Veterinarians
- Parasitologists
- Emergency preparedness professionals  
Policy makers
- Biotechnology industry and drug development representatives
- Non-governmental and governmental organizations
- Public Health Leaders & Specialists
- Climate Specialists
- ProMED Experts
- Influencers and Decisionmakers
- And many more!

# 2022 Congress Attendance

NOV 17-20, 2022 | KUALA LUMPUR, MALAYSIA | IN-PERSON AND VIRTUAL





# What to Expect

The 20th ICID in Cape Town brings together over 2,500 infectious disease experts from more than 100 countries. Exhibiting at the Congress allows you to reach key decision makers and professionals at the largest global infectious disease meeting on the continent. The ISID and our many stakeholder partners are working together to create a unique event focused on clinical knowledge and practice, novel translational science, infection prevention protocols and the epidemic intelligence of infectious disease. Every 2 years, the Congress - where world-renowned experts share innovative ideas and colleagues spark critical connections - is a place for our global industry and medical community to share groundbreaking solutions for prevention, management, and cutting edge treatments for all those impacted by infectious diseases in a One Health context.

The International Congress on Infectious Diseases is the largest congress of its kind in the world, providing an unmatched multi-track schedule with:

- Pre-Congress Workshops
- Policy Discussions
- Early Career Researcher Track
- Meet-the-Experts
- Exhibition Hall
- Local Artisan Market
- Climate Awareness Activities
- Private Meeting Suites



# Sponsorship Packages

	Diamond (Max 3) USD 175,000	Platinum (Max 5) USD 150,000	Gold (Max 7) USD 100,000	Silver USD 60,000
Acknowledgement on ISID social media: X (Twitter), Facebook and LinkedIn	✓	✓	✓	✓
Logo on the sponsors/exhibitor's page of the ICID website	✓	✓	✓	✓
Logo on the Congress Mobile App	✓	✓	✓	✓
Exhibition stand	54 sqm	18 sqm	9 sqm	9 sqm
Full scientific registrations	10	7	5	3
Complimentary exhibitor badges	10	7	3	2
Logo, URL link and organisation writeup with Profile in the Congress Mobile App	✓	✓	✓	✓
Acknowledgement in plenary session (logo on looped presentation)	✓	✓	✓	✓
Opportunity to place a gift/flyer in the delegate bag (Price of postcards production not included)	✓	✓	✓	✓
Sponsored symposium of your choice (Food & Beverage not included)	Morning, Lunch, Afternoon or Evening	Morning or Afternoon	Morning Only	
Invitation to the President's reception	4	2	1	
Congress app push notification	3	2	1	
Company logo on Program-at-a-Glance-Signage	✓	✓	✓	✓
Pre- and Post-Congress email blast sent to all registered attendees	✓	✓	✓	✓
Symposia will be posted on our non-CME Knowledge Exchange platform on demand 3 months post Congress	✓	✓	✓	



## Other Sponsorships

### Hanging Banners Convention Center **USD 25,000 - 100,000**

- Branding on hanging banners in pre-selected areas at the Congress centre

### Escalator Package **USD 100,000**

- Branding on the main escalator in the congress centre foyer
- Logo on the sponsors/exhibitor's page of the ICID website

### Rest and Recharge Area **USD 50,000**

- One (1) branded lounge area located in the exhibition area for the duration of the Congress.
- Includes placement of pop-up banners and other marketing materials
- Includes coffee station

### Charging Station **USD 10,000**

- One (1) branded charging station located in the exhibition area for the duration of the Congress.

### Mini Scientific Programme Book **USD 7,000**

- Logo on the front cover of the ICID Mini Programme
- 1 x insert into delegate bags (A4 or A5 single page) – to be supplied by the sponsor
- Logo on the sponsors/exhibitor's page of the ICID website.

### Mobile App (Exclusive) **USD 15,000**

- Logo & branding on the landing page of the Mobile App
- Opportunity to host a survey or a competition on the mobile app
- Two push notifications distributed per day on the Mobile App or a downloadable advertisement.
- Logo on the sponsors/exhibitor's page of the ICID website.

### Splash Screen (2 Sponsors) **USD 10,000**

- The first graphical notification you receive when you click on ICID 2024 Mobile App

#### Benefits also include:

- Logo, URL link and organisation writeup with Profile in the Congress Mobile App
- Acknowledgement in plenary session (logo on looped presentation)

## Push Notifications **USD 1,000**

- Two push notifications distributed per day on the Mobile App or a downloadable advertisement
- Logo on the sponsors/exhibitor's page of the ICID website.

## Sponsor Banner (1 Sponsor per day) **USD 5,000**

- Your promotional banner will be placed on the Mobile App at the bottom of the event page

## “Know Before You Go” Email to All Registered Attendees **USD 10,000**

- Logo on 1 x delegate update letter before the Congress

## Poster Area **USD 25,000**

Branding of poster area, including:

- Logo on selected poster boards (e.g. on boards along the aisles)
- Logo on Poster programme in programme book
- Logo on Poster board index board at the entrance to the hall
- Opportunity to display free standing banners in the poster hall (x 6)
- Logo on the sponsors/exhibitor's page of the ICID website

## Lanyard **USD 15,000**

- Co-branding on Lanyard
- Logo on the sponsors/exhibitor's page of the ICID website.

## Pre & Post Email Blast to Attendees **USD 35,000 each**

- One (1) email blast to all attendees pre or during the Congress

## Branded Water Stations **USD 10,000**

- Logo on 7 x water stations to be placed in exhibition / registration area
- Logo on the sponsors/exhibitor's page of the ICID website

## Congress bag inserts **USD 2,500**

- 1 x insert into delegate bags (A4 or A5 single page) or a delegate gift – to be supplied by the sponsor
- Logo on the sponsors/exhibitor's page of the ICID website.

### Benefits also include:

- Logo, URL link and organisation writeup with Profile in the Congress Mobile App
- Acknowledgement in plenary session (logo on looped presentation)

## Travel Grants **USD 20,000**

- Travel grants support early career professionals from low- and middle-income countries to participate in the Congress.

## Social Media Package (X [Twitter], LinkedIn and Facebook) **USD 8,000**

- 1 x dedicated Social Media post before the congress
- Logo on the sponsors/exhibitor's page of the ICID website.

## Congress Bag **USD 50,000**

- Co-branding on Congress bag (Locally sourced by the ISID Team)
- 1 x insert into delegate bags (A4 or A5 single page) – to be supplied by the sponsor
- Logo on the sponsors/exhibitor's page of the ICID website.

## Coffee Bar Stations **USD 20,000**

- Co-Branding on the coffee bar
- Branded apron for barista
- Branded napkins
- Product samples can be provided (sponsor to provide)
- Logo on the sponsors/exhibitor's page of the ICID website.

## Registration Desk **USD 40,000**

- Co-branding of registration desks
- Logo on registration back wall
- Logo on the sponsors/exhibitors page of the ICID website

## Congress 2024 Special Edition Newsletter (reach all members) **USD 25,000**

- One (1) dedicated Social Media post before the Congress
- Logo on the sponsors/exhibitors page of the ICID website.

### Benefits also include:

- Logo, URL link and organisation writeup with Profile in the Congress Mobile App
- Acknowledgement in plenary session (logo on looped presentation)



## Sponsored Symposia

### Morning USD 30,000

2-3 unopposed slots available

Running at the same time as Congress Meet-the-Expert sessions

Refreshments are not included in the price but can be ordered. Space is reserved for this purpose

### Lunch USD 75,000

2-3 unopposed slots available

Up to three sponsored lunch time symposia available per day

Lunch is not included in the price but can be ordered. Space is reserved for this purpose

### Evening USD 55,000

One available on Wednesday 04 December 2024

One unopposed symposium

Refreshment is not included in the price but can be ordered. Space is reserved for this purpose

### Mid-Morning and/or Afternoon USD 40,000 - 50,000

One sponsored session per time slot

Parallel to morning or afternoon scientific sessions

### Non-CME Presentation USD 25,000

Non-CME Presentation can be hosted on our Knowledge Exchange Platform for 6 months post-Congress

Benefit includes;

#### **Email Marketing:**

The Presentation will be advertised in ISID's monthly newsletters distributed to members each month.

Emails promoting the Presentation will be sent to our Knowledge Exchange platform email list each month

<https://exchange.isid.org>

Promotional text and graphic with add-to-calendar links created for internal Sponsor's advertisement will be provided

#### **ISID Social Media Marketing:**

ISID utilizes X (Twitter), Facebook, and LinkedIn

Social media posts will go out each month to promote the Presentation

Post-launch, the Presentation will remain in the Knowledge Exchange platform for 6 months and be promoted each month

# Exhibition

The ICID Exhibition Hall will be a focal point of the meeting and preeminently located to maximize attendee traffic. The Scientific Program flow will be structured to boost opportunities for delegates to visit the exhibition to support public-private conversations. All coffee breaks will be held adjacent to the Exhibition Hall. Only fully registered attendees will be granted access to the Exhibition Hall.

Please note: Space at the Exhibition Hall will be sold on a first-come, first-serve basis, with Diamond and Platinum sponsors taking priority. Exhibits are priced according to size (per square meter) and type (shell scheme or space only).

## Comprehensive Benefits

- Targeted networking opportunities
- Company listing and 35-word description with a link in the Congress mobile app
- Two complimentary Exhibit Hall badges
- Two full Conference Registration badges per 100 sqm booth
- Extensive pre-conference promotion, including website listing and email marketing

## Space Only - \$580 USD per sqm

- Minimum space: 3m x 3m (9 sqm)
- Two exhibitor registrations for 9 sqm
- Acknowledgment on the Congress website

## Custom Exhibits

Exhibits are available in a variety of sizes starting at 9 sqm (3m x 3m). If you are interested in renting a shell scheme booth, please contact Jason Toh at [jtoh@isid.org](mailto:jtoh@isid.org) who will connect you with the exhibit builder for a quote.

## Exhibit Registration Includes

- Access to the Exhibition Hall
- Access to the Poster Exhibition
- Attendance at the Welcome Reception
- Coffee Breaks

## Private Meeting Suites

- Private Meeting Suites solely for ICID 2024 Sponsors are available for rental in the CTICC from 03 - 06 December, 2024.

Please let us know if you are interested and we will reach out to you.

## Exhibit Hall Schedule

### Set up

Sunday 01 December 2024	07:00 – 24:00
Monday 02 December 2024	09:00 – 17:00
Tuesday 03 December 2024	07:00 – 12:00

### Exhibit Hall Open (\*subject to changes)

Tuesday 03 December 2024	17:30 – 20:00
Wednesday 04 December 2024	09:00 – 17:00
Thursday 05 December 2024	09:00 – 17:00
Friday 06 December 2024	09:00 – 14:00

# Contact Us

For sponsorship and exhibition sales please contact

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International Congress on Infectious Diseases (ICID) 2024 website

[www.isidcongress.org](http://www.isidcongress.org)

International Congress on Infectious Diseases (ICID) 2024 Mobile App

**Event Code: ICID2024**



Apple



Android