Sponsorship Opportunities
About SIDP

The Society of Infectious Diseases Pharmacists (SIDP) is an association of pharmacists and allied healthcare professionals dedicated to promoting the appropriate use of antimicrobial agents.

Strategic Plan

Our Mission
ADVANCE infectious diseases pharmacy and LEAD antimicrobial stewardship in order to OPTIMIZE the care of patients.

Our Vision
Safe and effective antimicrobials for now and the future.

Help Society
Advance the discipline of infectious diseases as a foundation of medicine and public health to enhance the care of children and adults.

Help our Association
Advance the science of infectious diseases pharmacotherapy through research, education, and collaboration while adhering to the highest ethical standards.

Help our Profession
Enhance the educational and mentoring programs and promote collaboration and innovation for members and other professional colleagues.

Membership

SIDP is represented by members in integral roles on national and international committees concerning antimicrobial agents, including:

- FDA
  Anti-Infective and Anti-Viral Drugs Advisory Committee
- CDC
  Therapeutic Working Committees on Antimicrobial Resistance
- DHHS
  Committees on the Treatment of HIV Infection

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Membership

1,000+
members in hospital, academic, industry, government organization, and other practice settings across all 50 states and in 12 countries.

Web & Social Media Reach

SIDP.org
103,923
unique SIDP.org website views
Jan 2017 – Jan 2018

Twitter Following
2016–2019
2016
1,100+ Followers
2017
3,000+ Followers
2018
4,040+ Followers
2019
6,000+ Followers
SIDP 2018 Annual Meeting Summary

Keynote
Policy Advocacy for Your Community
Speakers:
Kavita K. Trivedi, MD, Principal, Trivedi Consults, LLC & Sanjay Ranchod, JD, Director and Counsel, Tesla

Other sessions included presentations on:

Dueling Recommendations: When to Use Dual Therapy
Speaker: Julie Ann Justo, PharmD, MS, BCPS (AQ-ID)

Adult Vaccines in 2018: Where Do We Start?
Speaker: Jeff Goad, PharmD, MPH, FAPhA, FISTM, FCPhA, FCSHP

Strategies to Decrease Vancomycin-Associated Nephrotoxicity – What Is Their Worth?
Speakers: Kari Mergenhagen, PharmD, BCPS (AQ-ID) and Emi Minejima, PharmD

Infectious Diseases Team Trivia
Douglas Slain, PharmD, BCPS, FCCP, FASHP

Attendees offered up to 3.5 live CE Credits.
Most lectures are also made available online as free CE for any pharmacist via www.proce.com/SIDPEC

Top Tweeters
SIDP was a sphere of influence during #IDWeek2018 & #SIDP2018

@merck @sidpharm @idweek2018 @khalideljaaly @drjrmarcelin @idpharmacist @erinmccreary @tmjones6 @absteward @carlosdelrio7

(SIDP members in bold)

4,828 tweets
726 tweeters
10,480 retweets

@SIDPharm with 6,000+ followers
Included live tweeting of interviews with speakers & thought leaders
## SIDP Annual Meeting
### Sponsorship Levels & Benefits

<table>
<thead>
<tr>
<th>Engagement via SIDP Annual Meeting Sponsorship</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
<th>Diamond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition Booth</td>
<td>included</td>
<td>included</td>
<td>included</td>
<td>included</td>
<td>included</td>
</tr>
<tr>
<td>Complimentary Attendee Registration</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
</tbody>
</table>

### Acknowledgements and Recognition during Annual Meeting

<table>
<thead>
<tr>
<th>Acknowledgements and Recognition during Annual Meeting</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
<th>Diamond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verbal acknowledgement by SIDP President during SIDP Annual Meeting Presentation</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>PowerPoint Recognition during SIDP Annual Meeting</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Website Recognition</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Half Page Color Advertisement in Meeting Materials</td>
<td>✔️</td>
<td></td>
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</tr>
<tr>
<td>Full Page Color Advertisement in Meeting Materials</td>
<td>✔️</td>
<td>✔️</td>
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</tr>
<tr>
<td>Floor signage</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Lanyards</td>
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<td>✔️</td>
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</table>

## Previous Sponsors
For Annual Meeting, Grants, & More

- Achaogen
- Allergan
- ALK
- Astellas Pharma
- BioFire Diagnostics
- bioMérieux
- Cepheid
- CutisPharma
- DoseMeRx
- ILUM Health Solutions
- Luminex Corporation
- Melinta Pharmaceuticals
- Ocean Spray
- Paratek Pharmaceuticals
- Sanford Guide
- Shionogi
- Synthetic Biologics
- Tetraphase Pharmaceuticals
- Vyera Pharmaceuticals
## SIDP Annual Meeting
### À La Carte Sponsorship Options

<table>
<thead>
<tr>
<th>Exhibition Booth</th>
<th>Marketing Opportunities</th>
<th>Break Sponsorship</th>
<th>Reception Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$1,500</strong></td>
<td><strong>Starting at $2,500</strong> per item type.</td>
<td><strong>$5,000</strong></td>
<td><strong>$20,000</strong></td>
</tr>
<tr>
<td>Booth in exhibition area for opportunity to engage directly with SIDP members.</td>
<td>Marketing on specific meeting materials is also available.</td>
<td>Full sponsorship of refreshment break with signage and booth in refreshment space and verbal acknowledgement prior to/post break.</td>
<td>Sponsorship of evening reception with exclusive signage and booth in reception space and verbal acknowledgement prior to and during reception.</td>
</tr>
<tr>
<td>Includes the following:</td>
<td>These include, but are not limited to:</td>
<td>These include, but are not limited to:</td>
<td>These include, but are not limited to:</td>
</tr>
<tr>
<td>• one complimentary attendee registration for the meeting (reception registration may be purchased separately)</td>
<td>• Attendee tote bags</td>
<td>• Attendee tote bags</td>
<td>• Attendee tote bags</td>
</tr>
<tr>
<td>• one 6’ table</td>
<td>• USB flash drives</td>
<td>• USB flash drives</td>
<td>• USB flash drives</td>
</tr>
<tr>
<td>• table linens</td>
<td>• Wi-Fi</td>
<td>• Wi-Fi</td>
<td>• Wi-Fi</td>
</tr>
<tr>
<td>• two chairs.</td>
<td>• Twitter wall</td>
<td>• Twitter wall</td>
<td>• Twitter wall</td>
</tr>
</tbody>
</table>

**Additional SIDP Annual Meeting Opportunities**

Inquire about custom sponsorship opportunities for the SIDP Annual Meeting or sponsoring specific continuing education programs at: [SIDP@affinity-strategies.com](mailto:SIDP@affinity-strategies.com)
Other Opportunities to Engage with SIDP

Research Sponsorship

$10,000 minimum

SIDP is dedicated to supporting high-quality, unbiased clinical research. SIDP will work with sponsors to target specific disease states and/or topics (e.g. rapid diagnostics) but cannot guarantee the use of licensed products. Many projects are published in national infectious diseases conferences and journals.

Review Process

- Committee consists of 20 active members with significant research experience along with 3 trainee members
- Grants are reviewed and scored in accordance with National Institutes of Health Review Criteria

Recent Publications from Grant-Supported Research


Continuing Education Sponsorship

Variable Amount

SIDP Education Center (SIDPEC™)

As part of our ongoing commitment to professional development, SIDP welcomes sponsors to propose topics for one-hour continuing education webinars with enduring content.

Options include:

- Prerecorded webinar
- Live webinar
- Live symposium at a national meeting

All three options will have enduring CE content made available on the SIDPEC website (which averages over 15,000 unique pageviews annually).

Enduring CE content provides a convenient method to disseminate educational material to a broader audience at a later date. Individual SIDPEC CE lectures typically reach over 400 additional healthcare practitioners during their lifetime online. The highest traffic is usually in October and November, coinciding with the posting of new material following the SIDP Annual Meeting.

CE for other disciplines (e.g. medicine, nursing) is also possible.

For more information or to suggest a potential CE topic, contact sidpec@gmail.com

Visit proce.com/SIDPEC to learn more
Other Opportunities to Engage with SIDP

**Novel Education Sponsorship**

Variable Amount

SIDP is committed to providing engaging communications to its audience.

Sponsors can partner with us to develop creative, educational communications, including but not limited to:

- Podcast episodes
- Twitter posts or “Tweetorials”

Visit sidp.org/Podcasts to listen to “The Itch,” a freely available SIDP podcast miniseries on penicillin allergy. This webpage is one of the Top 5 visited at sidp.org since its release.

Visit @SIDPharm on Twitter to join the conversation with our community of over 6,000 followers.

For more information on these novel opportunities, contact SIDP@affinity-strategies.com

**Residency/Fellowship Training Sponsorship**

$60,000 per post-graduate trainee

SIDP is committed to increasing opportunities for post-graduate training in infectious diseases. Sponsors can partner with us by providing $60,000 to fund one full residency or fellowship position.

- Smaller funding gifts will be combined with other sources to provide overall funding.
- Donor will be named in award grant, as well as formally during award presentation.

**Annual Giving Campaign**

Variable Amount

SIDP Research and Scholarship Fund

SIDP invites sponsors to join in our annual giving campaign. This fund will immediately go towards travel awards for SIDP trainees to attend and present research at the SIDP Annual Meeting.

Visit sidp.org/Donate to make a tax-deductible gift today!

**Website Sponsorship**

$10,000 per year

The SIDP website is available for sponsorship. In a typical month, the site has approximately 4,000 visits and 20,000 page views with an average of 3 page views per person.

Visit sidp.org to learn more.

**Sponsor Recognition**

Logo displayed at the bottom of each page with link to sponsor’s website.

**Additional Engagement Opportunities**

Have other ideas for how you'd like to partner with SIDP, but don't see them here?

Contact us for custom sponsorship opportunities at: SIDP@affinity-strategies.com