



# MAD-ID

MAKING A DIFFERENCE  
IN INFECTIOUS DISEASES®

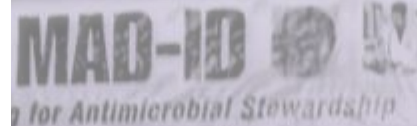
## Initiatives and Sponsorship Opportunities

[www.mad-id.org](http://www.mad-id.org)


*For sponsorship opportunities not listed in the prospectus,  
please contact:*

**Michael J. Rybak, PharmD, MPH, PhD** • [mrybak@mad-id.org](mailto:mrybak@mad-id.org)

**Kerry L. LaPlante, PharmD** • [klaplante@mad-id.org](mailto:klaplante@mad-id.org)



MAD-ID  
for Antimicrobial Stewardship



### Hospital-acquired Pneumonia: Implications of the Updated Guidelines

Thomas M. File, Jr., MD, MSc, MACP, FIDSA, FCCP

Chair, Infectious Disease Division

Summa Health System

Akron, OH

Chair, Infectious Disease Section

Northeast Ohio Medical University

# MAD-ID Mission & Vision

## **Vision:**

To Make a Difference in Infectious Diseases - A world where knowledge for the prevention and treatment of infections is accessible and ubiquitous.

## **Mission:**

To provide education and skills training to health care professionals concerning the prevention and treatment of infectious diseases in general, and antimicrobial stewardship, in specific. Participants of our programs should gain knowledge regarding antimicrobial resistance, develop strategies that can be employed to minimize the suboptimal use of antimicrobial agents and implement change at their respective practice sites to achieve positive patient outcomes.

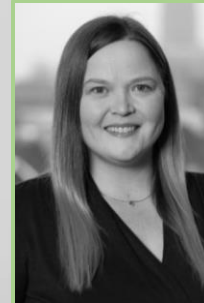
# MAD-ID Board of Directors



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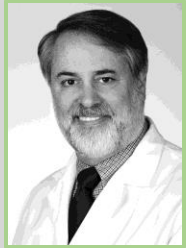


**CONTINUING EDUCATION**  
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Boston, MA



**EXECUTIVE COORDINATOR**  
**Lindsay Williams,**  
**BSc(Pharm)**  
Lake of the woods District Hospital  
Kenora, ON, Canada

# MAD-ID Scientific Committee



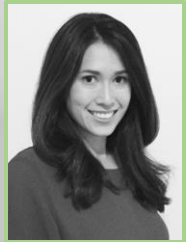
**John A. Bosso, PharmD, FCCP, FIDSA, FIDP**  
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School, New Brunswick, NJ



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Texas A&M College of Medicine  
Houston, TX



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Columbia School of Nursing  
New York – Presbyterian Hospital  
New York, NY



**Priya Nori, MD, FSHEA, FIDSA**  
Texas A&M Medical School  
Houston, TX



**Jacinda Abdul-Mutakabbir, PharmD, MPH, AAHIVP**  
University of California San Diego,  
San Diego, CA



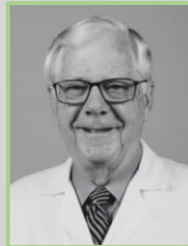
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Baptist Health South Florida  
Miami, FL



**Jason G. Newland, MD, MEd**  
Washington University  
St. Louis Children's Hospital  
St. Louis, MO



**Debra A. Goff, PharmD, FCCP**  
The Ohio State University  
Medical Center  
Columbus, OH



**Thomas M. File Jr. MD**  
Summa Health System  
Akron, OH  
Northeastern Ohio University College  
of Medicine  
Rootstown, OH

The **PURPOSE** of the MAD-ID Scientific Committee is to advise the MAD-ID Board of Directors on continuing professional education initiatives, including the program content and faculty as well as the organization's strategic planning.

# MAD-ID Engagement Opportunities

## Research Network



The MAD-ID Research Network has been established to enable nation-wide studies of antimicrobial stewardship practice and infectious diseases pharmacotherapy. Anyone is welcome to join.

### Goal

To establish a large network of various hospital types to share/gather data pertinent to antimicrobial stewardship and infectious diseases pharmacotherapy on a national level, and to perform research and benchmarking data.

For details, please contact Susan L. Davis, PharmD at [sdavis@mad-id.org](mailto:sdavis@mad-id.org)

# MAD-ID Engagement Opportunities

## Antimicrobial Stewardship Programs



*Designed to help practitioners who are currently or are planning to pursue antimicrobial stewardship activities.*

### Two levels

#### **BASIC PROGRAM**

Designed to teach the basic skills and provide an overview of antimicrobial stewardship practice needed to develop an Antimicrobial Stewardship Program.

#### **ADVANCED PROGRAM**

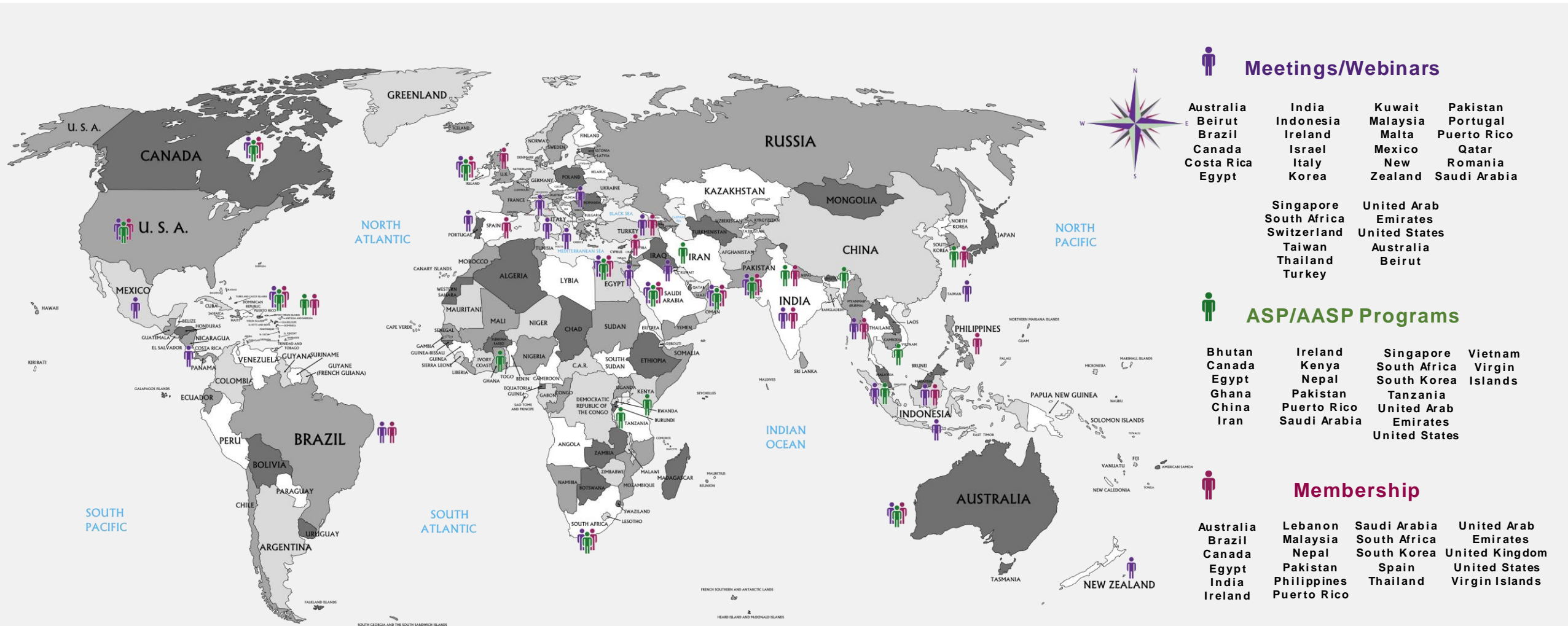
Designed to meet the needs of pharmacists, physicians, and other providers that have some antimicrobial stewardship experience and/or basic skills in this area. This program is delivered live at the MAD-ID Annual Meeting.

**MAD-ID** has awarded **700+** Basic program certificates, **450+** Advanced program certificates, and enrolled **3100+** health care practitioners between both programs.

For details and pricing options, please contact Alicia Hanrahan at [ahanrahan@agcomm.com](mailto:ahanrahan@agcomm.com) or 203-395-4587

# MAD-ID Engagement Opportunities

## Global Reach Programs



### Meetings/Webinars

- Australia
- Beirut
- Brazil
- Canada
- Costa Rica
- Egypt
- India
- Indonesia
- Ireland
- Israel
- Italy
- Korea
- Kuwait
- Malaysia
- Malta
- Mexico
- New Zealand
- Pakistan
- Portugal
- Puerto Rico
- Qatar
- Romania
- Saudi Arabia
- Singapore
- South Africa
- Switzerland
- Taiwan
- Thailand
- Turkey
- United Arab Emirates
- United States
- Australia
- Beirut

### ASP/AASP Programs

- Bhutan
- Canada
- Egypt
- Ghana
- China
- Iran
- Ireland
- Kenya
- Nepal
- Pakistan
- Puerto Rico
- Saudi Arabia
- Singapore
- South Africa
- South Korea
- Tanzania
- United Arab Emirates
- United States
- Vietnam
- Virgin Islands

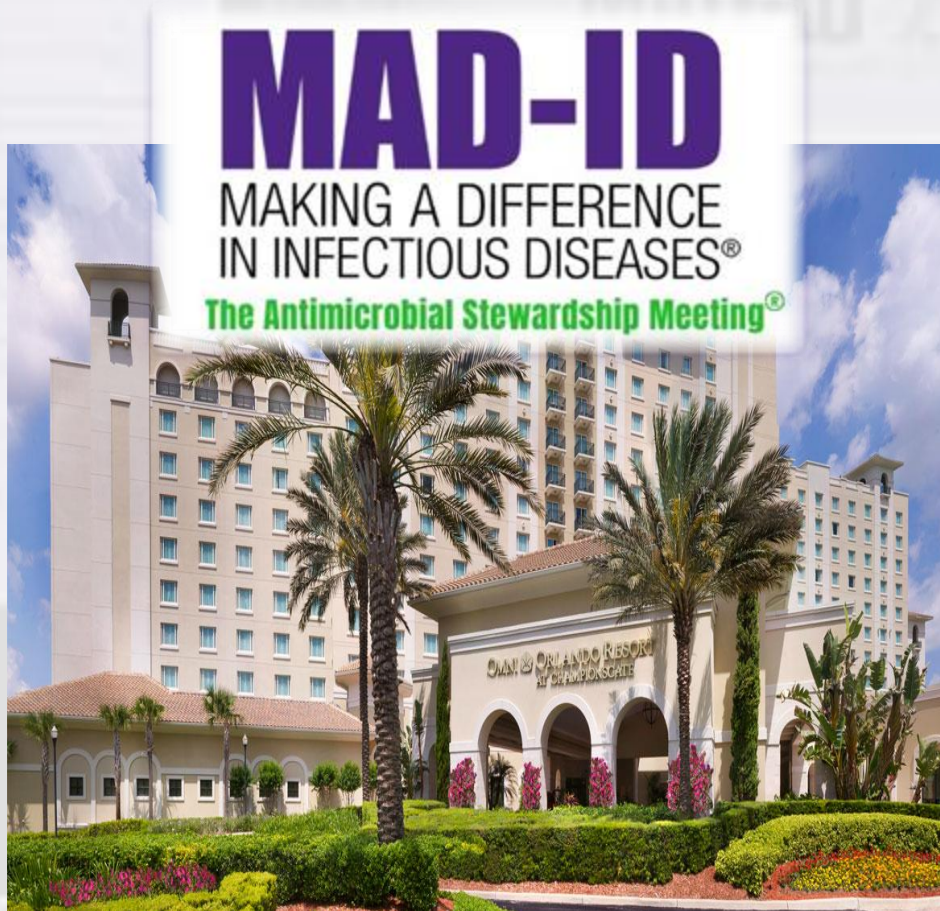
### Membership

- Australia
- Brazil
- Canada
- Egypt
- India
- Ireland
- Lebanon
- Malaysia
- Nepal
- Pakistan
- Philippines
- Puerto Rico
- Saudi Arabia
- South Africa
- South Korea
- Spain
- Thailand
- United Arab Emirates
- United Kingdom
- United States
- Virgin Islands

# MAD-ID Engagement Opportunities

## MAD-ID Annual Meeting

**MAD-ID**  
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**May 8-11, 2024 Omni Orlando at ChampionsGate, FL**

- 400-500+ attendees with a keen interest in the latest updates in antimicrobial therapy and stewardship
- Up to 20.5 **Continuing Pharmacy (2.05 CEU) or Medical Education hours**
- **Travel assistance grants** for full-time health professional students, residents and fellows that submit competitive abstracts accepted for presentation
- Pre-meeting and on-site **sponsorship** opportunities
- Satellite Symposia, Advisory Boards, Exhibit Booths and Theaters

For questions regarding CE or Satellites, please contact Alicia Hanrahan at [ahanrahan@agcomm.com](mailto:ahanrahan@agcomm.com) or 203-395-4587

For questions regarding abstracts, sponsorship or exhibiting, please contact Emily Milliot at [emilliot@agcomm.com](mailto:emilliot@agcomm.com) or 203-223-3201



# MAD-ID Annual Meeting



## Sponsorship Opportunities: On-site Sponsorship

### Sponsorship Levels



All levels include recognition in program materials, scrolling slides during the meeting, on-site signage, and listing in the Sponsor section in the conference app

<b>Welcome Reception</b>	\$40,000 sole sponsor \$20,000 co-sponsor	Sponsor recognition in program materials, conference app, and custom on-site event signage
<b>Scientific Poster Session Reception</b>	\$20,000 sole sponsorship	Sponsor recognition in program materials, conference app, and custom on-site event signage
<b>Coffee Breaks</b>	\$10,000 sole sponsor	Recognition in meeting materials, conference App, and custom on-site event signage
<b>Conference Wi-Fi</b>	\$10,000 sole sponsorship	Wi-Fi access in meeting space for 500 users (one device per person)
<b>Charging Stations (2 available)</b>	\$6,000 each	Exhibit hall charging kiosks, each with custom Sponsor branding and MAD-ID logo
<b>Photo Frame</b>	\$1,500, no sponsor limit	Life-sized photo frame to accommodate 3-5 people inside, custom branding which includes both MAD-ID and Sponsor logo

*Per PhRMA guidelines and the ACPE/ACCME Standards for Integrity and Independence in Accredited Continuing Education, if Sponsors would like to attend the meeting educational sessions and meal functions, they must register as an Attendee as the sponsor fee does not include conference registration or meals.*

For questions regarding sponsorship please contact Emily Milliot at [emilliot@agcomm.com](mailto:emilliot@agcomm.com) or 203-223-3201

# MAD-ID Annual Meeting

## Marketing Opportunities: On-site Marketing

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Promotional products will be branded with MAD-ID and Sponsor logos

*One sponsorship per item*

Hotel Room Keycards	\$5,000
Conference Bags	\$4,000
Lanyards	\$3,000
Water Bottles	\$4,000
Conference Bag Inserts	\$1,000
Post-it-notes	\$1,000
Pens	\$1,500
Hand Sanitizer	\$1,000
Masks	\$1,000



For questions regarding marketing, please contact Emily Milliot at [emilliot@agcomm.com](mailto:emilliot@agcomm.com) or 203-223-3201

# MAD-ID Annual Meeting

## Exhibitor Opportunities: On-site Exhibit Booths

All Exhibitors will be recognized in program materials, scrolling slides during the meeting, on-site signage, and listed in the Exhibitor section in the conference app.

*\*Island booths are not available.*



### Option 1

*(20) 10'x10' booths available, first come, first served*

#### Includes

- 10' x 10' pipe and drape exhibit area
- 8' High Backwall, 3' High Side Rails
- (1) 6' skirted table
- 2 Chairs and Wastebasket
- 17" x 22" Identification Sign
- Price: \$ 4,500 per booth

### Option 2

*(5) 10'x20' booths available, first come, first served*

#### Includes

- 10' x 20' pipe and drape exhibit area
- 8' High Backwall
- 3' High Side Rails
- (2) 6' skirted tables with 4 Chairs and Wastebasket
- 17" x 22" Identification Sign
- Price: \$ 7,500 per booth

*Per PhRMA guidelines and the ACPE/ACCME Standards for Integrity and Independence in Accredited Continuing Education, if Exhibitors would like to attend the meeting educational sessions and meal functions, they must register as an Attendee as the exhibit fee does not include conference registration or meals.*

For questions regarding exhibiting, please contact Emily Milliot at [emilliot@agcomm.com](mailto:emilliot@agcomm.com) or 203-223-3201

# MAD-ID Annual Meeting

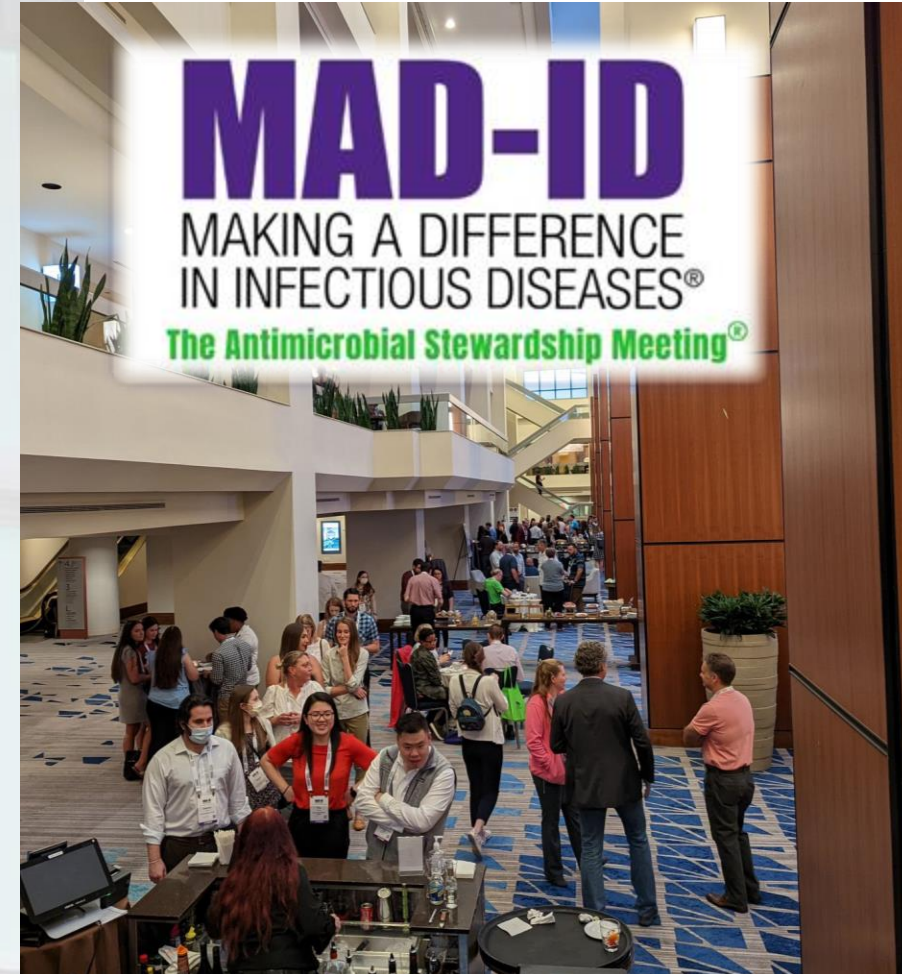
## Exhibitor Opportunities: On-site Exhibit Theater

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An Exhibit Theater offers the opportunity to provide additional education and engagement with attendees.	Theater #1	Thursday, May 9 <sup>th</sup> , 10:00 am - 10:30 am break
	Theater #2	Thursday, May 9 <sup>th</sup> , 3:00 pm - 3:30 pm break
	Theater #3	Friday, May 10 <sup>th</sup> 9:30 am - 10:00 am break
	Theater #4	Friday, May 10 <sup>th</sup> 3:00 pm - 3:30 pm break

**30-minute Exhibit Theater: \$ 10,000 Available first come, first served**  
(Price includes lectern, monitor, laptop, lavalier microphone, speaker, seating for 30-40 participants, and AV technician).

*Per PhRMA guidelines and the ACPE/ACCME Standards for Integrity and Independence in Accredited Continuing Education, if Exhibitors would like to attend the meeting educational sessions and meal functions they must register as an Attendee as the exhibit fee does not include your conference registration or meals.*



For questions regarding exhibit theaters, please contact Emily Milliot at [emilliot@agcomm.com](mailto:emilliot@agcomm.com) or 203-223-3201

# MAD-ID Annual Meeting

## Advertising Opportunities

### Daily E-newsletter

Company can select either of the following for inclusion in the daily newsletter:

- Logo (PNG or JPG and will be resized as needed)
- Banner (PNG or JPG, 580 x 150 pixels)

*May include a link to the Company's website or a video.*

*If multiple days are reserved, different logo(s) or banner(s) may be provided.*

Available reports:

- Number of people that opened each email
- Number of clicks for each logo/banner

#### Company Logo

\$500 – 1 day  
\$1000 – 2 days  
\$1250 – 3 days  
\$1500 – 4 days  
\$1750 – 5 days

#### Company Banner Ad

\$1000 – 1 day  
\$2000 – 2 days  
\$2500 – 3 days  
\$3000 – 4 days  
\$3500 – 5 days

### Meeting App (Cvent App)

#### Push Notification(s):

- Message(s) sent directly to attendees' mobile devices, scheduled in advance
- 140 characters max, includes spaces
- Push notification date/time order offered as first come, first served basis

\$350 per push notification

For questions regarding advertising, please contact Emily Milliot at [emilliot@agcomm.com](mailto:emilliot@agcomm.com) or 203-223-3201

# MAD-ID Annual Meeting

## Hotel Branding Opportunities



The Omni Orlando at ChampionsGate offers branding opportunities throughout the hotel. Examples include

- Elevator, escalator or column wraps
- Banners/signage
- Floor graphics

To discuss options that are available at the MAD-ID 2024 Annual Meeting, please contact Emily Milliot directly at 203-223-3201 or [emilliot@agcomm.com](mailto:emilliot@agcomm.com)

# MAD-ID Annual Meeting

## Satellite Symposia Opportunities

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Hosting a satellite symposium at the Annual Meeting offers the company an opportunity to invite the attendees at the annual meeting as well as any HCPs in the local Orlando area to the educational session. The symposium may be promotional or offer CE/CME credit to HCPs.

### Dates/times available:

Thursday, May 9<sup>th</sup>: Breakfast 6:15 am – 8:00 am,  
and Lunch 11:45 am – 12:30 pm

Friday, May 10<sup>th</sup>: Breakfast 6:15 am – 8:00 am,  
and Lunch 11:45 am – 12:30 pm

Saturday, May 11<sup>th</sup>: Breakfast 6:16 am – 8:00 am



For questions regarding satellites please contact Alicia Hanrahan at [ahanrahan@agcomm.com](mailto:ahanrahan@agcomm.com) 203-395-4587

# MAD-ID Annual Meeting

## Advisory Boards

Holding an advisory board at the MAD-ID annual meeting allows companies to engage with key opinion leaders that are at the annual meeting (speakers or attendees). The designated time slots are generally 3 hours in length.

Additionally, MAD-ID can assist with recommending advisors in the Orlando area or outside of the area that would be beneficial based on their experience/expertise in the subject matter. AG Communications, LLC can manage the logistics (recruitment, audiovisual, meals, travel if needed and payment of honoraria.)

### Dates/times available:

Tuesday, May 7<sup>th</sup>: Lunch 1:00 pm – 4:00 pm, and Dinner 5:30 pm – 8:30 pm

Wednesday, May 8<sup>th</sup>: Breakfast 8:00 am – 11:00 am, and Lunch 12:00 pm – 3:00 pm

Friday, May 10<sup>th</sup>: Dinner 5:30 pm – 8:30 pm

Saturday, May 11<sup>th</sup>: Lunch 1:00 pm – 4:00 pm

For questions regarding advisory boards, please contact Alicia Hanrahan at [ahanrahan@agcomm.com](mailto:ahanrahan@agcomm.com) or 203-395-4587



# MAD-ID Partnerships

MAD-ID appreciates the following organizations who collaborated with us to promote and present the MAD-ID 2023 Annual Meeting:



SOCIETY OF INFECTIOUS  
DISEASES PHARMACISTS



The Society for Healthcare  
Epidemiology of America



Alabama Infectious  
Diseases Society



PEDIATRIC INFECTIOUS  
DISEASES SOCIETY



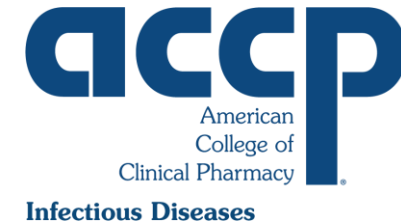
Alaska Antimicrobial  
Stewardship Collaborative



Center for Infectious Disease Research and Policy  
UNIVERSITY OF MINNESOTA



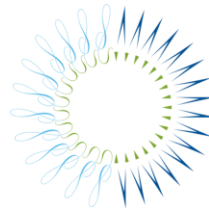
Peggy Lillis  
Foundation  
For *C. diff* Education & Advocacy



MAD-ID supports the United States Stakeholder Forum on Antimicrobial Resistance (S-FAR) group which includes active support for the PASTEUR Act, along with support for S-FAR's partners including: IDSA, BIO, The Cystic Fibrosis Foundation, Partnership to Fight Infectious Disease and the PEW charitable trusts.

## S-FAR

U.S. Stakeholder Forum on Antimicrobial Resistance



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## Initiatives and Sponsorship Opportunities

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*MAD-ID abstracts, sponsorship, exhibit or marketing inquiries please contact:*

**Emily Milliot at AG Communications, LLC**  
[emilliot@agcomm.com](mailto:emilliot@agcomm.com) / 203-223-3201

*MAD-ID Annual Meeting CE, satellite symposia or advisory board meeting inquiries please contact:*

**Alicia Hanrahan at AG Communications, LLC**  
[ahanrahan@agcomm.com](mailto:ahanrahan@agcomm.com) / 203-395-4587

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**Kerry L. LaPlante, PharmD • [klaplante@mad-id.org](mailto:klaplante@mad-id.org)**

