



Corporate Alliance Program Benefits 2021

AIM's Corporate Alliance Program offers an exceptional opportunity for private sector leaders and public health immunization leaders to work together to address health issues affecting our nation. By sponsoring AIM Leadership in Action Conference activities through the Corporate Alliance Program, you can demonstrate your company's commitment to collaborating with immunization programs and achieving shared goals.

AIM's Corporate Alliance Program is designed to ensure that companies of all sizes can participate. We offer four levels of membership and will work with your company individually to establish appropriate membership benefits.

| LEVEL | SUGGESTED SUPPORT |
|----------|-------------------|
| Platinum | \$25,000 or more |
| Gold | \$15,000 |
| Silver | \$10,000 |
| Bronze | \$5,000 |

Membership at all levels includes:

- Recognition by level on AIM's website (www.immunizationmanagers.org)
- Recognition by level in AIM's annual report
- Recognition by level in the AIM Leadership in Action Conference program
- Recognition by level on official sponsorship signage at the AIM Leadership in Action Conference
- Complimentary registrations for the AIM Leadership in Action Conference
- Subscription to the AIM Weekly Update newsletter
- Certificate of membership in the Corporate Alliance Program
- Use of Corporate Alliance Program logo on your website and promotional materials
- Participation on AIM Annual Update webinar
- Discussion forum on hot topics
- **NEW!** Monthly webinars with AIM Executive Director Claire Hannan

Additional benefits by membership level include:

| AIM Leadership in Action Conference Benefits | Platinum | Gold | Silver | Bronze |
|--|-----------|-----------|-----------|----------|
| Corporate Alliance business reception | ✓ | ✓ | | |
| Immunization program panel discussion | ✓ | ✓ | ✓ | ✓ |
| Exhibit | * | ✓ | ✓ | • |
| Complimentary conference registrations | 4 | 3 | 2 | 1 |
| Recognition of support | # | ✓ | ✓ | ✓ |
| Attendee lists | ✓ | ✓ | ✓ | ✓ |
| Annual Benefits | Platinum | Gold | Silver | Bronze |
| Opportunity to present to AIM members on a call or webinar | ✓ | | | |
| Opportunity to participate in Virtual Exhibit Hall webinar with state and local immunization program staff or focus group with immunization program staff volunteers | ✓ | ✓ | ✓ | • |
| Opportunity to submit resources and information to Corporate Alliance resource web library | ✓ | ✓ | ✓ | |
| Opportunity to submit Corporate Alliance member updates in AIM Weekly Update newsletter | 4 updates | 3 updates | 2 updates | 1 update |

* Platinum members have a double booth space and first choice of booth location

• Choose either focus group, Virtual Exhibit Hall, or exhibit at the AIM Leadership in Action Conference

Platinum members will receive a full-page flyer in the conference program and choose one event to sponsor (e.g., opening keynote, break, etc.)

Explanation of Benefits: AIM Leadership Conference

Join AIM members, immunization program staff, and immunization partners at the event of the year: the AIM Leadership in Action Conference! The conference offers numerous opportunities to increase the visibility of your products or services while supporting AIM. Participate in this year's conference as leaders of state, local, and territorial immunization programs come together to learn from each other, confront challenges, and discover leadership strategies to achieve success.

Due to the COVID-19 pandemic, the 2020 conference has been postponed until December 2021. The exact dates are TBA. AIM will work collaboratively with Corporate Alliance members to identify networking opportunities that are mutually beneficial for members and immunization program staff.

AIM Leadership in Action Conference benefits include:

Complimentary Conference Registrations

Corporate Alliance members are invited to participate in the AIM Leadership In Action Conference with complimentary conference registrations depending on membership level. The conference is an opportunity for key company staff to immerse themselves in the world of immunization programs and interact with program managers, staff, and leaders in the immunization field.

Platinum, Gold, Silver, and Bronze Benefit

Corporate Alliance Business Reception

This event is AIM's most popular networking event with immunization program managers! The business reception provides an opportunity for your company to discuss your products and services with small groups of program managers in an intimate and relaxed setting. The reception features roundtable discussions. Over 90% of programs attend this event. This high-profile event will provide great visibility for your company!

Platinum and Gold Benefit

Immunization Program Panel Discussion

A panel of immunization program managers will brief stakeholders on AIM and immunization program goals and priorities. This meeting provides the unique opportunity to discuss mutual goals and potential areas of collaboration. This is a great opportunity to learn about program managers!

Platinum, Gold, Silver, and Bronze Benefit

Conference Exhibits

Don't miss this great opportunity to network with program managers and showcase your company's products and services! Corporate Alliance members will enjoy exhibit space throughout the duration of the conference, providing ample opportunity to meet with attendees. Conference breaks will be staged in the exhibit space and are sure to draw a crowd. ***Platinum members have a double booth space, and first choice of booth location.***

Platinum, Gold, Silver, and Bronze Benefit

Recognition of Support

Your support is important. AIM will recognize your company's generous contribution at every available opportunity during the conference. Your company will be acknowledged as a Corporate Alliance member and valued AIM partner on conference signage, in the event program, and during the opening and closing remarks. ***Platinum members will receive a full-page flyer in the conference program and choose one event to sponsor e.g., (e.g., opening keynote, break, etc.).***

Platinum, Gold, Silver, and Bronze Benefit

Attendee Lists

Know your audience. AIM will supply Corporate Alliance members with a conference attendee list two weeks before and after the conference.

Platinum, Gold, Silver, and Bronze Benefit

“AIM's Corporate Alliance Program provides an excellent forum to communicate directly with LogTag Recorders' end users and customers. This direct feedback enables LogTag Recorders to better support AIM's development and implementation of sound immunization policies and programs.”

– Stephen Rader, VicePresident, LogTag Recorders

Explanation of Benefits: Annual Benefits

Corporate Alliance membership offers benefits year-round, providing your company with numerous opportunities to learn about and interact with immunization program managers and staff. Gain visibility and collaboration through the following annual benefits:

AIM General Membership Call or Webinar

Your company sets the agenda for a one-hour call or webinar with immunization program managers. AIM staff will work with you to help highlight successes in specific regions or states, or another topic of your choice.

Platinum Benefit

Virtual Exhibit Hall Webinar

Educate immunization program staff about your technology, services, or products. The AIM Virtual Exhibit Hall webinars provide companies designated time to market products between conferences and other in-person events. Archived events are available for a year and promoted among immunization program staff and providers. More information is available at immunizationmanagers.org/VirtualExhibitHall.

Platinum, Gold, and Silver Benefit

Focus Group

Need feedback from immunization programs on the value of your product or idea? AIM coordinates “market research focus groups” with immunization program staff volunteers to provide feedback on product development and implementation.

Platinum, Gold, and Silver Benefit

Resource Library

Provide valuable product information and resources to AIM members through the resource library—available on your company’s custom page on AIM’s website.

Platinum, Gold, and Silver Benefit

AIM Weekly Update

Stay up-to-date on programmatic successes and challenges by receiving the AIM Weekly Update newsletter. Corporate Alliance members can also submit short write-ups on your company and products for inclusion in the weekly newsletter, which is distributed to over 550 individuals, including immunization program managers, immunization program staff, and staff of partner organizations, including CDC.

Platinum, Gold, Silver, and Bronze Benefit

Annual Update Webinar

Improve your understanding of immunization program management by attending the annual update webinar. During the presentation, AIM leadership will discuss VFC- and state-related legislative issues and hot topics, followed by a question and answer period.

Platinum, Gold, Silver, and Bronze Benefit

Discussion Forum on Hot Topics

AIM will host calls/webinars to encourage discussion and information sharing on hot topics, such as the influenza season, vaccination coverage rates, outbreaks, and immunization media coverage. Immunization program staff, partners, and Corporate Alliance members will be invited to attend.

Platinum, Gold, Silver, and Bronze Benefit

Corporate Alliance Monthly Webinars

Join AIM Executive Director Claire Hannan to hear the latest on the immunization program landscape and ongoing COVID-19 AIM activities.

Platinum, Gold, Silver, and Bronze Benefit

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