



Association of  
Immunization  
Managers



## Corporate Alliance Program Benefits 2024

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 participating in 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 to maximize membership benefits.





### DIAMOND

**NEW!**

The AIM Corporate Alliance program's new Diamond level membership includes the highest level of access to all annual and conference-related Corporate Alliance benefits. Highlighted benefits:

- **Emerging Issues In-Person Summit:** An exclusive new opportunity for companies to engage with AIM senior staff and key immunization program managers to increase their understanding of public health immunization programs and receive feedback from immunization policy and programmatic experts at the national and jurisdictional level.
- **Corporate Alliance Business Reception:** A networking event that fosters substantive exchange of information between Corporate Alliance members and immunization program managers from across the country.
- **Virtual Exhibit Hall or Emerging Issue Webinar:** Educate immunization program staff about an emerging issue or the latest update for your technology, services, and/or products.

See the table below for all available benefits!

LEVEL	SUPPORT
 <b>Diamond</b>	\$50,000
 <b>Platinum</b>	\$30,000
 <b>Gold</b>	\$12,000
 <b>Silver</b>	\$6,000

### PLATINUM

Platinum level membership offers a high level of access to all annual and conference-related Corporate Alliance benefits. Highlighted benefits:

- **Corporate Alliance Business Reception:** A networking event that fosters substantive exchange of information between Corporate Alliance members and immunization program managers from across the country.
- **Virtual Exhibit Hall or Emerging Issue Webinar:** Educate immunization program staff about an emerging issue or the latest update for your technology, services, and/or products.
- **Five Complimentary Conference Registrations:** The AIM conference provides multiple networking opportunities, including a welcome happy hour, exhibit hall hours, a networking lunch, and evening reception in the exhibit hall. The conference also provides the opportunity to learn from program managers and their staff through participation in concurrent and breakout sessions, and to receive leadership development training.

See the table below for all available benefits!

For more information, please contact: Rachel Van Gundy, [rvangundy@immunizationmanagers.org](mailto:rvangundy@immunizationmanagers.org)

## GOLD

Gold level membership offers opportunities for companies to engage with AIM members year-round and at the annual AIM Leadership in Action Conference. Highlighted benefits:

- **Monthly Corporate Alliance Webinars and Annual Corporate Alliance Update Webinar:** Your company will regularly hear from AIM leadership about the immunization program landscape, hot topics, and can ask questions to improve your understanding of immunization program management.
- **AIM Website:** Your company will be recognized as a Corporate Alliance member and valued partner on AIM's website, have your products and services featured in the AIM website product directory, and have access to the Corporate Alliance Resource Hub.
- **Three Complimentary Conference Registrations:** The AIM conference provides multiple networking opportunities, including a welcome happy hour, exhibit hall hours, a networking lunch, and evening reception in the exhibit hall. The conference also provides the opportunity to learn from program managers and their staff through participation in concurrent and breakout sessions, and to receive leadership development training.

See the table below for all available benefits!

## SILVER

Silver level membership offers the opportunity for companies to increase the visibility of their products and engage with AIM members, immunization program staff, and immunization partners at the AIM Leadership in Action Conference. Highlighted benefits:

- **One Complimentary Conference Registration:** The AIM conference provides multiple networking opportunities, including a welcome happy hour, exhibit hall hours, a networking lunch, and evening reception in the exhibit hall. The conference also provides the opportunity to learn from program managers and their staff through participation in concurrent and breakout sessions, and to receive leadership development training.
- **Complimentary Exhibit Booth:** 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 multiple opportunities to meet with attendees.

See the table below for all available benefits!



## Benefits by membership level:

Benefits	Diamond	Platinum	Gold	Silver
Emerging Issues In-Person Summit	✓			
Virtual Exhibit Hall or Emerging Issue Webinar	✓	✓		
Participation in Monthly Corporate Alliance Webinar	✓	✓	✓	
Participation in Annual Corporate Alliance Update Webinar	✓	✓	✓	
Corporate Alliance Resource Hub	✓	✓	✓	
Subscription to the AIM Weekly Partner Update	Unlimited	6	4	2
AIM Weekly Update Newsletter Submission	3	2	1	
AIM Website Product Directory on Website	✓	✓	✓	✓
Recognition by Level on Website	✓	✓	✓	✓
Use of Corporate Alliance Program Logo	✓	✓	✓	✓
Complimentary Conference Registrations	8	5	3	1
Conference Exhibit Booth	Double	Double	Single	Single
Corporate Alliance Business Reception	✓	✓		
Full-Page Ad in Conference Newsletter	✓	✓		
Recognition of Support in Conference Materials	✓	✓	✓	✓
Conference Attendee Lists	✓	✓	✓	✓

## Explanation of Benefits

### Emerging Issues In-Person Summit *New Diamond Exclusive!*

Join AIM senior staff and a select group of immunization program managers to discuss emerging issues, including federal and state legislative trends, present and future public health immunization challenges and goals, and programmatic promising practices and lessons learned. Review trends in immunization coverage rates across the lifespan and brainstorm innovative approaches to increasing and sustaining disease prevention success. Each Diamond level member will be able to host a discussion or focus group session exclusively focused on their company's goals, challenges, and/or emerging products. This is a unique opportunity to increase your understanding of public health immunization programs and receive feedback from immunization policy and programmatic experts at the national and jurisdictional levels.

### Virtual Exhibit Hall or Emerging Issue Webinar *Diamond, Platinum*

Educate immunization program staff about an emerging issue or the latest update for your technology, services, and/or products. The AIM Virtual Exhibit Hall webinars provide companies with time to market products between conferences and other in-person events. Archived events are available for a year and promoted among immunization program managers and staff. If preferred, your company can submit a pre-recorded webinar to be posted on the AIM website.

### Monthly Corporate Alliance Webinar *Diamond, Platinum, Gold*

Join AIM leadership to hear the latest on the immunization program landscape, discuss hot topics, hear timely updates about the Corporate Alliance program and AIM Leadership in Action Conference, and follow with a Q&A.

### Annual Corporate Alliance Update Webinar *Diamond, Platinum, Gold*

Improve your understanding of immunization program management by attending the annual update webinar. During the presentation, AIM leadership will share the organization's year in review, discuss current hot topics in the immunization environment, and follow with a Q&A.

### Corporate Alliance Resource Hub *Diamond, Platinum, Gold*

Access the Corporate Alliance member-only section of the AIM website that houses archived Corporate Alliance monthly webinars, conference information, and other relevant resources for Corporate Alliance members.

### AIM Weekly Update Newsletter *All levels*

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

### AIM Website Product Directory *All levels*

Highlight your company's products and services that support the efforts of our immunization program leaders. Include descriptions of your tools, technology, and resources that address immunization challenges around vaccine education and implementation.

### Recognition by Level *All levels*

AIM will recognize your company's generous support and ongoing partnership throughout the year. Avenues for recognition by level include AIM's website and annual report.



# Explanation of Benefits

## Use of Corporate Alliance Program Logo *All levels*

Identify your company as a partner of AIM and immunization programs by using the Corporate Alliance program logo on your website and promotional materials.

## Complimentary Conference Registrations *All levels*

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. All levels of the Corporate Alliance program receive the benefit of attending, participating, and exhibiting at the annual AIM Leadership in Action Conference (specific benefits vary by membership level). The AIM conference provides multiple networking opportunities, including a welcome happy hour, exhibit hall hours, a networking lunch, and an evening reception in the exhibit hall. The conference also provides the opportunity to learn from program managers and their staff through participation in concurrent and breakout sessions and to receive leadership development training. 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. Find the latest information about the 2024 AIM Leadership in Action Conference by visiting the [AIM website](#). AIM will work collaboratively with Corporate Alliance members to identify networking opportunities that are mutually beneficial for you and immunization program staff.

## Exhibit Booths *All levels*

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 multiple opportunities to meet with attendees. Conference breaks will be staged in the exhibit space and are sure to draw a crowd. Diamond and Platinum members have double booth space.

## Corporate Alliance Business Reception *Diamond, Platinum*

This reception is AIM's most popular networking event! The business reception fosters a substantive exchange of information between Corporate Alliance members and immunization program managers from across the country. This event is 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 and is highly attended by immunization program managers. This high-profile event will provide great visibility for your company!

## Recognition of Support in Conference Materials *All levels*

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 in event marketing materials. Diamond and Platinum members receive a full-page advertisement in the conference newsletter.

## Conference Attendee Lists *All levels*

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