



# 2024 Exhibitor Prospectus





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## ABOUT AIM

The Association of Immunization Managers (AIM) is a nonprofit membership association comprised of the directors of the 64 federally funded state, territorial, and local public health immunization programs. AIM's members represent 50 states, 6 major cities, and 8 territories/freely associated states.

AIM's mission is through national leadership, advocacy, collaboration, and a collective voice, AIM represents and supports immunization programs in the development and implementation of effective immunization policies, programs, and practices.

## ABOUT THE LEADERSHIP IN ACTION CONFERENCE

Join AIM members, immunization program staff, and immunization partners at the 2024 AIM Leadership in Action Conference! The conference provides a great opportunity to increase the visibility of your products/services while supporting AIM.

Attendees come for leadership development training, collaborative meeting opportunities with colleagues, face-to-face time with the Centers for Disease Control and Prevention (CDC) and other federal partners, and networking opportunities with partners in the immunization space. Networking events include exhibit hall hours, a networking lunch, and an evening reception in the exhibit hall. The conference also provides exhibitors the opportunity to learn from program managers and their staff through participation in concurrent breakout sessions and to receive leadership development training.

Participate in this year's conference where state, local, and territorial immunization program leaders come together to learn from each other, confront challenges, and discover leadership strategies to achieve success. Typically, the 250-300 attendees include the 64 AIM members and their staff, CDC staff and leadership, nonprofit partners, and Corporate Alliance members. The 2024 conference will be held at the [Hyatt Regency New Orleans](#) in New Orleans, Louisiana. Visit [AIM's website](#) for information about registration, hotel accommodations, and more!

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## TYPES OF EXHIBITORS

### AIM CORPORATE ALLIANCE MEMBERS

For-profit companies can exhibit at the conference through AIM's [Corporate Alliance program](#). AIM's Corporate Alliance program offers a unique 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, your company can demonstrate its 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. 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 Corporate Alliance program runs on a calendar year, which means there is still time to join before the 2024 conference! We recommend reading the [2024 Corporate Alliance Benefits Brochure](#) to learn about the benefits for each level. If your company is only interested in engaging with AIM members at the conference, our Silver level is designed for you. This level includes one conference registration, one exhibit booth, recognition of support in conference materials, conference attendee lists, use of the Corporate Alliance program logo, recognition by level on AIM's website, and use of AIM's product directory.

Contact [Rachel Van Gundy](#) if you are interested in joining at any level. All new Corporate Alliance memberships and current Corporate Alliance membership upgrades must be submitted by November 1, 2024, to receive applicable conference benefits.

### NONPROFIT PARTNERS

Nonprofit organizations in the immunization space are invited to exhibit at the conference for a discounted rate of \$1,500. This rate includes one conference registration, one exhibit booth, and conference attendee lists.

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# EXHIBIT SCHEDULE

*Note: These times are tentative and subject to change*

## SET UP:

- Monday, December 9, 2-5 pm
- Tuesday, December 10, 8-10 am

## ANTICIPATED EXHIBIT PERIODS:

*\*AIM expects all exhibit booths to be staffed during the following times.*

- Tuesday, December 10, 3-4 pm
- Wednesday, December 11
  - 10:30-11 am
  - 12-1 pm
  - 2:30-3 pm
  - 4:30-6:30 pm

## BREAK DOWN:

- Thursday, December 12, 7:30-9 am



# EXHIBIT SPECIFICATIONS

## INCLUDED BENEFITS & MATERIALS

All exhibitors will have access to the following:

- Conference attendee lists before and after the conference.
- Complimentary conference registrations. Note that exhibitor registrations allow access to the full conference and exhibitors are encouraged to attend conference sessions during non-exhibit periods. Additional registrations can be purchased from the [AIM Conference webpage](#). Complimentary registrations included for each Corporate Alliance level:
  - **1** for Silver-level members (and nonprofit partners)
  - **3** for Gold-level members
  - **5** for Platinum-level members
  - **8** for Diamond-level members
- One draped 6' x 30" table and two chairs. All display materials must fit within the allotted exhibit space. Appropriate exhibit materials include table-top display, fast-fold exhibit booth not exceeding 8', and pull-up banners. If you have a question about whether your exhibit materials are appropriate, please ask. There is no pipe and drape, these are table-top exhibit spaces. Power and A/V packages are not included, but can be ordered.
  - Double exhibit booths are available to Platinum- and Diamond-level Corporate Alliance members.

AIM Corporate Alliance members should refer to the [2024 Corporate Alliance Benefits Brochure](#) for additional conference-related benefits that are included with their membership level.

All new Corporate Alliance memberships and current Corporate Alliance membership upgrades must be submitted by **November 1, 2024**, to receive applicable conference benefits.



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## SPACE ASSIGNMENTS

Prior to the conference, your company's point of contact will receive an email from AIM with the exhibit hall layout and your company's space assignment. Corporate Alliance members should notify AIM as soon as possible of any company restrictions on distance from competitors or other requirements. Please also notify AIM if you will require storage space for shipping containers, pallet jacks, or other materials not specified in this prospectus.

## CONTACT AIM

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