



Association of  
Immunization  
Managers

# 2025 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 2025 AIM Leadership in Action Conference! The conference provides a great opportunity to increase the visibility of your products and services while supporting AIM.

Attendees come for leadership development training, collaborative meeting opportunities with colleagues, and networking opportunities with national and nonprofit partners in the immunization space. Networking events include exhibit hall hours, a networking lunch, an evening reception in the exhibit hall, and more. 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, national partners, nonprofit partners, and AIM Alliance partners. The 2025 conference will be held at the Riviera Resort & Spa Palm Springs in Palm Springs, California. Visit [AIM's website](#) for information about registration, hotel accommodations, and more!

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# TYPES OF EXHIBITORS

## AIM ALLIANCE

For-profit organizations can exhibit at the conference through the [AIM Alliance](#) program. The AIM Alliance 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 AIM Alliance program, your organization can demonstrate its commitment to collaborating with immunization programs and achieving shared goals. The AIM Alliance is designed to ensure that organizations of all sizes can participate. AIM offers four levels of membership and will work with your organization to maximize membership benefits. All levels of the AIM Alliance receive the benefit of attending, participating, and exhibiting at the annual AIM Leadership in Action Conference (specific benefits vary by membership level).

AIM Alliance participation runs through the calendar year, which means there is still time to join and start enjoying the benefits, including attending the conference in December. AIM recommends reading the [2025 AIM Alliance Benefits Brochure](#) to learn about the benefits for each level.

Contact [Rachel Van Gundy](#) if you are interested in joining at any level. All new AIM Alliance partnerships and current AIM Alliance partnership upgrades must be submitted by September 19, 2025, 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 \$1,200. This rate includes one conference registration, one exhibit booth, and conference attendee lists.

Contact [Rachel Van Gundy](#) if you are interested in exhibiting. All exhibit requests must be submitted by September 19, 2025, and are subject to approval by AIM leadership.

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# EXHIBIT SCHEDULE

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

## SET UP:

- Monday, December 8, 2-5 pm
- Tuesday, December 9, 8 am-12 pm

## ANTICIPATED DEDICATED EXHIBIT PERIODS:

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

- Tuesday, December 9, 3-4 pm
- Wednesday, December 10
  - 10:30-11 am
  - 12-1 pm
  - 2:30-3 pm
  - 4-6 pm

## BREAK DOWN:

- Thursday, December 11, 8 am-12 pm *(please do not break down your exhibit prior to this period without prior approval from AIM)*





# 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 AIM Alliance level:
  - **8** for Diamond level
  - **5** for Platinum level
  - **3** for Gold level
  - **1** for Silver level and nonprofit partners
- One 8' x 30" table, two chairs, and house linens. All display materials must fit within the allotted exhibit space. Appropriate exhibit materials include tabletop display, a 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 tabletop exhibit spaces.
- Garbage cans and water stations will be provided. Power and A/V packages are not included, but can be ordered.
  - Double exhibit booths are available to Platinum- and Diamond-level Alliance partners.

AIM Alliance partners should refer to the [2025 AIM Alliance Benefits Brochure](#) for additional conference-related benefits that are included with their partnership level.

All new Alliance partnerships and current Alliance partnership upgrades must be submitted by  
**September 19, 2025**, to receive applicable conference benefits.





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## ON-SITE EXHIBIT SUPPORT

Prior to the conference, AIM will distribute an exhibitor kit containing important details about the exhibit hall layout, space assignments, hotel shipping and storage services, package pick-up, post-conference shipping, A/V and electrical packages, and other on-site logistics. Alliance partners should inform AIM as soon as possible of any company-specific requirements, such as proximity restrictions from competitors. If you anticipate needing storage space, pallet jacks, or other materials not outlined in this prospectus, please notify AIM so we can make every effort to accommodate your needs.

## CONTACT AIM

Julia Donavant, Research & Development Coordinator

[jdonavant@immunizationmanagers.org](mailto:jdonavant@immunizationmanagers.org)

Rachel Van Gundy, Research & Development Coordinator

[rvangundy@immunizationmanagers.org](mailto:rvangundy@immunizationmanagers.org)

