



Association of  
Immunization  
Managers

## AIM Alliance Benefits 2026



The AIM Alliance offers organizations the opportunity to demonstrate their commitment to public health, stay informed on immunization program developments, engage with key decision-makers, and enhance the visibility of their products and services while contributing to strengthening immunization efforts nationwide. With four levels of partnership available, we ensure organizations of all sizes can participate and will work with you to maximize your benefits.

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

“The AIM Alliance has helped our organization strengthen our connection with the immunization community by providing valuable opportunities for collaboration, learning, and shared innovation. Through AIM, we’ve gained deeper insight into the challenges and priorities of immunization programs, which has directly informed how we design and enhance our public health solutions.”

– 2025 Gold Level AIM Alliance Partner

“Through the AIM Alliance, we have been able to engage with decision makers at public health agencies throughout the country.”

– 2025 Silver Level AIM Alliance Partner



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

## Benefits by Level

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

# Explanation of Benefits

## Emerging Issues In-Person Summit *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 partner will be able to host a discussion or focus group session exclusively focused on their organization'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 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 partners with the 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.

## AIM Alliance Business Reception *Diamond, Platinum*

This reception is AIM's most popular networking event. The business reception fosters a substantive exchange of information between AIM Alliance partners and immunization program managers. This event is an opportunity for your organization to discuss your products and services with several 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 provides great visibility for your organization!

## Product Highlight Video *Diamond, Platinum, Gold*

Submit a video, up to 10 minutes in length, for inclusion in the AIM Product Directory. This benefit allows partners to spotlight their products, share key organization information, or provide updates on their latest innovations. Videos are featured on the AIM website and promoted to AIM members through the Weekly Update newsletter, offering ongoing exposure and an engaging way to reach immunization program managers and staff.

## Monthly AIM 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 AIM Alliance program and AIM Leadership in Action Conference, and follow with a Q&A.

## Annual AIM 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.

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

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

## AIM Weekly Update Newsletter *All levels*

Stay up-to-date on programmatic successes and challenges by receiving the AIM Weekly Update newsletter. Select AIM Alliance partners can also submit short write-ups on their organization 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.

# Explanation of Benefits

## AIM Website Product Directory *All levels*

Highlight your organization's products and services that support the efforts of 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 organization's generous support and ongoing partnership throughout the year. Recognition by level includes AIM's website, annual report, and conference signage.

## Use of AIM Alliance Logo *All levels*

Identify your organization as a partner of AIM and immunization programs by using the AIM Alliance 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 annual conference offers numerous opportunities to increase the visibility of your products or services while supporting AIM. All levels of the AIM Alliance receive the benefit of attending, participating, and exhibiting (specific benefits vary by level). The AIM conference provides multiple networking opportunities, including a welcome event, 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 unique plenaries, breakout sessions, leadership development training, and more. Alliance partners can participate in the conference, where 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 AIM Leadership in Action Conference by visiting the [AIM website](#). AIM will collaborate with AIM Alliance partners 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 organization's products and services at an AIM Leadership in Action conference booth! AIM Alliance partners 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 level partners have double booth space.

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

AIM will recognize your organization's generous contribution at every available opportunity during the conference. Your organization will be acknowledged as a valued AIM Alliance partner on conference signage, in the event program, and in event marketing materials. Diamond and Platinum partners receive a full-page advertisement in conference email communications.

## Conference Attendee Lists *All levels*

AIM will supply AIM Alliance partners with a conference attendee list before and after the conference.