



Association of
Immunization
Managers

AIM Alliance 2027 Annual Benefits

About AIM Alliance

The AIM Alliance program connects organizations with the leaders of the 66 federally funded immunization programs. Through exclusive events, educational opportunities, increased visibility, and direct engagement with immunization program professionals, Alliance partners can build relationships, better understand program needs, and share solutions that support public health.

What Alliance Partners Gain

- **Connect** with immunization program leaders and staff.
- **Learn** about emerging issues and program priorities.
- **Engage** through exclusive events and educational opportunities.
- **Showcase** your organization's products, services, and solutions.

Choose the Level That Fits Your Goals

Diamond
\$50,000

Platinum
\$30,000

Gold
\$12,000

Silver
\$6,000

What AIM Alliance Partners Say

“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.”

Ready to join the AIM Alliance?

Complete the AIM Alliance application at <https://bit.ly/AIMAllianceApplication> to get started.

For questions, email Rachel Van Gundy at rvangundy@immunizationmanagers.org.

Benefits at a Glance

Benefits	Diamond	Platinum	Gold	Silver
Emerging Issues Summit	✓	⊘	⊘	⊘
Virtual Exhibit Hall Webinar	✓	✓	⊘	⊘
Product Highlight Video	✓	✓	✓	⊘
Monthly AIM Alliance Webinar	✓	✓	✓	⊘
Annual AIM Alliance Update Webinar	✓	✓	✓	⊘
AIM Alliance Resource Hub	✓	✓	✓	⊘
Weekly Update Newsletter Submission	3	2	1	⊘
Weekly Update Newsletter Subscription	✓	✓	✓	✓
Product Directory	✓	✓	✓	✓
Recognition by Level	✓	✓	✓	✓
Use of AIM Alliance Logo	✓	✓	✓	✓



Benefits at a Glance

AIM Leadership in Action Conference

The AIM Leadership in Action Conference brings together immunization program leaders, staff, national and nonprofit partners, and AIM Alliance partners for leadership development, collaboration, and networking. Alliance partners can attend, participate, and exhibit at the conference, with specific benefits varying by partnership level. Conference activities include exhibit hall hours, networking events, leadership development training, and opportunities to learn from immunization program leaders and their staff.

Benefits	Diamond	Platinum	Gold	Silver
AIM Alliance Business Reception	✓	✓	✗	✗
Full-Page Ad in Conference Communications	✓	✓	✗	✗
Complimentary Registrations	8	5	3	1
Conference Exhibit Booth	Double	Double	Single	Single
Recognition in Conference Materials	✓	✓	✓	✓
Conference Attendee Lists	✓	✓	✓	✓



Explanation of Benefits

Emerging Issues Summit | Available to: Diamond

Participate in a day-long, in-person meeting that brings together AIM senior staff, a select group of immunization program managers, and Diamond-level Alliance partners. The summit fosters cross-sector dialogue and highlights perspectives on the current immunization environment, including policy developments, program challenges and successes, and opportunities for stronger collaboration. Each Diamond-level Alliance partner has the opportunity to host a small-group breakout session focused on a topic of their choice, creating space for candid discussion and feedback.

Virtual Exhibit Hall Webinar | Available to: Diamond, Platinum

Educate immunization program staff through an informational webinar hosted and promoted by AIM. Alliance partners may develop and deliver a presentation on vaccine-related products, services, emerging issues, or new developments, with flexibility to shape the session's content and agenda. With permission from the presenting organization and speakers, recordings are posted to AIM's website for up to one year as a resource for immunization programs.

Product Highlight Video | Available to: Diamond, Platinum, Gold

Highlight your organization, products, services, or innovations through a video of up to ten minutes. Videos are featured in the AIM Product Directory and promoted through the Weekly Update newsletter, providing an engaging way to share information with immunization program managers and staff.

Monthly AIM Alliance Webinar | Available to: Diamond, Platinum, Gold

Stay connected with AIM leadership through monthly webinars featuring updates on the immunization landscape and AIM Alliance activities. Alliance partners have an opportunity to hear directly from AIM leadership, learn about current priorities and developments affecting immunization programs, and participate in discussion and Q&A with AIM and other Alliance partners.

Annual AIM Alliance Update Webinar | Available to: Diamond, Platinum, Gold

Gain a deeper understanding of AIM's work, priorities, and the evolving immunization landscape through an annual webinar designed for AIM Alliance partners. AIM leadership shares a year in review and looks ahead to priorities and activities for the coming year, giving partners time to hear directly from AIM leadership, ask questions, and engage in discussion.

AIM Alliance Resource Hub | Available to: Diamond, Platinum, Gold

Access the AIM Alliance Resource Hub, a dedicated online library of resources designed to keep partners informed and connected. The Resource Hub includes recordings of monthly and annual Alliance webinars, benefit-specific guidance, a calendar of upcoming AIM events, an archive of Weekly Updates newsletters, and additional resources available exclusively to Alliance partners.

Explanation of Benefits

Weekly Update Newsletter Submission | Available to: Diamond (3), Platinum (2), Gold (1)

Share information about your organization, products, or services with immunization program managers and staff through the member edition of the AIM Weekly Update. Eligible partners receive a set number of submissions each year, providing a direct way to reach the immunization programs AIM serves.

Weekly Update Newsletter Subscription | Available to: Diamond, Platinum, Gold, Silver

Stay informed through the partner edition of the AIM Weekly Update, which shares timely news, resources, and developments from across the immunization community.

Product Directory | Available to: Diamond, Platinum, Gold, Silver

Highlight your organization's products, services, tools, technology, and resources through the AIM Product Directory. Partners can showcase solutions that support immunization programs and address challenges related to vaccine education, implementation, and public health.

Recognition by Level | Available to: Diamond, Platinum, Gold, Silver

Receive recognition as an AIM Alliance partner throughout the year. AIM recognizes partner organizations according to their support level across available channels, including the AIM website, annual report, and conference signage.

Use of AIM Alliance Logo | Available to: Diamond, Platinum, Gold, Silver

Identify your organization as an AIM Alliance partner by using the AIM Alliance logo on your website and promotional materials. The logo provides a visual way to demonstrate your organization's partnership with AIM and support for immunization programs.



Explanation of Benefits at the AIM Leadership in Action Conference

AIM Alliance Business Reception | Available to: Diamond, Platinum

Engage with immunization program managers through roundtable discussions and networking in an intimate, relaxed setting. The reception serves as a space to exchange information, discuss products and services, and build relationships with immunization program leaders.

Full-Page Ad in Conference Communications | Available to: Diamond, Platinum

Increase your organization's visibility through a full-page advertisement in an AIM Leadership in Action Conference email communication. This benefit provides Diamond and Platinum partners with an additional opportunity to bring awareness to their organization, products, services, or solutions.

Complimentary Registrations | Available to: Diamond (8), Platinum (5), Gold (3), Silver (1)

Attend the AIM Leadership in Action Conference at no additional cost alongside immunization program leaders, staff, and partners. Alliance partners receive complimentary registrations based on their partnership level. Partners can learn, network, participate, and engage throughout the event.

Conference Exhibit Booth | Available to: Diamond (2), Platinum (2), Gold (1), Silver (1)

Showcase your organization's products and services through exhibit space at the AIM Leadership in Action Conference. Partners can connect and engage with conference attendees throughout the event, especially during exhibit hall hours and conference activities held in the exhibit hall. Double and single exhibit booths are available depending on partnership level.

Recognition in Conference Materials | Available to: Diamond, Platinum, Gold, Silver

Receive recognition as an AIM Alliance partner throughout the AIM Leadership in Action Conference. Partner organizations are acknowledged through available conference channels, including event signage, the program, and event marketing materials.

Conference Attendee Lists | Available to: Diamond, Platinum, Gold, Silver

Receive AIM Leadership in Action Conference attendee lists before and after the conference. The lists provide Alliance partners with information about participating attendees and can support continued one-on-one engagement and intentional follow-up with immunization program professionals after the event.

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