



### ***What is the AIM Virtual Exhibit Hall?***

The AIM Virtual Exhibit Hall is a one-hour webinar series produced by AIM to allow companies to educate Immunization Program Managers (PMs) and staff about their products. Each Virtual Exhibit Hall webinar will feature up to two different companies sharing their product in 20 minute presentations. To the extent possible, each installment will focus on a combination of product related to vaccine storage and handling (e.g., continuous temperature-monitoring devices, freezers, transportation packaging, etc.) that meets the minimum requirements for use in the Vaccines For Children (VFC) Program. Other installments may focus on vaccine pharmaceuticals and tools/technologies for collecting patient and vaccine information (e.g., barcode and magnetic card scanning, software applications, etc.).

### ***How do immunization programs benefit from the AIM Virtual Exhibit Hall?***

Participation in an AIM Virtual Exhibit Hall allows immunization program managers and staff to view and learn about new equipment and products designed for vaccine storage, handling, transportation, and monitoring and collecting patient and vaccine information.

### ***How will companies benefit from the AIM Virtual Exhibit Hall?***

Companies lack structured opportunities to educate PMs about available products and to gain understanding of the specific needs of providers enrolled in the VFC Program. Each event is designed so participants can provide feedback during and after the event. Feedback from PMs helps companies to design products to meet actual needs.

### ***Who can attend the AIM Virtual Exhibit Hall?***

Participation in webinars is strictly voluntary and is open to the 64 state, local and territorial IP staff. PMs are encouraged to share event information with other health department staff (e.g., local health department coordinators, preparedness programs, etc.) that would benefit from participating in the live webinar. Webinars will be archived for up to 2 years on the AIM website for later viewing by the public.



### ***What is covered on the Webinars?***

Companies are asked to address a list of questions or topics pertinent to PMs (AIM will provide questions and topics), and will be encouraged to highlight products that meet or exceed CDC minimum requirements for the VFC Program. Products that do not meet minimum requirements for use in the VFC Program and that are not fully developed should not be discussed. Companies are encouraged to use images and/or video of their products.

### ***What feedback will companies receive from participants?***

After each 20 minute presentation, a 10-minute question and answer period will be facilitated by AIM. Each company should provide follow up contact details for programs interested in additional information or individual meetings. Participants will have 2 business days after the end of the webinar to submit questions that could not be answered during the webinar. These questions will be submitted to the company by AIM for written response, and the answers will be posted on the AIM website along with the archived webinar. Live polling can also be used during the webinar to provide instant feedback. The results of a brief online feedback survey controlled and distributed by AIM will be provided three weeks following the event.

### ***When are the next AIM Virtual Exhibit Hall events scheduled?***

The event schedule is posted on the AIM website at <http://www.immunizationmanagers.org/?page=VirtualExhibitHall> .

### ***How can companies participate in the next event?***

Interested companies should contact Katelyn Wells PhD, AIM Research and Development Director at [kwells@immunizationmanagers.org](mailto:kwells@immunizationmanagers.org) or 615-469-5486. Companies will be asked to complete a short application form located at <http://www.immunizationmanagers.org/?page=VEHApplication> to determine if their product meets the webinar criteria (e.g., topic, VFC compliant, development status, AIM corporate alliance member, etc.).

### ***How much will it cost for companies to participate?***

Participation is included as a benefit of the AIM Corporate Alliance Program. Take advantage of additional annual opportunities to enhance your marketing strategies by increasing your visibility and establishing and improving relationships with your programmatic customers. More information about all the benefits and pricing structure can be found at <http://www.immunizationmanagers.org/?page=Alliance>.