



Corporate Alliance Program Benefits

The AIM Corporate Alliance Program offers an exceptional opportunity for private sector leaders and public health immunization leaders to work together to address health issues affecting our nation. Conference sponsorship activities through the Corporate Alliance program show your company's commitment to broad immunization goals and recognize the value of collaboration between immunization programs and corporate entities.

AIM's Corporate Alliance program is designed to ensure that companies of all sizes can participate in the program. We offer four levels of membership and will work with your company individually to establish appropriate Corporate Alliance membership benefits.

| LEVEL | SUGGESTED SUPPORT |
|----------|-------------------|
| Platinum | \$25,000 or more |
| Gold | \$15,000 |
| Silver | \$10,000 |
| Bronze | \$5,000 |

Membership at all levels includes:

- Recognition (*company name and logo*) by level on the AIM Website (www.immunizationmanagers.org).
- Recognition (*company name and logo*) by level in the AIM Annual Report.
- Recognition (*company name and logo*) by level in the AIM Leadership in Action Conference program.
- Recognition (*company name and logo*) by level on official sponsorship signage at the AIM Leadership in Action Conference.
- Complimentary registrations for the AIM Leadership in Action Conference.
- Subscription to the AIM Weekly Update Newsletter.
- Certificate of Membership in Corporate Alliance Program.
- Use of AIM Corporate Alliance Logo on your website and promotional materials.
- Participation on AIM Annual Update Webinar.
- Discussion Forum on Hot Topics **NEW!**

Additional Benefits by Level of Membership include:

| AIM Leadership in Action Conference Benefits | Platinum | Gold | Silver | Bronze |
|--|-----------|-----------|----------|----------|
| Corporate Alliance Business Reception | ✓ | ✓ | | |
| Meeting with Executive Committee | ✓ | ✓ | ✓ | ✓ |
| Exhibit | * | ✓ | ✓ | • |
| Complimentary Conference registrations | 4 | 3 | 2 | 1 |
| Recognition of support | # | ✓ | ✓ | ✓ |
| Attendee lists | ✓ | ✓ | ✓ | |
| Event and Item Sponsorship | A & B | B | B | B |
| Annual Benefits | Platinum | Gold | Silver | Bronze |
| Opportunity to present to the AIM General Membership on a call or webinar | ✓ | | | |
| Opportunity to participate in Virtual Exhibit Hall Webinar with state and local immunization program staff or Focus Group with immunization program staff volunteers | ✓ | ✓ | ✓ | • |
| Opportunity to submit resources and information to AIM's Corporate Alliance Resource Web Library | ✓ | ✓ | ✓ | |
| Opportunity to submit Alliance Member Update(s) in AIM Weekly Update | 4 updates | 3 updates | 2 update | 1 update |

* Platinum members have a double booth space and first choice of booth location.

• Choose either focus group, virtual exhibit hall or exhibit at the AIM Leadership in Action Conference

Platinum members will receive a full page flyer in the conference program

^ Platinum Corporate Alliance members choose one item to sponsor: Opening Keynote Session, Awards Luncheon, Reception, Coffee Break

▪ All Corporate Alliance members can choose one raffle prize to sponsor

Explanation of Benefits: AIM Leadership Conference

Join AIM, immunization program staff, and immunization partners as we celebrate our 20th anniversary at the premier event of the year, the AIM Leadership in Action Conference! The conference offers numerous opportunities to increase visibility for your products or services while supporting AIM. Be a presence at this year's conference as leaders of state, local and territorial immunization programs come together to learn from each other, confront challenges, and discover leadership strategies to achieve success.



DECEMBER 10-12, 2019
New Orleans, LA

The AIM Leadership in Action Conference benefits includes:

Complimentary Conference Registrations

All Corporate Alliance members are invited to participate in the AIM Leadership In Action Conference with complimentary conference registrations. The conference is an opportunity for key company staff to immerse themselves in the world of immunization programs and interact with program managers, staff and leaders in the immunization field.

** Platinum, Gold, Silver & Bronze Benefit*

Corporate Alliance Business Reception

This event is our most popular networking event with immunization program managers! The Business Reception provides an opportunity for your company to discuss your products and services with small groups of program managers in an intimate and relaxed setting. The reception features roundtable discussions and door prizes. Over 90% of programs attend this event. This high profile event will provide great visibility for your company!

** Platinum and Gold Benefit*

Immunization Program Panel Discussion

Learn about the priorities of immunization programs and how they conduct business. AIM Leadership will brief Corporate Alliance members on goals and priorities of immunization programs and the AIM organization. This meeting also provides an opportunity to discuss mutual goals and potential areas of collaboration with immunization programs. This is a great opportunity to learn about program managers!

** Platinum, Gold, Silver & Bronze Benefit*

Conference Exhibits

Don't miss this great opportunity to network with program managers and showcase your company's products and services! Corporate Alliance members will enjoy exhibit space throughout the duration of the conference, providing ample opportunity to meet with attendees. Conference breaks will be staged in the exhibit space and are sure to draw a crowd to your exhibit. *Platinum members have a double booth space and first choice of booth location.*

** Platinum, Gold, Silver & Bronze Benefit*

Recognition of Support

Your support is important and AIM will recognize your company's generous contribution to AIM and the immunization community at every opportunity. Your company will be acknowledged as a Corporate Alliance member and valued AIM partner on conference signage, in the event program, on the meeting webpage, and during the opening and closing remarks. Platinum members will receive a full-page flyer in the conference program.

** Platinum, Gold, Silver & Bronze Benefit*

Attendee Lists

Get in touch with conference attendees before and after the meeting! AIM will supply Corporate Alliance members with a conference attendee list in a ready to use Excel file. Conference attendee lists will be distributed two weeks before and after the conference.

** Platinum, Gold, Silver & Bronze Benefit*

Event and Raffle Sponsorship

Show your company's support through sponsorship of special events or raffle prizes to conference attendees.

** Platinum, Gold & Silver Benefit*

- **Platinum Corporate Alliance members choose one event to sponsor:**
 - Opening Keynote Session
 - Awards Luncheon
 - Reception
- **All Corporate Alliance members can choose one raffle prize to sponsor: The Sponsorship does not include purchase of the raffle item. The company will be recognized at the time of the raffle.**

Explanation of Benefits — Annual Benefits

Corporate Alliance membership benefits occur throughout the year, allowing your company numerous opportunities to learn about and interact with immunization program managers and staff. Gain visibility and collaboration through the following annual benefits:

AIM General Membership Call or Webinar

Your Company sets the agenda for a one-hour call or webinar with immunization program managers. AIM Staff will work with you to help highlight successes in specific regions or states, or another topic of your choice.

** Platinum Benefit*

Virtual Exhibit Hall Webinar

Educate immunization program staff about your technology, services or products. The AIM Virtual Exhibit Hall webinars provide companies designated time to market their products between conferences and other in-person events. Archived events are available for a year and promoted to immunization program staff and providers. More information is available at immunizationmanagers.org/VirtualExhibitHall.

** Platinum, Gold & Silver Benefit*

Focus Group

Need feedback on the value of your product or idea with immunization programs? AIM coordinates “Market Research Focus Groups” with immunization program staff volunteers to provide feedback into product development and implementation.

** Platinum, Gold & Silver Benefit*

Resource Library

Provide valuable product information and/or informational resources to AIM members through the AIM resource library that is available on your company’s custom page of the AIM website.

** Platinum, Gold & Silver Benefit*

AIM Weekly Update

Stay in touch with immunization programs and keep up to date with programmatic successes and challenges by receiving the AIM Weekly Update newsletter. Corporate Alliance members can submit short write ups on their company and its products to the AIM Weekly Update, which is distributed to over 450 individuals, including immunization program managers, immunization program staff, and staff of partner organization, including the CDC.

** Platinum, Gold & Silver Benefit*

Annual Update Webinar

Improve your understanding of immunization program management. The presentation will review VFC, state legislative issues and hot topics. Q&A will be included.

** Platinum, Gold, Silver & Bronze Benefit*

Discussion Forum on Hot Topics — NEW!

AIM will host calls/webinars to encourage discussion and information sharing on hot topics, such as the influenza season, vaccination coverage rates, outbreaks, and immunization media coverage. Immunization program staff, partners and Corporate Alliance Members will be invited to attend.

** Platinum, Gold, Silver & Bronze Benefit*

For more information, please contact:

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Visit the AIM Corporate Alliance webpage at

www.immunizationmanagers.org/Alliance



www.immunizationmanagers.org
