



Association of
Immunization
Managers



AIM Alliance Benefits 2025

The AIM Alliance offers an exceptional 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, you can demonstrate your commitment to collaborating with immunization programs and achieving shared goals. The AIM Alliance is designed to ensure that organizations of all sizes can participate. We offer four levels of partnership and will work with you to maximize membership benefits.

NEW BENEFIT!

Product Highlight Video

AIM Alliance partners now have the exclusive opportunity to submit a video, up to 10 minutes in length, for inclusion in the AIM Product Directory. This new benefit allows partners to spotlight their products or services, share key 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.

This new benefit is available to AIM Alliance partners at the Diamond, Platinum, and Gold levels.

| LEVEL | SUPPORT |
|--|----------|
|  Diamond | \$50,000 |
|  Platinum | \$30,000 |
|  Gold | \$12,000 |
|  Silver | \$6,000 |



For more information, please contact: Rachel Van Gundy, rvangundy@immunizationmanagers.org

Benefits by Level

| Benefits | Diamond | Platinum | Gold | Silver |
|---|-----------|----------|--------|--------|
| Emerging Issues In-Person Summit | ✓ | | | |
| Virtual Exhibit Hall or Emerging Issue 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 | 6 | 4 | 2 |
| 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 |
| AIM Alliance Business Reception | ✓ | ✓ | | |
| Full-Page Ad in Conference Newsletter | ✓ | ✓ | | |
| 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 company'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 or Emerging Issue 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 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.

Product Highlight Video *Diamond, Platinum, Gold*

Submit a video, up to 10 minutes in length, for inclusion in the AIM Product Directory. This new 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 archived 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 (the number of subscriptions varies by level). 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.

AIM Website Product Directory *All levels*

Highlight your organization's products and services that support the efforts of our immunization program leaders. Include descriptions of your tools, technology, and resources that address immunization challenges around vaccine education and implementation.

Explanation of Benefits

Recognition by Level *All levels*

AIM will recognize your organization's generous support and ongoing partnership throughout the year. Avenues for recognition by level include AIM's website and annual report.

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 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 at the annual AIM Leadership in Action Conference (specific benefits vary by level). The AIM conference provides multiple networking opportunities, including a welcome happy hour, 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 concurrent and breakout sessions and to receive leadership development training. Participate in 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. Find the latest information about the AIM Leadership in Action Conference by visiting the [AIM website](#). AIM will work collaboratively 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 company's products and services! 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.

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 from across the country. This event is 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 is highly attended by immunization program managers. This high-profile event will provide great visibility for your organization!

Recognition of Support in Conference Materials *All levels*

AIM will recognize your company's generous contribution at every available opportunity during the conference. Your company 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 the conference newsletter.

Conference Attendee Lists *All levels*

Know your audience. AIM will supply AIM Alliance partners with a conference attendee list two weeks before and after the conference.