





Corporate Partner Program Benefits

Align your brand with the advancement of blood and biotherapies. Increase corporate visibility, establish key relationships with decision makers and connect with your optimal audience while showing your commitment to advancing quality care for donors and patients throughout the world.









	 Corporate Partner \$17,000 / YEAR	 PREMIUM Corporate Partner \$35,000 / YEAR
DEDICATED AABB ACCOUNT EXECUTIVE To help strategize your goals and objectives for reaching the AABB community	✓	✓
FOUR (4) INDIVIDUAL AABB MEMBERSHIPS Access to members-only content, complimentary educational events, member discounts and more. Retail value of up to \$310.00 per member per year	✓	✓
USE OF AABB CORPORATE PARTNER OR PREMIUM CORPORATE PARTNER LOGO To highlight your support of the field and AABB.	✓	✓
CORPORATE PROFILE WRITTEN BY AABB STAFF <ul style="list-style-type: none"> Featured in <i>AABB News</i> with 6,000+ circulation Promoted on the AABB Newsfeed with approx. 2,500 monthly views 	✗	✓
YEAR-ROUND RECOGNITION OF AABB CORPORATE PARTNERS Showcase your support of the field on: <ul style="list-style-type: none"> The AABB website <i>AABB News</i> and <i>TRANSFUSION</i> journal The AABB Supplier Guide A printed insert accompanying 8,000+ shipments from the AABB Store 	✓ <i>Recognition as Corporate Partner</i>	✓ <i>Recognition as Premium Corporate Partner</i>
YEARLY MEETING WITH AABB BOARD OF DIRECTORS Up to three (3) participants invited to meet exclusively and in person with the AABB Board of Directors and executive team, to discuss leading issues and topics affecting the industry and your business.	✓	✓
ACCESS TO AABB'S TEAM OF EXPERTS Coordinated through your dedicated AABB account executive.	✓	✓
AABB CONSULTING SERVICES <ul style="list-style-type: none"> Complementary one-hour information and discovery session Discount on AABB Consulting Services fees. 	✓ <i>10% discount</i>	✓ <i>20% discount</i>
AABB STANDARDS-COMPLIANT PRODUCTS PROGRAM Fees waived for the review and approval of one (1) product demonstrating compliance with AABB Standards. Retail value of \$7,500.	✓	✓
CORPORATE SPEAKER REQUEST AABB will provide a virtual expert staff speaker to present at your event.	✗	✓
PUBLICATIONS Discount on bulk purchases of publications from the AABB Store.	✓ <i>10% discount</i>	✓ <i>10% discount</i>
SPONSORED EDUCATION Help provide high-quality education and enjoy a discount when you sponsor Science & Innovation Forum (S&IF) events. Up to 1500+ registrants. Retail value of \$20,000.	✓ <i>10% discount</i>	✓ <i>One (1) S&IF at no charge then 10% discount</i>
AABB FOUNDATION Recognition as foundational supporter on the AABB website. Invitation to all AABB Foundation events throughout the year.	✓	✓
ACCESS TO AABB'S BIOTHERAPIES LIBRARY Comprising of products and resources curated for biotherapies professionals including: <ul style="list-style-type: none"> Expert-developed training programs Quality management system resources, such as AABB standards and accreditation tools Key publications and eCasts Regulatory updates and content 	✓	✓



Plus: AABB Annual Meeting Benefits Package

Retail value of \$13,500

Benefits may vary for a virtual meeting

	 \$17,000 / YEAR	 \$35,000 / YEAR
ANNUAL MEETING BENEFITS <ul style="list-style-type: none"> • Recognition (with logos) on walk-in slide at the General Session. • One (1) AABB Annual Meeting exhibitor priority point for use in booking exhibit space. • Recognition in the Expo Guide and in AABB Central, with special signage at Corporate Partner exhibit booth. • Corporate Partner company attendees will be provided with exclusive ribbons for their badges. • VIP Lounge access. • Reduced rate for exhibit booth fees. • One (1) full complimentary Annual Meeting Registration for Corporate Partner contact. 	 <i>Recognition as Corporate Partner</i>	 <i>Recognition as Premium Corporate Partner</i>
AABB FOUNDATION Recognition as a Foundation supporter at AABB Annual Meeting Foundation events and complimentary invitations to Foundation VIP events and programs at the AABB Annual Meeting.	 <i>2 invitations</i>	 <i>3 invitations</i>
PRESIDENT'S RECEPTION Two tickets to the invitation-only President's Reception at the AABB Annual Meeting		

About AABB

AABB is an international, not-for-profit Association representing individuals and institutions involved in the fields of transfusion medicine and biotherapies. The Association is committed to improving health through the development and delivery of standards, accreditation and educational programs that focus on optimizing patient and donor care and safety.

The AABB community includes physicians, nurses, scientists, researchers, administrators, medical technologists and other health care providers. AABB members are located in more than 80 countries and AABB accredits institutions in more than 50 countries.



1,300+

AABB-accredited institutions worldwide



20,000+

Professional Community



80+

Countries Worldwide

About the AABB Annual Meeting

The AABB Annual Meeting, the premier event for the blood and biotherapies field, convenes professionals to share cutting-edge research, unique perspectives, and practice-changing solutions, while providing myriad opportunities to network with colleagues from throughout the world. The meeting provides companies unparalleled networking opportunities to build brand awareness by connecting you with more than 4,000 industry leaders and decision makers from throughout the world, while gaining access to AABB's 76-year-strong community.

More information about the AABB Annual Meeting at aabb.org/annual-meeting.



Ready to Become an AABB Corporate Partner?

The AABB team is constantly reviewing its offerings to continue to add value for its community, members and partners. This list is not fully inclusive of all benefits available — to learn more about the AABB Corporate Partner Program, contact Margie Boraz at mboraz@aabb.org.

