



# AABB Corporate Partner Program



**AABB's Corporate Partner Program** is an ideal way for corporate members of the blood and biotherapies community to show their support for the field and to connect directly with their optimal audience.

Annual Cost:

Corporate Partner, **\$12,000** | Premium Corporate Partner, **\$35,000**

## GENERAL BENEFITS:

- **Dedicated AABB Account Executive:** A dedicated account executive will be your central point of contact to maximize your exposure to the AABB community.
- **Individual AABB memberships:** Four members of your staff can enjoy AABB individual membership, which provides access to members-only content, complimentary educational events, member discounts, and much more.
- **Use of AABB Corporate Partner logo:** Highlight your support of the AABB community by utilizing the Corporate Partner logo.
- **Exclusive Corporate-only Meetings:** Up to three participants at corporate-only symposiums on a timely topic of interest, held twice annually.
- **Access to Ask-an-AABB Expert:** Access to expert guidance. Coordinated through your dedicated AABB account executive.
- **Publications:** Discount on bulk purchases of publications for corporate gifts.
- **Recognition of Corporate Partners:** Year-round recognition of your corporate support of the field, highlighted in *AABB News* and *TRANSFUSION*, on the AABB website, in the AABB Supplier Guide, and in a printed insert accompanying shipments from the AABB Store.
- **SCoPE:** The AABB Standards-Compliant Product Evaluation (SCoPE) seal demonstrates that your product is compliant with AABB standards. Fees associated with the review and approval of one product are waived for AABB Corporate Partners.
- **Sponsored Education:** Enjoy a 10% discount when you sponsor a Science & Innovation Forum(s) and/or educational eCast(s).
- **Consulting Services:** Access to AABB Consulting Services staff for a one-hour consultation.
- **National Blood Foundation:** Recognition as a Foundation supporter on the website and at Foundation events at the AABB Annual Meeting. Two invitations to the Foundation reception at the AABB Annual Meeting.

## Benefits at the AABB Annual Meeting:

- Recognition of Corporate Partners (with logos) on walk-in slide at the General Session.
- One AABB Annual Meeting exhibitor priority point for use in booking exhibit space.
- Recognition of Corporate Partners: in the Expo Guide, in the attendee tote bag, with special signage at Corporate Partner exhibit booth, and in AABB Central.
- Attendees from Corporate Partner company will be provided with exclusive ribbons for their attendee badges.
- VIP Lounge access.
- Reduced rate for exhibit booth fees.
- One full complimentary Annual Meeting Registration for Corporate Partner contact.

*\*Annual Meeting benefits may vary in the event of a virtual meeting.*

## Additional Benefits of the Premium Corporate Partner Program:

- **Corporate Profile:** A corporate profile, written by AABB staff, featured in *AABB News* and promoted on the AABB website, *AABB Weekly Report* and AABB social media.
- **Corporate Speaker Request:** AABB will provide an expert staff speaker to present at your virtual event.
- **Sponsored Education:** Sponsorship of an educational eCast or virtual Science and Innovation Forum at no charge.
- **AABB Annual Meeting President's Reception:** Two tickets to the invitation-only President's Reception at the AABB Annual Meeting.

For more information, visit [aabb.org/corporatepartner](http://aabb.org/corporatepartner) or contact Margie Boraz at [mboraz@aabb.org](mailto:mboraz@aabb.org).