



# 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.

	 Start-Up Corporate Partner	 Corporate Partner	 PREMIUM Corporate Partner
	<b>\$9,000/yr</b>	<b>\$17,000/yr</b>	<b>\$35,000/yr</b>
<b>Dedicated AABB Account Executive</b> Strategic meetings to confirm and evaluate goals and objectives for AABB community.	1	2-3	Quarterly
<b>Individual AABB Memberships</b> Access to members-only content, complimentary educational events, member discounts, exclusive Biotherapies Library and more. Retail value of up to \$310 per member per year.	2	4	4
<b>Use of AABB Corporate Partner Logo</b> To highlight your support of the field and AABB.	✓	✓	✓
<b>Year-Round Recognition of AABB Corporate Partners</b> Showcase your support of the field on: • The AABB website • <i>AABB News</i> and <i>TRANSFUSION</i> journal • A printed insert accompanying 8,000+ shipments from the AABB Store	✓	✓	✓
<b>Access to AABB's Team of Experts</b> Coordinated through your dedicated AABB account executive.	1x	1x	2x
<b>AABB Consulting Services</b> Discount on AABB Consulting Services fees.	10%	10%	20%
<b>Publications</b> Discount on bulk purchases of publications (10 or more) from the AABB Store.	10%	10%	20%
<b>Workforce Development Packages</b> Discounts on bulk purchases of AABB Education packages including certificate programs, courses, and CABP Credentialing program. (4 or more participants)	15%	15%	20%

\* View eligibility requirements [here](#).



# Program Benefits (continued)

aabb* Start-Up Corporate Partner	aabb Corporate Partner	aabb PREMIUM Corporate Partner	
\$9,000/yr	\$17,000/yr	\$35,000/yr	
<b>AABB Strategic Selection</b> One single use credit amount towards: <ul style="list-style-type: none"> <li>• Booking of select advertising options from AABB's Media Rate Card (<a href="#">linked</a>).**</li> <li>• Fees for one (1) product application to AABB Standards-Compliant Products Program (SCOPE). (Up to \$7,500)</li> </ul>	\$3,600	\$7,500	\$10,000
<b>Annual Meeting Benefits</b> Annual Meeting benefits package, including recognition, exhibitor priority points, VIP lounge access, meeting rooms, reduced booth rates, complimentary registration, and more. Full list of AABB Annual Meeting Corporate Partner benefits may be found <a href="#">here</a> .	✓	✓	✓
<b>AABB Foundation</b> Recognition as foundational supporter. Invitation to all AABB Foundation events throughout the year.	✓	✓	✓
<b>AABB Job Board Placement</b> 1 – 30-day job board posting through AABB's Job Board.		✓	✓
<b>Sponsored Education</b> Help provide high-quality education at a discount when you sponsor Science & Innovation Forum (S&IF) events. Up to 1,500+ registrants. Retail value of \$21,000.		10% Discount	One (1) S&IF at no charge then 10% Discount
<b>Corporate Profile Written by AABB Staff</b> <ul style="list-style-type: none"> <li>• Featured in <i>AABB News</i> with 6,000+ circulation</li> <li>• Promoted on the <i>AABB Newsfeed</i> with approx. 2,500 monthly views</li> </ul>			✓
<b>Corporate Speaker Request</b> AABB will provide a virtual expert staff speaker to present at your event.			✓

## 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

\* View eligibility requirements [here](#).

\*\* Must be booked within the Corporate Partner year. Credits cannot be used on Sponsored Education, *Transfusion Journal*, or *AABB SmartBrief* unless booked as part of an AABB Advertising Package.

## 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 our team at [businessdevelopment@aabb.org](mailto:businessdevelopment@aabb.org).