



CORPORATE PARTNER PROGRAM

AABB's Corporate Partner Programs are 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.



Corporate Partner

ANNUALLY
\$12,000



PREMIUM Corporate Partner

ANNUALLY
\$35,000

CORPORATE PARTNER 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 or Premium logo: Highlight your support of the AABB community by using the AABB Corporate Partner logo.

Exclusive Corporate-only Meetings:

Up to three participants at AABB Corporate Partner-only meetings on a timely topic of interest, held annually.

Access to Ask-an-AABB Expert:

Access to expert guidance and insight, 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 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.



AABB Standards-Compliant Products Program:

The 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.

AABB Foundation: For first-year Corporate Partners, 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.

ADDITIONAL BENEFITS FOR PREMIUM CORPORATE PARTNERS:

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 a virtual expert staff speaker to present at your event.

Sponsored Education: Sponsor 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

CORPORATE PARTNER BENEFITS AT THE AABB ANNUAL MEETING

Benefits may vary for a virtual meeting.

- Recognition (with logos) on walk-in slide at the General Session.
- One AABB Annual Meeting exhibitor priority point for use in booking exhibit space.
- Recognition in the Expo Guide, the attendee tote bag, 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 full complimentary Annual Meeting Registration for Corporate Partner contact.