



CORPORATE PARTNER PROGRAM

APPLICATION AND AGREEMENT

CORPORATE PARTNER INFORMATION

PRIMARY CONTACT	TITLE
COMPANY	
ADDRESS	
CITY/STATE/ZIP	
CONTACT DIRECT PHONE	EMAIL
COMPANY PHONE	WEBSITE

Select one: ☐ **CORPORATE PARTNER (US \$17,000 ANNUALLY)** ☐ **PREMIUM CORPORATE PARTNER (US \$35,000 ANNUALLY)**

MARKETING CONTACT DETAILS

NAME	TITLE
EMAIL	
LINK ADDRESS FOR YOUR CORPORATE LOGO ON THE AABB WEBSITE	

WHICH SOCIAL MEDIA PLATFORMS DOES YOUR ORGANIZATION ACTIVELY USE?

(select all that apply, and include usernames/profile links where applicable)

<input type="checkbox"/> TWITTER/X	<input type="checkbox"/> FACEBOOK
<input type="checkbox"/> LINKEDIN	<input type="checkbox"/> INSTAGRAM

IN ADDITION TO THE ABOVE PRIMARY CONTACT, THREE MORE AABB INDIVIDUAL MEMBERSHIPS ARE INCLUDED WITH YOUR PARTNERSHIP. (FOUR TOTAL)

1 NAME	TITLE
ADDRESS	
CITY/STATE/ZIP	
EMAIL	PHONE
2 NAME	TITLE
ADDRESS	
CITY/STATE/ZIP	
EMAIL	PHONE
3 NAME	TITLE
ADDRESS	
CITY/STATE/ZIP	
EMAIL	PHONE

BY SIGNING BELOW, I ACKNOWLEDGE THAT I AM AUTHORIZED TO ENTER INTO THIS APPLICATION AND AGREEMENT ON BEHALF OF CORPORATE PARTNER. I FURTHER ACKNOWLEDGE THAT I HAVE READ THE BENEFITS, TERMS AND CONDITIONS PROVIDED BELOW, AND AGREE TO COMPLY WITH THEM AND TO ENSURE COMPLIANCE BY CORPORATE PARTNER AND ITS EMPLOYEES AND AGENTS.

NAME	TITLE
SIGNATURE	DATE

PLEASE RETURN APPLICATION AND AGREEMENT TO AABB BUSINESS DEVELOPMENT AT businessdevelopment@aabb.org



CORPORATE PARTNER PROGRAM

BENEFITS, TERMS AND CONDITIONS

BENEFITS OF THE CORPORATE PARTNER PROGRAM

Dedicated AABB Account Executive: Contact information to be provided within five (5) business days of Application and Agreement execution.

Individual AABB memberships: Up to four individual AABB memberships, which shall be co-termed with the Term of this Application and Agreement individual memberships are assigned at the discretion of the Corporate Partner and shall be effective for the term of this agreement. One of the four memberships will be provided to the Primary Contact listed on this Application and Agreement.

Use of AABB Corporate Partner logo: In accordance with the AABB Logo Usage Guidelines.

Yearly meeting with AABB Board of Directors: Up to three (3*) participants invited to meet exclusively 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 Ask-an-AABB Expert: Inquiries for expert guidance (e.g., Standards, Regulatory, etc. provided by AABB staff) will be provided via email, video or phone call, or in-person meeting. Such inquiries shall be submitted to the dedicated AABB Account Executive. AABB reserves the right to limit or decline inquiries that exceed reasonable use or are outside the scope of the services provided under the Corporate Partner Program. Corporate Partners may engage AABB Consulting Services for needs beyond these parameters.

Recognition of Corporate Partners: AABB shall recognize all Corporate Partners twice-annually in *AABB News* and *TRANSFUSION* journal. Corporate Partners shall be recognized on a year-round basis on the AABB website, in the AABB Supplier Guide, and in a printed insert that will accompany all shipments of AABB products sold on the AABB Store (specifically those that are physically shipped from the AABB fulfillment vendor). The Corporate Partner logo on the AABB website shall link to the Corporate Partner website as provided in this Application and Agreement.

AABB Strategic Selection (choice of one of the following):

One single use credit amount towards:

- Booking of select advertising options from AABB's Media Rate Card
- Fees for one (1) product application to AABB Standards-Compliant Products Program (SCOPE). (Up to \$7,500)

Credits vary based off tier from \$3,600, \$7,500 and \$10,000.

Sponsored Education: Corporate Partners may contract for Science & Innovation Forum(s) at a Corporate Partner discounted rate during the term of this Application and Agreement.

Discounted AABB Products:

- Workforce Development Packages: Corporate Partners will receive a discount on bulk purchases of 4 or more courses, certificates, or credentialing programs. The bulk order must be comprised of multiple orders of the same program.
- Publications: Corporate Partners will receive a discount on bulk purchases of 10 or more AABB publications. The bulk order must be comprised of multiple orders of the same publication.

Consulting Services: Corporate Partners will receive a complementary one-hour virtual consultation with the AABB Director of Consulting Services, which shall be coordinated through the AABB Account Manager. Corporate Partners will receive a discount on all contracted Consulting Services SOWs based on their membership tier during the term of this Application and Agreement.

Foundation:

- Recognized as a supporter of the Foundation.
- Up to 3* invitations to the Foundation reception at the AABB Annual Meeting.

AABB Job Board Placement: 1 - 30-day job board posting through AABB's Job Board.

AABB Annual Meeting

- Recognition (with logos) on walk-in slide at the General Session and before each approved educational session.
- 17 or 35 AABB Annual Meeting exhibitor priority points for use in booking exhibit space for General tier and Premium tier partners, respectively. Priority points will be allocated to the next calendar year's Annual Meeting.
- Recognition in the AABB Annual Meeting App and in AABB Central, with special signage at the Corporate Partner's exhibit booth.
- Attendees from Corporate Partner company shall be provided with exclusive ribbons for their attendee badges.
- Access to a VIP Lounge and private meeting room for 1:1 meetings with clients at Annual Meeting.
- Corporate Partner rate for exhibit booth fees, as outlined in the exhibitor prospectus.
- One full complimentary Annual Meeting Registration for Corporate Partner contact.
- Optional: Support students and professionals by Contributing to the Corporate Annual Raffle for Education (CARE).
- Discounts on video/digital media packages.
- Reserved premium seating for general session.

ADDITIONAL BENEFITS OF THE AABB PREMIUM CORPORATE PARTNER PROGRAM

Corporate Profile: AABB communications staff shall coordinate with Corporate Partner contact to interview a designated individual at Corporate Partner. A corporate profile article will be published in *AABB News*, and promoted on the AABB website, *AABB Weekly Report* newsletter, and AABB social media. The timing of the article shall be at the sole discretion of AABB.

Corporate Speaker Request: Corporate Partner may request that an AABB staff speaker present at one virtual event hosted by Corporate Partner. Timing and personnel for such event shall be mutually agreed upon by both parties. If the Corporate Partner would like the AABB presenter in person, Corporate Partner would be responsible for all expenses incurred for AABB presenter.

Sponsored Education: Corporate Partners may contract for, at no charge, one (1) virtual Science and Innovation Forum to be offered within the annual contract term, in accordance with the terms and conditions of those programs. Additional Science & Innovation Forum(s) can be contracted at a Corporate Partner discounted rate during the term of this Application and Agreement.

AABB Annual Meeting President's Reception: Two tickets to the President's Reception at the AABB Annual Meeting.

TERMS AND CONDITIONS OF THE CORPORATE PARTNER PROGRAM

Participants in the Corporate Partner Program shall be invoiced upon execution of this Application and Agreement and partner benefits shall commence at that time. The invoice shall be due upon receipt. Benefits including the individual memberships shall continue for one year and will automatically renew each year unless terminated by either party. A 30-day notice is required for termination of agreement. Individual memberships are assigned at the discretion of the Corporate Partner and shall be effective for the term of this agreement.

AABB shall use all reasonable means to fulfill the benefits of the Corporate Partner program. In the event that activities are canceled (e.g., in the instance of a virtual Annual Meeting), AABB reserves the right to cancel such events in its sole discretion. No pro rata refund of annual Corporate Partner fees will be provided.

Responsibilities of Corporate Partner: By providing individual memberships to Corporate Partner employees, the Corporate Partner agrees to provide identified individuals a link to the [AABB Code of Ethics and Bylaws](#). The individual members pledge to foster and advance the principles and objectives of the Association and to abide by its Code of Ethics and Bylaws.

*Tier dependent