



AABB Start-Up Corporate Partner Program

Align your brand with the Advancement of Blood and Biotherapies and increase corporate visibility through AABB's established and highly successful Corporate Partner Program - a flagship offering within AABB's corporate solutions portfolio. Establish key relationships with decision makers and connect with your optimal audience while building and scaling your start-up.

Program Qualification Questionnaire

Please select any/all parameters that apply. Final qualification will be confirmed by AABB. Valid for a maximum of 2 years.

Less than 5 years in business in the blood and biotherapies industry	<input type="checkbox"/>
Less than 50 employees	<input type="checkbox"/>
No FDA approved products AND/OR first approved product introduction to the blood and biotherapies community	<input type="checkbox"/>

Program Pricing and Benefits

\$9,000 / YEAR

AABB ANNUAL MEETING BENEFITS Annual Meeting advertising exposure; discount on Annual Meeting booth; one (1) full Annual Meeting registration when exhibiting; VIP Lounge and meeting room access.	✓
DEDICATED AABB ACCOUNT EXECUTIVE with one (1) yearly strategic meeting.	✓
TWO (2) INDIVIDUAL AABB MEMBERSHIPS Access to members-only content, complimentary educational events, member discounts, exclusive Biotherapies Library and more. Retail value of up to \$310.00 per member per year	✓
USE OF AABB START-UP PARTNER LOGO	✓
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 • A printed insert accompanying 8,000+ shipments from the AABB Store 	✓
YEARLY MEETING WITH AABB BOARD OF DIRECTORS One (1) participant invited to meet exclusively and in person with the AABB Board of Directors and executive team.	✓
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 	✓ 10% discount
PUBLICATIONS Discount on bulk purchases of publications (10 or more) from the AABB Store	✓ 10% discount
WORKFORCE DEVELOPMENT PACKAGES Discounts on bulk purchases of AABB Education packages including certificate programs, courses, and CABP program.	✓ 10% discount
AABB STRATEGIC SELECTION (RETAIL VALUE UP TO \$3500) Your choice of one of the following benefits: <ul style="list-style-type: none"> • Additional cost reduction for first Science & Innovation Forum • One 4-week ad in AABB Weekly Report or one premium CellSource edition sponsorship 	✓



Start-Up Corporate Partner

APPLICATION AND AGREEMENT

START-UP CORPORATE PARTNER INFORMATION

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

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

ONE AABB INDIVIDUAL MEMBERSHIP IS INCLUDED WITH YOUR PARTNERSHIP. PLEASE LIST MEMBER BELOW IF DIFFERENT FROM THE CONTACT ABOVE.

NAME	TITLE
ADDRESS	
CITY/STATE/ZIP	
EMAIL	PHONE

TERMS AND CONDITIONS OF THE START-UP CORPORATE PARTNER PROGRAM

Participants in the Start-Up 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 Start-Up Corporate Partner and shall be effective for the term of this agreement. Companies are eligible to be Start-Up Corporate Partners for a maximum of two years, subject to other eligibility requirements. After two years, Start-Up Corporate Partner may join AABB as a Corporate Partner or Premium Corporate Partner.

AABB shall use all reasonable means to fulfill the benefits of the Start-Up 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 Start-Up Corporate Partner fees will be provided.

Responsibilities of Start-Up Corporate Partner: By providing individual memberships to Start-Up Corporate Partner employees, the Start-Up 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.

By signing below, I acknowledge that I am authorized to enter into this application and agreement on behalf of Start-Up Corporate Partner. I further acknowledge that I have read the benefits, terms and conditions provided above, and agree to comply with them and to ensure compliance by Start-Up Corporate Partner and its employees and agents.

NAME	TITLE
SIGNATURE	DATE

PLEASE RETURN APPLICATION AND AGREEMENT TO AABB MEMBERSHIP AT membership@aabb.org

QUESTIONS: Contact our team at businessdevelopment@aabb.org