





Corporate Partner 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.



	 Corporate Partner \$17,000 / YEAR	 PREMIUM Corporate Partner \$35,000 / YEAR
DEDICATED AABB ACCOUNT EXECUTIVE Strategic quarterly meeting to confirm and evaluate goals and objectives for AABB community.	✓	✓
FOUR (4) 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 CORPORATE PARTNER OR PREMIUM CORPORATE PARTNER LOGO To highlight your support of the field and AABB.	✓	✓
CORPORATE PROFILE WRITTEN BY AABB STAFF <ul style="list-style-type: none"> Featured in <i>AABB News</i> with 6,000+ circulation Promoted on the AABB Newsfeed with approx. 2,500 monthly views 	✗	✓
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 	✓ <i>Recognition as Corporate Partner</i>	✓ <i>Recognition as Premium Corporate Partner</i>
YEARLY MEETING WITH AABB BOARD OF DIRECTORS Up to three (3) participants invited to meet exclusively and 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 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 	✓ <i>10% discount</i>	✓ <i>20% discount</i>
CORPORATE SPEAKER REQUEST AABB will provide a virtual expert staff speaker to present at your event.	✗	✓
PUBLICATIONS Discount on bulk purchases of publications (10 or more) from the AABB Store.	✓ <i>10% discount</i>	✓ <i>20% discount</i>
SPONSORED EDUCATION Help provide high-quality education and enjoy a discount when you sponsor Science & Innovation Forum (S&I) events. Up to 1500+ registrants. Retail value of \$20,000.	✓ <i>10% discount</i>	✓ <i>One (1) S&I at no charge then 10% discount</i>
AABB FOUNDATION Recognition as foundational supporter on the AABB website. Invitation to all AABB Foundation events throughout the year.	✓	✓
WORKFORCE DEVELOPMENT PACKAGES Discounts on bulk purchases of AABB Education packages including certificate programs, courses, and CABP Credentialing program. (4 or more participants)	✓ <i>15% discount</i>	✓ <i>20% discount</i>
AABB STRATEGIC SELECTION (RETAIL VALUE UP TO \$7500) Your choice of one of the following benefits: <ul style="list-style-type: none"> Fees waived for one (1) product application to AABB Standards-Compliant Products Program Additional cost reduction for first Science & Innovation Forum Two 4-week ads in <i>AABB Weekly Report</i> or one premium <i>CellSource</i> edition sponsorship. 	✓	✓



Plus: AABB Annual Meeting Benefits Package

Retail value of \$13,500

Benefits may vary for a virtual meeting

	 Corporate Partner \$17,000 / YEAR	 PREMIUM Corporate Partner \$35,000 / YEAR
ANNUAL MEETING BENEFITS <ul style="list-style-type: none"> Recognition (with logos) on walk-in slide at the General Session and before each educational session 17 or 35 AABB Annual Meeting exhibitor priority points for use in booking exhibit space Recognition in the AABB Annual Meeting App 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 Meeting room available to meet with your customers Reduced rate for exhibit booth fees One (1) full complimentary Annual Meeting Registration for Corporate Partner contact Corporate Partners exhibiting will be highlighted or bolded on all exhibit hall maps and conference app 	✓ <i>Recognition as Corporate Partner</i> 17 Exhibitor Priority Points	✓ <i>Recognition as Premium Corporate Partner</i> 35 Exhibitor Priority Points
AABB FOUNDATION Recognition as a Foundation supporter at AABB Annual Meeting Foundation events and complimentary invitations to Foundation VIP events and programs at the AABB Annual Meeting.	✓ 2 invitations	✓ 3 invitations
PRESIDENT'S RECEPTION Two tickets to the invitation-only President's Reception at the AABB Annual Meeting.	✗	✓
SUPPORT STUDENTS AND PROFESSIONALS BY CONTRIBUTING TO C.A.R.E. (CORPORATE ANNUAL RAFFLE FOR EDUCATION) Your contribution will help decrease the recipients costs for attending Annual Meeting.	✓	✓

About the AABB Annual Meeting

The AABB Annual Meeting, the premier event for the blood and biotherapies field, convenes professionals to share cutting-edge research, unique perspectives, and practice-changing solutions, while providing myriad opportunities to network with colleagues from throughout the world. The meeting provides companies unparalleled networking opportunities to build brand awareness by connecting you with more than 4,000 industry leaders and decision makers from throughout the world, while gaining access to AABB's 76-year-strong community.

More information about the AABB Annual Meeting at aabb.org/annual-meeting.

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



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 Margie Boraz at mboraz@aabb.org.

