

AIRA'S CORPORATE PARTNERS

Be a partner within the immunization community. AIRA's Corporate Partnership enables for-profit organizations an opportunity to support and connect with the AIRA community and join its mission to address health issues affecting our nation.

Participation in AIRA's Corporate Partnership offers:

- Ways to engage the IIS community
- Opportunities to create and strengthen relationships
- Broad visibility across the national immunization community
- Participation as a thought leader at AIRA's National Meeting and at community meetings throughout the year

AIRA created the Corporate Partnership with multiple participation levels to ensure that companies of all sizes can participate. We would like to welcome you to our community.



*Exclusive to one (1) organization

"We got great exposure, great value, and great traffic at AIRA's National Meeting."

IIS Executive and Strategist
Platinum Corporate Partner

■ Annual Benefits

2024–2025 Membership Year

ANNUAL	TITANIUM* \$50K	DIAMOND \$25K	PLATINUM \$15K	GOLD \$10K	SILVER \$5K
Engage					
Publish one article in AIRA's quarterly newsletter (SnapShots)	✓	✓			
Send one co-branded email to AIRA's community email list	✓	✓	✓		
List products in AIRA's Product Directory	✓	✓	✓	✓	✓
Display logo by level on AIRA's website	✓	✓	✓	✓	✓
Collaborate					
Meet biannually with AIRA leadership in exclusive virtual meetings	✓				
Interact with AIRA leadership via quarterly partner update calls	✓	✓	✓	✓	
Gather data by submitting and reviewing information requests, which are questions to and answers from the community	✓	✓	✓	✓	
Contribute expertise within relevant AIRA workgroups	✓	✓	✓	✓	✓
Display AIRA's logo on your website	✓	✓	✓	✓	✓
Discover					
Receive AIRA's Weekly Update	✓	✓	✓	✓	✓
Receive AIRA's quarterly newsletter (SnapShots)	✓	✓	✓	✓	✓
Access AIRA's online educational and members-only materials: <ul style="list-style-type: none"> • Webinars • Guidance documents • National Meeting presentations • Published standards and more 	✓	✓	✓	✓	✓
Access AIRA's Membership Directory	✓	✓	✓	✓	✓

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AIRA National Meeting Benefits

2024–2025 Membership Year

AIRA National Meeting	Titanium* \$50K	Diamond \$25K	Platinum \$15K	Gold \$10K	Silver \$5K
Engage					
<i>(AIRA's top priority is to program relevant, timely content for the community. All partner content must be approved by AIRA's content committee.)</i>					
Choose one exclusive benefit: <ul style="list-style-type: none"> Host the National Meeting Reception Sponsor a Keynote Speaker 	✓				
Participate as a speaker in a 60-minute webinar for the AIRA community during the year	✓				
Participate in one speaking opportunity (choose one): <ul style="list-style-type: none"> Present during one breakout session (20 min) at the National Meeting (3 slots available) Participate in a 60-minute webinar for the AIRA community during the year (3 slots available) 		✓			
Introduce one breakout session (30 sec)			✓		
Submit preferred locations for exhibit table	✓				
Participate as an exhibitor at a table onsite (as meeting space allows)	✓	✓	✓	✓	\$650
Promote					
Feature branding on one premium item (e.g., lanyards, key card, networking break; availability will vary based on location)	✓				
Feature branding on one piece of attendee collateral (e.g., photobooth at reception, notepad, colored pencils; items will vary based on location)		✓			
List organization name on tote bags for attendees	✓	✓			

Include branded insert in meeting bag			✓		
Display ad in rotating plenary slides	✓	✓	✓		
Display ad in digital meeting agenda	Full Page	Full Page	Half Page	Half Page	Quarter Page
Display logo by level on select meeting materials: <ul style="list-style-type: none"> Recognition by level on social media Recognition by level on AIRA event website Recognition by level in printed meeting agenda Recognition by level on printed event signage 	✓	✓	✓	✓	✓
Collaborate					
Invite attendees to a reserved table during lunch	✓	✓			
Connect for private conversations in a dedicated room (as available; space is limited)	✓				
Obtain an event attendee list before and after meeting (Full: organization, name, job title, state, email, phone number; Partial: organization, name, job title)	Full	Full	Partial	Partial	
Other					
Complimentary registrations	6	5	4	3	2
Discounted registrations	3	3	2	2	1

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FAQs ABOUT AIRA

What is AIRA?

The American Immunization Registry Association (AIRA) is a membership organization that exists to support and promote **the development and implementation of immunization information systems (IIS)** as a crucial tool in preventing and controlling vaccine-preventable diseases.

How does AIRA serve the IIS community?

AIRA provides a forum through which members combine efforts, share knowledge, and promote activities to advance IIS and immunization programs. **AIRA is a resource for a strong, unified voice for standards, policy and funding, data exchange standards development, information sharing, and education/training for IIS managers and staff.**

Who are AIRA's members?

AIRA's members are **IIS staff working in health departments, IIS implementers, and nonprofit organizations** such as community advocacy and education coalitions. AIRA members also work with our **Corporate Partners**, who are for-profit organizations committed to AIRA's mission. Currently, there are more than 1,000 members of AIRA representing over 106 organizations.

How do members participate in AIRA's efforts?

AIRA's initiatives are created and carried out by members who **participate in AIRA workgroups**. Workgroup participants convene during regular calls. [Click](#) to view all AIRA's workgroups.

"AIRA plays a meaningful role in facilitating projects for the greater IIS community. Colorado's IIS is stronger because of guidance put forth by AIRA."

Heather Roth, MA
Immunization Branch Chief
Colorado Immunization Information System

FAQs ABOUT CORPORATE PARTNERSHIP

What is AIRA's Corporate Partnership?

AIRA's Corporate Partnership **offers for-profit organizations an opportunity to support AIRA** and collaborate with its members to address health issues affecting our nation. Corporate Partners benefit from access to the immunization community and gain national visibility at AIRA's acclaimed National Meeting.

Why should I join AIRA as a Corporate Partner?

- To forge strong relationships with other organizations to address common issues together
- To advocate for funding of IIS development and enhancement through legislation, policy development, and public information
- To contribute to the ongoing development and evolution of IIS through knowledge-sharing opportunities and capacity-building activities
- To advocate for, develop, disseminate, and promote IIS standards that are consistent with national standards and that increase the visibility of IIS as public health best practice models for interoperable and integrated health management systems

What are the benefits of joining AIRA?

The **benefits** of joining AIRA include the ability to **participate in AIRA workgroups, regular updates from and collaboration with AIRA leadership, discounted rates** for AIRA events, unlimited **access to all AIRA educational materials**, peer-to-peer **networking opportunities**, and much more!

How do I join AIRA?

For more information on membership and AIRA's Corporate Partnership, please visit [online](#) or call us at **(202) 759-0186**.

Why join AIRA?

The AIRA National Meeting is the singular event for IIS staff and community. AIRA hosted 500+ participants representing 160+ organizations at its 2023 event. It's a wonderful opportunity for Corporate Partners to interact with this hard-working, close-knit community and better understand its challenges and successes.

