NAAMA’s 39th National Medical Convention

An Invitation to Sponsor, Exhibit, and Advertise

NAAMA’s 39th National Medical Convention
September 1-4, 2016
Westin Michigan Avenue
909 North Michigan Avenue
Chicago, Illinois

https://www.naama.com
Dear Friends, Colleagues, and Partners -

On behalf of the National Arab American Medical Association (NAAMA), we invite you to join us for NAAMA’s 39th National Medical Convention on September 1-4, 2017, in Chicago, Illinois. The Westin Michigan Avenue Hotel will be the site of our annual CME event that is expected to attract over 300 physicians, dentists, pharmacists, and family members. NAAMA conventions provide a wealth of sponsorship, advertising, and exhibit options for organizations and businesses seeking prime exposure to some of the most influential Arab American physicians in the country. You’ll find numerous opportunities to highlight your commitment to the medical profession with both medical and dental professionals. Plus, special corporate sponsorship opportunities enable you to maximize your marketing dollars.

NAAMA is a non-profit, non-political, educational, and charitable organization for health professionals of Arab heritage and supporters. NAAMA has 26 chapters and nearly 1,000 members across North America. Members include physicians, scientists, dentists, chiropractors, nurses, and pharmacists. Our mission and organizational objectives encompass a wide range of professional, educational, charitable, humanitarian and cultural activities.

Our mission includes the following objectives:

1) Professional and Educational
   a) To enhance the medical knowledge of our members.
   b) To promote professional relationships with medical organizations in North America and in the Arab World.
   c) To provide educational resources for medical students and post-graduate trainees in health related fields.

2) Charitable and Humanitarian
   a) To provide health education and disease prevention.
   b) To provide routine and emergency medical care in support of those in need.
   c) To sponsor speakers, and provide both grants and learning materials to medical schools in the Arab world.

We invite you to consider supporting our 39th National Medical Convention in September 2017. This valuable and educational Convention will afford you various networking opportunities and engagement with over 300 members and their families in attendance. Our Convention offers companies excellent value for their marketing dollars and tremendous product and service catered to those in the medical field. No other meeting on your marketing agenda will offer you such a large gathering of healthcare professionals with such diverse specialties. We want to ensure you have the tools necessary to reach this valuable audience and offer you the chance to partner with us! Please take a look through the sponsorship booklet to select one of the outstanding marketing opportunities that best meets your needs. But hurry! Opportunities are limited and sell out quickly. For more information, please contact Amal Berry, NAAMA’s Executive Director, at 248-646-3661 or aberry@naama.com to lock in your sponsorship today!

We look forward to seeing you in the Windy City and thank you for your support!

Sincerely,

Nadia Abunijmeh, MD, Convention Chair
Muhyaldeen Dia, MD, Scientific Chair
Sherine Hanna, MD, Scientific Co-Chair
Amal Berry, NAAMA Executive Director
Welcome to NAAMA!
39th National Medical Convention
September 1-4, 2017
Chicago, Illinois

Types of Sponsorships

* Platinum, Gold, Silver, Bronze and Friend Supporter Levels
Sponsors are entitled to many benefits including: Priority exhibit placement and many other benefits, including prominent acknowledgment in meeting materials and signage, invitations to the exclusive Gala dinner, and much more.

* Exhibits
NAAMA plans events and activities in the exhibit area to ensure plenty of traffic during the meeting.

* Event Support
Take advantage of corporate support opportunities, including the welcome reception, lunches, the Gala dinner, and coffee breaks.

* Advertising
NAAMA offers advertising opportunities via printed inserts and promotional items in both the Registration Packet and Convention Book.

Important Note: All Convention materials or sponsor logos (printed or electronic) must be received by NAAMA no later than May 1, 2017.

For the Sponsorship Opportunities, see p. 4-6
For the Written Agreement for Commercial Support, see p. 7
For the Terms, Conditions and Purposes, see p. 8
For the Sponsorship Policy and Guidelines, see p. 9-10
For the Application & Contract for Exhibitors, see Appendix A, p. 11
For the Office Contacts & Signatures, see p. 12
For the Application & Contract for Advertisement, see Appendix B, p. 13
Sponsorship Opportunities

**Platinum Level**
$15,000
- Four complimentary registrations to the scientific meeting
- Acknowledgment in signage at the event
- Acknowledgment in the Convention Program Book
- Acknowledgment on NAAMA’s web site
- A Platinum Supporter Plaque
- Four tickets to Convention Gala Dinner
- Two complimentary hotel rooms for two nights
- Priority exhibit table placement

**Gold Level**
$10,000
- Three complimentary registrations to the scientific meeting
- Acknowledgment in signage at the event
- Acknowledgment in the Convention Program Book
- Acknowledgment on NAAMA’s web site
- A Gold Supporter Plaque
- Three tickets to Convention Gala Dinner
- One complimentary hotel room for one night
- Priority exhibit table placement

**Silver Level**
$7,500
- One complimentary registration to the scientific meeting
- Acknowledgment in signage at the event
- Acknowledgment in the Convention Program Book
- Acknowledgment on NAAMA’s web site
- A Silver Supporter Plaque
- Two tickets to Convention Gala Dinner
- Exhibit table

**Bronze Level**
$5,000
- Acknowledgment in signage at the event
- Acknowledgment in the Convention Program Books
- Acknowledgment on NAAMA’s web site
- One ticket to Convention Gala Dinner
- Exhibit table

**Friend / Supporter Level**
$2,500
- Signage at coffee breaks and special events (applicable to level)
- Convention Program Book
- Acknowledgment on NAAMA’s web site
**Exhibit Table**
$1,000
8' x 10' exhibit space with 6’ skirted table, two chairs, and wastebasket (electricity at exhibit area extra).

**Convention Lanyards/Name Tags**
$3,500
Convention Lanyards/Name Tags offer high visibility with your business logo embroidered or printed on the lanyard or name tag on the opposite side of the convention logo.

**Advertising in Program Book**
- Full-page - $1,000
- Half-page - $500
- Quarter-page - $250
- Name badge - $2,500
Name badges provide a great opportunity for your business’s logo to be printed alongside the convention logo.

**Registration Packet**
$5,000
The Registration Packet offers high visibility of your company’s logo on all registration materials distributed to all attendees. It also gives an opportunity to distribute promotional pieces directly to attendees.

**Program Book**
$5,000
*Includes your logo on front cover and one full-page color ad on back cover*
This book includes the entire scientific program listing with faculty abstracts and convention schedule as well as convention announcements, exhibitors, and sponsor listings.

**Welcome Reception**
$8,000
The welcome reception is scheduled for the evening of Friday, September 1, 2017, between 7:00 and 10:00 p.m. at the Westin Michigan Avenue. Registrants and guests will network in a relaxed atmosphere with hors d’oeuvre and light music. It is a great social gathering and provides premier visibility and a brief speaking opportunity for sponsors.

**Distribution of Materials in Registration Packet**
To publicize an upcoming event, promote a new product, or draw traffic to your exhibit booth, an announcement can be inserted into the Registration Packets. All meeting attendees will receive the insert.
- $275 for non-profit organizations
- $575 for profit organizations
Please complete and submit a Materials Distribution Form (see application attached) for all requested materials to be included in the Registration Packets.

**Coffee Break**
$2,000 (each)
Most coffee breaks occur in the exhibit area between scientific sessions. Three coffee breaks will be provided to convention attendees.
**Gala Dinner**
$10,000 (one available)
The Gala Dinner is the culmination of NAAMA’s 39th National Convention. With entertainment, the formal/semi-formal sit-down dinner is a great way to reach members and guests.

**Breakfast**
$5,000 (each)
Breakfast for attendees will be provided for three days. Sponsorship opportunities are available or one sponsor may provide breakfast for all three days for $12,000. With this level of sponsorship, you will be recognized in the program and at the ceremony.

**We Appreciate Your Support!** Select the opportunities that match your interests. Act soon to secure your placement during NAAMA’s 39th National Convention! Take advantage of our multiple venues to engage with our members about your company and the products and services you offer.

**Important Note:** For each sponsorship opportunity listed above, all Convention materials or sponsor logos (printed or electronic) must be received by NAAMA no later than May 1, 2017.

For more information, contact the NAAMA Office at 248-646-3661 (phone), 248-646-0617 (fax), or via email naama@naama.com.
Title of CME Activity: NAAMA’s 39th National Medical Convention
Location: The Westin Michigan Avenue, Chicago, Illinois
Date: September 1-4, 2017

The National Arab American Medical Association (NAAMA) is committed to presenting CME activities that promote improvements or quality in healthcare and are independent of the control of commercial interests. As part of this commitment, NAAMA has outlined in this written agreement the terms, conditions, and purposes of commercial support for its CME activities (APPENDIX C).

Commercial Support is defined as financial, or in-kind contributions provided by any entity to pay for all or part of the costs of a CME activity.

This is a contract between NAAMA and ____________________________, referred to as the “Partner” throughout the rest of this agreement. Under the terms of this agreement, the Partner will observe all the terms and conditions listed below and will support the above referenced CME activity by providing NAAMA with funds or services equivalent to $ ___________________________ to be used for (check all applicable boxes):

☐ Platinum Level
☐ Gold Level
☐ Silver Level
☐ Bronze Level
☐ Friend / Supporter Level
☐ Exhibit Table (also complete appendix A)
☐ Convention Lanyards/Name Tags
☐ Registration Packet
☐ Full-Page Advertisement in Conference Book (also complete Appendix B)
☐ Half-Page Advertisement in Conference Book
☐ Quarter-Page Advertisement in Conference Book
☐ Name Badge
☐ Program Book
☐ Welcome Reception
☐ Distribution of Materials in Registration Packet
☐ Coffee Break
☐ Gala Dinner
☐ Breakfast
☐ Unrestricted educational grant for support of the CME activity
☐ Restricted grant to reimburse expenses for:
☐ Speaker expenses
☐ Speaker travel only
☐ Speaker honoraria
☐ Other (specify): ____________________________________________
Signatures:

The “Partner”

Address

Telephone (include area code), Fax (include area code), E-mail

Contact Name

Name of Person Who Will Manage Exhibitor Space

Agreed by Authorized Representatives:

NAAMA Authorized Signer

Date

Printed Name and Title

The “Partner” Signature

Date

Printed Name and Title

NAAMA CONTACT INFORMATION

National Arab American Medical Association
2265 Livernois Road
Suite 720
Troy, Michigan 48083
Tax ID Number: 38-2911556
Contact: Amal Berry, Executive Director
    aberry@naama.com
Phone Number: 248-646-3661
Fax Number: 248-646-0617
APPENDIX A
EXHIBITORS

• Exhibit space: 8’ x 10’ including a 6’ x 4’ skirted display table, two chairs and a wastebasket. (Please contact NAAMA if you need to customize your space).

• Products to be exhibited:

• Please note: 50% of the exhibit fee must accompany this contract. (Please make check payable to NAAMA Convention). The remaining balance is due no later than July 31, 2017. (Tax ID #38-2911556).

• Your signature indicates your approval of all these terms, as well as your approval to send correspondence via the fax number below.

• Failure to abide by all rules and regulations may result in forfeiture of all monies paid or due.

APPENDIX B
ADVERTISEMENT

☐ In the conference booklet
   _____ Full-page (8” x 10” finished size, color) $1000
   _____ Half-page (4-3/4” x 10” finished size, color) $500
   _____ Quarter-page (4-3/4” x 5-3/4” finished size, color) $250

☐ In the conference Venue
   _____ Banner (up to 2 x 4 feet) $1000 (each)
   _____ Poster (up to 2 x 2 feet) $500 (each)
   _____ Logo $250 (each)

☐ Conference booklet advertisements must be submitted electronically in .pdf or .jpg format. Generic ads will be assigned if not supplied.

☐ Please note: 50% of the fee must accompany this contract. (Please make check payable to NAAMA Convention). The remaining balance is due no later than July 31, 2017. (Tax ID #38-2911556).
APPENDIX C
SPONSORSHIP POLICY AND GUIDELINES

I. TERMS, CONDITIONS AND PURPOSES

1. ACCME Compliance
   The National Arab American Medical Association is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.” NAAMA and its partners will comply with all ACCME policies and requirements.

2. Independence
   a. This activity is for scientific and educational purposes only and will not promote any specific proprietary business interest of the “Partner”.
   b. NAAMA is responsible for all decisions regarding the identification of educational needs, determination of educational objectives, selection and presentation of content, selection of all persons and organizations that will be in a position to control the content of the CME, selection of education methods, and the evaluation of the activity.

3. Appropriate Use of Commercial Support
   a. NAAMA will make all decisions regarding the disposition and disbursement of the funds from the “Partner”.
   b. The “Partner” will not require NAAMA to accept advice or services concerning teachers, authors, or participants, or other education matters, including content, as conditions of receiving these funds.
   c. All commercial support associated with this activity will be given with the full knowledge and approval of NAAMA. No other payments shall be given to the director of the activity, planning committee members, teachers or authors, joint sponsor, or any others involved with the supported activity.
   d. NAAMA will, upon request, furnish the “Partner” with documentation detailing the receipt and expenditure of the funds.

4. Commercial Promotion
   a. At the site where the CME activity is conducted, (e.g. lecture hall, breakout room, or workshop location):
      I. Product-promotion material or product-specific advertisement of any type is prohibited.
      II. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed.
      III. Live or enduring promotional activities cannot be displayed or distributed immediately before, during or after a CME activity.
      IV. The “Partner” may not engage in sales or promotional activities while in the space or place of the CME activity (e.g. lecture hall, breakout room, or workshop location).
b. The “Partner” may not be the agent providing the CME activity to the learners.

5. Disclosure
   a. NAAMA will ensure that the source of support from the “Partner”, either direct or “in-kind,” is disclosed to the participants, in program brochures, syllabi, and other program materials, and at the time of the activity. This disclosure will not include the use of a trade name or a product-group message. The acknowledgment of commercial support may state the name, mission, and clinical involvement of the company or institution and may include corporate logos and slogans, if they are not product promotional in nature. The “Partner” and NAAMA agree to abide by all requirements of the Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support of Continuing Medical Education.

6. Acknowledgement
   a. The “Partner” has received, reviewed, and will comply with the following NAAMA Sponsorship Policy guidelines, if applicable.

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II. POLICIES

Statement 1: General Convention Sponsorship Policies
   1. All sponsorships at NAAMA conventions must comply with NAAMA’s policies and ACCME’s Standards for Commercial Support.
   2. All NAAMA approved sponsorship opportunities will be fully described in this sponsorship guide. This description shall include the specific nature of the sponsorship opportunity, a description of sponsorship recognition including specifications for signage, banners, posters, slides, etc., method of distribution to attendees (if applicable) and the sponsorship cost, unless specifically noted in this policy or in the Sponsorship.
   3. Guide, product brand acknowledgement and recognition are limited to display within the exhibit area.
   4. Sponsors are not permitted to use the NAAMA Logo in any of their promotional activities associated with the Convention.
   5. The Convention Logo may only be used in those instances that are specifically noted in the Sponsorship Guide.

Statement 2: Acceptable Sponsor Activities at Hotels and Remote Locations
   1. No commercial giveaways, promotional materials or product brand literature may be distributed to attendees without the approval of NAAMA.
   2. Door-drops of commercial literature, giveaways, etc., are specifically prohibited at the hotel.
   3. Commercially supported social events should not compete with or take precedence over scheduled scientific sessions.

Statement 3: Acknowledgement and Recognition of Sponsors
   1. Only as specified in the Sponsorship Guide may Convention logo appear on the same page or same side of a sign, banner, poster, T-shirt or slide acknowledging or recognizing sponsors.
   2. Corporate name acknowledgment for all sponsors will be listed in the Convention Program book, via signage in the registration area and at the Opening Ceremony. Corporate name acknowledgment of sponsors is also authorized at social events, and bus pick-up/drop-off site.
   3. Product brand acknowledgment and/or recognition of sponsors is only authorized within the exhibit area, unless otherwise specified in this policy or detailed in the Sponsorship Guide.

Statement 4: Registration Packet
1. All items to be included in the Registration Packet must be approved by NAAMA.
2. Registration Packet may bear the corporate name and logo of the sponsor but may not carry a branded drug or device name.
3. All sponsored items for inclusion in the packet will be detailed in the Sponsorship Guide.

**Statement 5: Appropriate Exhibitor Activities within the Exhibit Area**

1. All exhibits are to be conducted in a dignified manner. Loud speakers, singing or carnival-like activities, such as the use of magicians or performers in the exhibit area are prohibited. Exhibits that feature an unapproved activity will be directed to immediately discontinue the activity by the Exhibit Manager.
2. Providing food or refreshments from an exhibitor’s booth is permitted, but care must be taken not to allow long lines to form or to block aisles. All food functions within exhibitor booths must comply with convention center guidelines.
3. Exhibitors are permitted to hold raffles in their booths. Raffled items should be approved prior to the start of the convention by NAAMA.
4. Exhibitors are not permitted to use the NAAMA or Convention logo in signage, on banners, on literature or on giveaways unless authorized by NAAMA.

**Statement 6: Acceptable Giveaways by Exhibitors**

1. Samples of all giveaways must be provided to NAAMA for approval prior to their distribution at the convention.
2. Exhibitors may distribute product samples that they have manufactured.
3. Giveaways must be of nominal value and must relate to members’ interest.