



PROSPECTUS

NMA 2020 VIRTUAL CONVENTION

A 2020 VISION: TRANSCENDING COVID-19 TO
A HEALTHIER BLACK AMERICAN

JULY 31 – AUGUST 4, 2020

For details and further information, contact [Kathleen Lawrence](#) at 856 302 0893



NMA VIRTUAL CONVENTION AND SCIENTIFIC ASSEMBLY PROSPECTUS
July 31 - AUGUST 4, 2020

NMA 2020 Virtual Convention will provide many benefits. The event will include live and pre-recorded programming from July 31 – August 4, 2020. Industry supporters will be offered various branding, advertising, and sponsor opportunities to be featured over the four-day event and through the end of the year. In addition, Industry can benefit from non-CME education in the Presentation Theaters’ presentations. CME Symposia are also available to schedule during the four-day event.

REGISTRATION & RATES

NMA will offer an Industry Partner Showcase Package that will include Convention Registration. Convention Registration will provide access to educational sessions and Presentation Theaters. However, Continuing Educational Education (CME) is NOT included with a Sponsorship Package. Sponsors must register as an attendee to receive CME credits.

WHY SUPPORT THE NMA VIRTUAL CONVENTION & SCIENTIFIC ASSEMBLY

A Virtual experience will open the world of possibilities!

- Increase Brand visibility through December 31,2020
- Lead generation and prospects from new markets
- Strengthen relationships in familiar markets
- Access to insightful data
- Connection means engagement
- Differentiation from competitors

VIRTUAL CONVENTION DATES & HOURS

(Times are in Eastern Daylight Time)

Friday, July 31, 2020

Opening & Awards Program
6:30pm – 8:00pm

Sunday, August 2, 2020

Sunday Morning Inspiration & Prayer
10:30am – 11:00am

Monday, August 3, 2020

CME Sessions
11:00am – 6:00pm

Saturday, August 1, 2020

Plenary
11:00am – 1:00pm

CME Sessions
1:00pm – 6:00pm

HOD Meeting
6:00pm – 8:00pm

125th Celebration
8:00pm – 10:00pm

Mazique Symposium
11:00am – 1:00pm

CME Sessions
1:00pm – 6:00pm

Leadership Forum
5:00pm – 6:30pm

HOD
6:00pm – 8:00pm

Presidential Installation
6:00pm – 7:30pm

Regional Meetings
7:30pm – 9:30pm

Tuesday, August 4, 2020

CME Sessions
11:00am – 6:00pm

HOD Elections
6:00pm – 8:00pm



PRESENTATION THEATER SCHEDULE

(Times are in Eastern Daylight Time)

Saturday, August 1, 2020

Presentation Theater

9:00am – 10:00am – **Global Blood Therapeutics**

10:00pm – 11:00pm – **GlaxoSmithKline**

Monday, August 3, 2020

9:00am – 10:00am – **Bristol Myers Squibb**

10:00am – 11:00pm – **Gilead Sciences, Inc.**

7:30pm – 8:30pm – **AVAILABLE**

Tuesday, August 4, 2020

9:00am – 10:00am – **Genentech**

10:00am – 11:00am – **Novartis Pharmaceutical Corp.**

*All Presentation Theaters are available
on-demand through December 31, 2020*

Pre-recorded (30minute) Presentation Theaters and Pre-recorded CME Symposia \$30,000

The National Medical Association Presentation Theaters and Satellite Symposia are a great opportunity to debut a new product or service or present on an educational topic.

INDUSTRY PARTNER'S SHOWCASE PACKAGE

Industry Partner's Showcase Package \$3,000

Your Showcase landing page can be accessed through the NMA 2020 Virtual Platform. Each sponsor's name and logo will be displayed on webpage that can redirect to many webpage you prefer!

Package to include the following features:

- Company name listed under the NMA's Industry Partners' Tab
- URL redirect to your company provided designated webpage
- Use of Attendee list using NMA official mailing house with NMA approved marketing piece
- Two (2) Convention Registrations
(does NOT have access to CME credits, and are non-transferable between participants)





Banner Advertisements offer great branding and visibility to your products and services!

Attendee Registration Confirmation Bottom Banner - \$5,000 exclusive

- Exclusive banner displayed on the bottom of the confirmation sent to each attendee
- Horizontal Banner Ad Size: 728px wide x 90px tall
- URL redirect



Attendee Registration Confirmation siderail Banner Skyscraper \$5,000 exclusive SOLD

- Vertical static banner ad size: 160px x 600px tall
- URL redirect



Medium \$3,000 exclusive SOLD

- Vertical static banner ad size: 300px wide x 250px tall
- URL redirect

Small \$2,000 exclusive SOLD

- Vertical static banner ad size: 180px wide x 150px tall
- URL redirect





Attendee Registration Webpage Rotating Top Banner \$3,000

- Banner is placed under NMA 2020 Virtual Convention Banner
- Rotates up to ten (10 spots) banners on the Top portion of the attendee registration webpage
- Horizontal Banner Ad size: 728px wide x 90px tall



Attendee Registration Webpage Rotating Siderail Banners \$2,000

- Vertical rotating (3 spots) banner
- Ad size: 300px wide x 250px tall



Attendee Registration Summary Webpage Rotating Bottom Banners \$3,000

- Located at the end of registration process on the summary page
- Horizontal rotating (10 spots) Banner Ad Size: 728px wide x 90px tall





NMA 2020 Convention Webpage Top Rotating Banner - \$3,000

- Rotates up to Ten (10 spots) banners: 15 second rotation
- Horizontal Banner Ad size: 728px wide x 90px tall
- URL redirect



NMA 2020 Convention Webpage Bottom Rotating Banner \$3,000

- Rotates up to Ten (10 spots) banners: 15 second rotation
- Horizontal banner ad size: 728px wide x 90px tall
- URL redirect



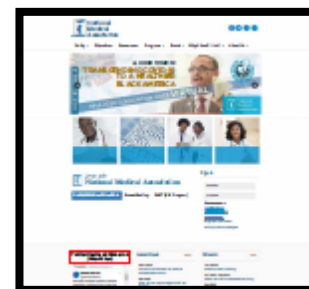
NMA 2020 Convention Webpage siderail rotating banners \$2,000 SOLD

- Rotates up to three (3spots) banners: 15 second rotation
- Vertical banner ad size: 300px wide x 250px tall
- URL redirect



NMA Webpage Social Media Twitter Masthead \$3,000 exclusive SOLD

- Twitter Masthead Banner Ad size: 300px wide x120px tall
- URL redirect



Opening & Awards Program Rotating Banners \$5,000

- Rotates up to three (3 spots) banners: 15 second rotation
- Slide format 16 x 9 HD
- Visible on landing page prior to and after the event



NMA 2020 Pre & Post Convention eBlast \$3,000

Promote your Presentation Theater, announce your latest product that will be featured at the NMA 2020 Virtual Convention or follow up with attendees after the convention. Time slots will be assigned on a first come; first serve basis.

August 4

August 25

August 27

NMA 2020 eNewsletter \$1,500

Your advertisement article will be featured in the month eNewsletter distributed to all current NMA members.

- Article limited to 250 words with URL redirect link and image
- Article must be received by the 15th of the month prior to publication

October
November
December

NMA 2020 Virtual Pre & Post Convention Attendee Mailing List

Industry Partners have an opportunity to reach attendees through a direct mailer. Click on the preferred request form to complete and submit your mailer for approval. A one-time use of the attendee mailing list is through NMA Official Mail House. This is complimentary to all Industry Sponsors.

[NMA 2020 Virtual Pre-Convention Attendee Mailing List Request Form](#)

[NMA 2020 Virtual Post Convention Attendee Mailing List Request Form](#)

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Council on the Concerns of Women Physicians (CCWP) Program

Celebrating the Legacy of Black Women Physician Leadership and Empowerment

The Council on Concern of Women Physicians (CCWP) addresses the interests and concerns of African-American women physicians, to promote advancement and leadership opportunities for African-American women physicians and to mentor African-American women medical and premedical students. With this annual program and our year-long initiatives, the CCWP strives to increase the visibility and influence of women physicians in society at large, with special focus on African-American women physicians, who currently represent only 2% of all physicians in the United States .

The *LIVE* Virtual CCWP Program on Sunday, August 2 at 1:00pm – 2:30pm EDT will highlight African-American women physicians and community organizations that promote women's health, for their service, leadership, activism and community impact. Program content will center on the unique role women play in community health and the power of African-American women physicians to enact change for racial discrimination, social injustice and health inequities with the power of their voices through advocacy, civic engagement and electoral participation.

By supporting this year’s CCWP Program, you can provide a pre-recorded, company provided video commercial message (2-minute maximum) that will run during segments of the program. The program and your commercial message will be available for viewing through December 31, 2020.

CCWP Sponsorship \$5,000

Benefits:

- Recognition on marketing materials*
- Two (2) minute pre-recorded video commercial message
- Full page advertisement in the CCWP Program eBooklet
- Two (2) complimentary registrations (does NOT provide CME credits)

**if secured by deadline date of promotions*

CCWP Program eBooklet Advertising

The CCWP Program e-Booklet will be downloadable through the webinar platform and available to all NMA members.

Back Cover	\$1,000
Inside Front Cover	\$ 800 SOLD
Inside Back Cover	\$ 800 SOLD
Full page advertisement	\$ 500
Half page advertisement	\$ 300

COMING THIS FALL.....

NEW! CCWP Webinar Sponsorship – Women in Medicine Leadership Seminar \$10,000ea.

Secure your sponsorship of NMA’s CCWP Webinar Series NOW. Only four (4) Webinars available!

NMA’s CCWP webinar series will launch in the Fall of 2020. The monthly webinar from September through December will dedicate topics to job navigation, leadership promotion and career advancement specific to African-American women physicians. Each monthly webinar is available for sponsorship and includes a pre-recorded video or live speaking opportunity. This opportunity can be incorporated for a sponsorship package towards the CCWP Awards Program for the 2021 Convention in New Orleans, July 17-21, 2021.

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