



SHARE THE NEWS: #NMA2021

JULY 16-20, 2021

2021

VIRTUAL
CONVENTION
& SCIENTIFIC
ASSEMBLY



PROSPECTUS

NMA 2021 VIRTUAL CONVENTION & SCIENTIFIC ASSEMBLY

Sessions: July 16-20, 2021 | Virtual: July 16 – December 31, 2021



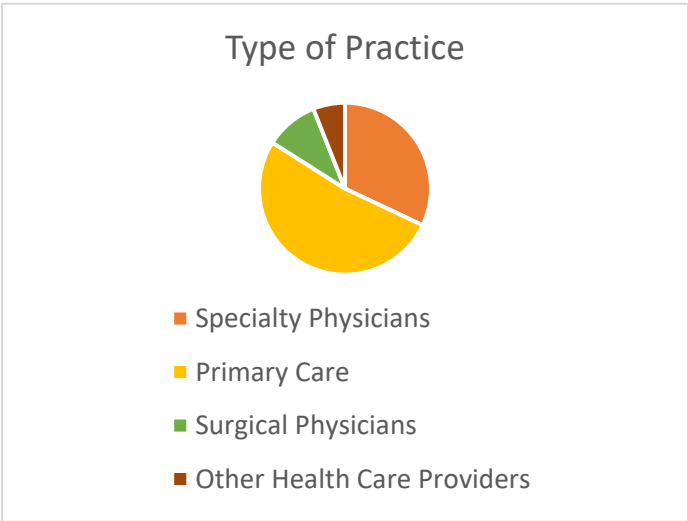
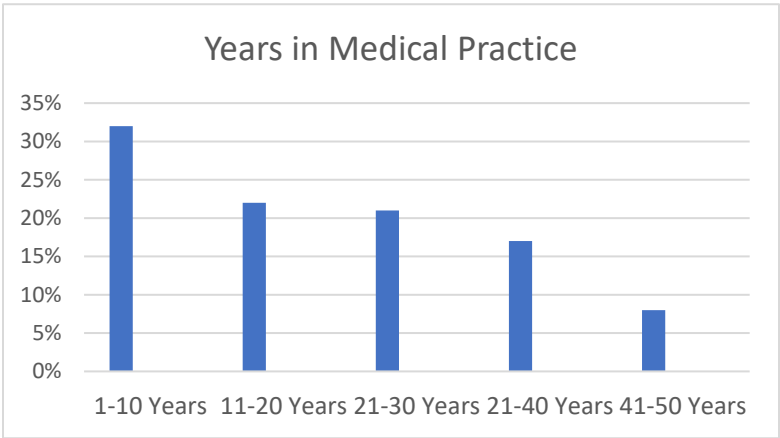
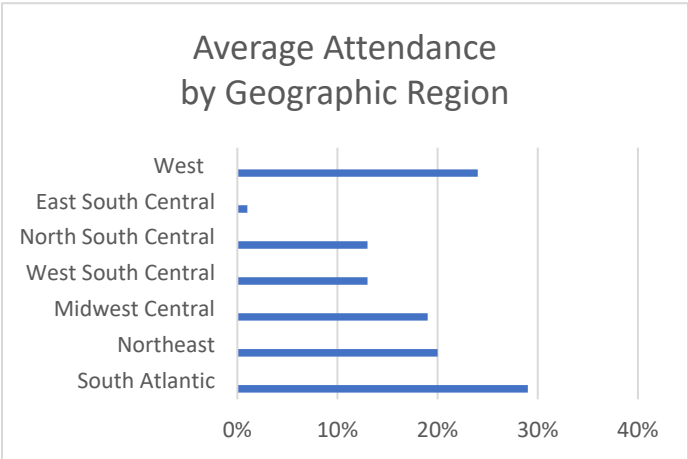
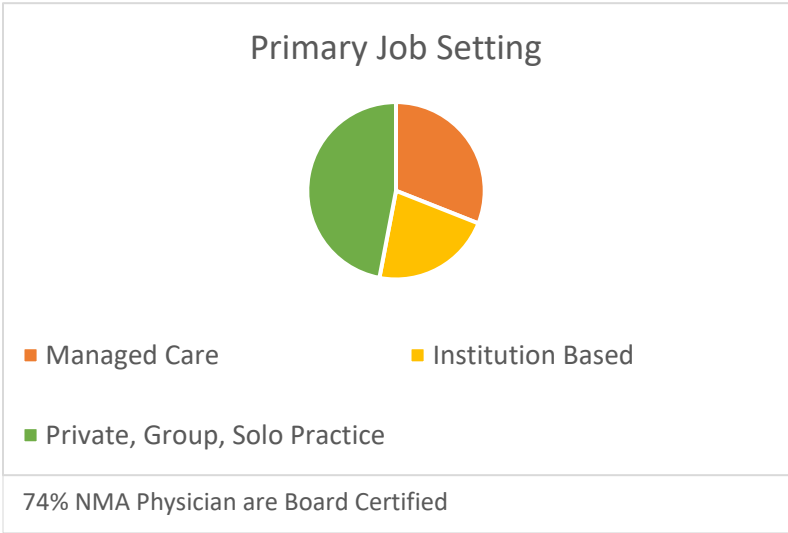
NMA 2021 VIRTUAL PROSPECTUS OF THE ANNUAL CONVENTION AND SCIENTIFIC ASSEMBLY

Sessions: July 16-20, 2021 | Virtual: July 16 – December 31, 2021

The National Medical Association 2021 Annual Convention and Scientific Assembly is virtual. The virtual experience will include live events, live and pre-recorded programming, and Non-CME and CME Presentation Theaters from July 17 – December 31, 2021. NMA is offering a variety of branding, advertising, sponsor opportunities and exhibit booth packages and opportunities are available through the NMA convention until December 31, 2021.

ATTENDEE DEMOGRAPHICS

NMA members and attendees are primarily clinicians working with patients in hospitals, clinics, and private practices.



Learn how you can effectively reach your target audience.
 Contact: Kathleen Lawrence at 856-302-0893

NMA 2021 SCIENTIFIC SPECIALTY SESSIONS

- Allergy, Asthma, and Immunology
- Anesthesiology
- Basic Science
- Community Medicine and Public Health
- Dermatology
- Emergency Medicine
- Family Medicine
- General Surgery
- Internal Medicine
- Military & Veterans Medicine
- Neurology/Neurosurgery
- Obstetrics and Gynecology
- Ophthalmology
- Orthopedics
- Otolaryngology
- Pathology
- Pediatrics
- Physical Medicine and Rehabilitation
- Physician Executives
- Plastic and Reconstructive Surgery
- Podiatry
- Postgraduate Physician
- Psychiatry and Behavioral Sciences
- Radiology & Radiation Oncology
- Urology
- Women's Health

Primary Care 52%

Community Medicine and Public Health, Family Practice, Internal Medicine, Obstetrics & Gynecology, Pediatrics

Specialty Physicians 32%

Allergy and Immunology, Anesthesiology, Dermatology, Emergency Medicine, Ophthalmology, Otolaryngology, Women's Health, Pathology, Physical Medicine and Rehabilitation, Psychiatry and the Behavioral Sciences, Radiology & Radiation Oncology, Urology

Surgical Physicians 10%

Neurology/Neurosurgery, General Surgery, Plastic and Reconstructive Surgery, Orthopedic Surgery

Health Professionals 6%

Military & Veterans Medicine, Basic Science, Physician Executives, Residents/Medical Students, Podiatrists, other Health Professionals

REGISTRATION & RATES

NMA will offer Exhibit Booth Packages that will include Virtual Convention Registration. Virtual Convention Registration will provide access to live events, educational sessions, and Presentation Theaters from the NMA 2021 Convention website. However, Continuing Medical Education (CME) credit is NOT included with the Exhibitor Virtual Convention Registration. CME can be added at an additional fee of \$125 during the registration process.

WHY SUPPORT THE NMA VIRTUAL CONVENTION & SCIENTIFIC ASSEMBLY

NMA's virtual Annual Convention and Scientific Assembly will attract over 3,000 leading African American physicians, physician executives, health professionals, academicians, scientists, and students from across the country and around the world.

This Virtual experience will open a world of possibilities!

- Increase Brand visibility through December 31,2021
- Lead generation and prospects from new markets
- Strengthen relationships in familiar markets
- Access to insightful data

VIRTUAL CONVENTION DATES & HOURS

(Times are in Eastern Daylight Time)

Friday, July 16, 2021

Opening & Awards

Evening Program

6:00 pm – 8:00 pm ET

Saturday, July 17, 2021

Presentation Theaters

Edward C. Mazique Symposium

CME Sessions

House of Delegates Meeting

125th Celebration

Monday, July 19, 2021

Presentation Theaters

CME Sessions

Presidential Installation

Presentation Theaters

Sunday, July 18, 2021

Presentation Theaters

ANMA Annual Prayer Breakfast

The Edith Irby Jones Plenary

CME Sessions

Leadership Forum

House of Delegates Meeting

Tuesday, July 20, 2021

Presentation Theaters

CME Sessions

House of Delegates Elections

NMA 2021 Virtual Convention will be available for viewing through December 31, 2021.

PRESENTATION THEATER SCHEDULE

(Times are in Eastern Daylight Time)

Schedule subject to change.

PRE-RECORDED ON-DEMAND PRESENTATION THEATER AVAILABLE

Pre-recorded One hour Presentation Theaters \$50,000

Pre-recorded 30-minute Presentation Theaters \$30,000

Saturday, July 17, 2021

Presentation Theater

9:00am – 10:00am

10:00pm – 11:00pm

Monday, July 19, 2021

Presentation Theater

9:00am – 10:00am

10:00am – 11:00am

5:00pm – 6:00pm

7:00pm – 8:00pm

Sunday, July 18, 2021

Presentation Theater

9:00am – 10:00am

10:00pm – 11:00pm

Tuesday, July 20, 2021

Presentation Theater

9:30am – 10:00am

10:00am – 10:30am

10:30am – 11:00am

SOLD OUT!

**Contact Kathleen Lawrence regarding
on-demand option**

All Presentation Theaters are available on-demand through December 31, 2021.

The National Medical Association Presentation Theaters are a great opportunity for a promotional presentation, or it can concentrate on a specific product or drug. Presentation Theaters are scheduled to be non-competitive with educational programming and all registered convention attendees are encouraged to attend, however, NMA does not guarantee attendance.

EXHIBIT BOOTH PACKAGE

Exhibit Booth Packages

Exhibit Booth Packages are available during the NMA 2021 Virtual Convention. Select your Exhibit Booth Package today! Companies will be listed alphabetically under each level. View Rules, Terms, and Conditions on the NMA Exhibitor Application.

DESCRIPTION	PREMIUM \$7,500	FEATURED \$3,500
Company Logo displayed according to level on the Exhibitor Logo Wall <i>(click pop up of your virtual booth)</i>	★	★
Company Listing on Expo Hall landing page (Attendees can quickly find companies. The search tool allows them to visually browse by companies of interest or categories)	★	★
Exhibitor Package Booster <i>(company will be identified by exhibitor level)</i>	★	★
Company logo included with Expo Hall landing page listing	★	★
Company name, logo, description, and social media link in Exhibit Booth	★	★
Website Link, “Brochure”, Request Information tab	★	★
Representative Contact listing	★	★
Company Exhibit Booth Banner with URL link	★	★
Link to External Exhibit Booth	★	
Exhibit Booth Welcome Video displayed in Exhibit Booth	★	
Content Links	<i>includes (3) PDF files, (3) image files (3) weblinks</i>	<i>includes (3) PDF files</i>
Exhibitor/Attendee Text Chat Feature	★	★
Exhibitor/Attendee Video Chat Feature <i>(assign up to 4)</i>	★	
Company Giveaway Button <i>(exhibitor can add a giveaway button that will prominently display on their booth and in booth listings)</i>	★	
Exhibit Booth Data & Lead Reports <i>(includes impressions for which attendees visited the booth and what engagement they had with booth content as well as lead contact information for attendees visiting your booth)</i>	★	★
Non-CME Exhibitor Registrations	Up to (5)	Up to (2)

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

Virtual Platform Advertising Opportunities

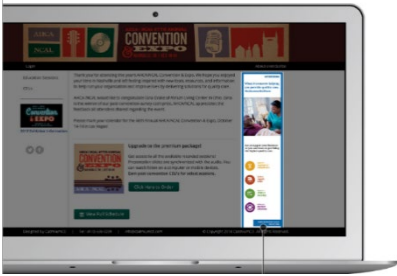
Banner advertising offers great visibility for attendees accessing the Virtual Convention

Sponsor a digital banner which will be displayed on the navigation page of the NMA Virtual Event platform.

Vertical Rotating Banner \$3,000

Located on the right side of the main navigation page, this banner rotates through sponsor banners.

Vertical banner: 320wide x 1200high
Must be provided in high resolution EPS files.



DIGITAL ADVERTISING OPPORTUNITIES

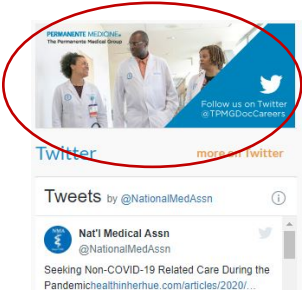
Distributed to all NMA members & registered attendees

NMA Homepage Monthly Social Media Twitter Masthead (exclusive)

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

Prices:

\$2,500	per month		
\$6,750	3-month commitment	(3 month)	10% discount
\$12,000	6-month commitment	(6 month)	20% discount



NMA Social Media post \$500

- Scheduled date and time during the NMA 2021 Virtual Convention
- Message, image, and URL address

NMA 2021 Virtual Convention eBlast \$3,500

The NMA eBlasts are a successful tool to communicate with members of the National Medical Association and registrants of the NMA 2021 virtual Annual Convention and Scientific Assembly. eBlasts are scheduled so your exclusive electronic message is sent directly to members and attendees' inbox. eBlast can be scheduled either on Tuesday or Thursday. eBlasts will be assigned on a first come; first serve basis.

Benefits:

- Exclusive Pre-scheduled time slots will allow you to determine the best date for your message.
- Delivered to all NMA members and registered attendees

Must be submitted for NMA approval and final copy in HTML format

NMA 2021 eNewsletter \$1,500

Your company's article will be featured in the monthly eNewsletter is distributed to all NMA members and registered attendees.

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

Prices:

\$1,500	per month		
\$4,050	3-month commitment	(3 issues)	10% discount
\$7,200	6-month commitment	(6 issues)	20% discount
\$13,500	yearly commitment	(12 issues)	25% discount

NMA CONVENTION WEBPAGE BANNERS

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

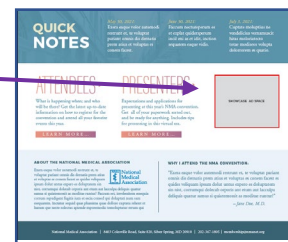
NMA 2021 Convention Webpage Leaderboard Rotating Banner \$4,000

- Banner is located above the NMA 2021 Virtual Convention Banner
- Sponsor banners rotate approximately every 6 seconds
- Horizontal Banner Ad size: 728px wide x 90px high
- URL redirect



NMA 2021 Convention Webpage Showcase Rotating Banner \$3,000

- Sponsor rotating banners approximately every 6 seconds
- Vertical banner ad size: 300px wide x 250px high
- URL redirect

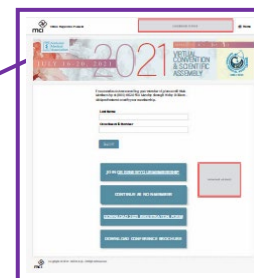


NMA ATTENDEE REGISTRATION WEBPAGE BANNERS

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

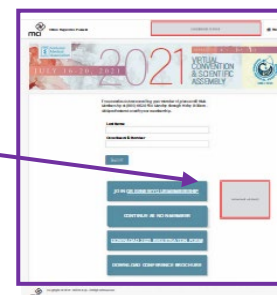
Attendee Registration Webpage Leaderboard Rotating Banner \$3,000

- Banner is located above NMA 2021 Virtual Convention Banner
- Rotating sponsor banners on the top portion of the attendee registration webpage
- Horizontal Banner Ad size: 728px wide x 90px high



Attendee Registration Webpage Rotating Showcase Banner \$2,000

- Rotating sponsor banners on the side of the attendee registration webpage
- Vertical Ad size: 300px wide x 250px high



For details and further information, contact [Kathleen Lawrence](mailto:kathleen.lawrence@nma.org) at 856-302-0893

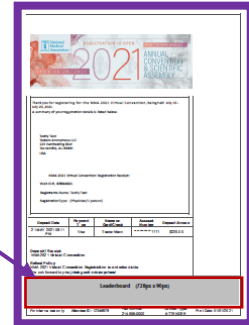
ATTENDEE REGISTRATION CONFIRMATION BANNERS

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

Attendee Registration Confirmation Bottom Banner \$5,000 (*exclusive*)

Horizontal banner displayed on the bottom of the confirmation sent to each attendee

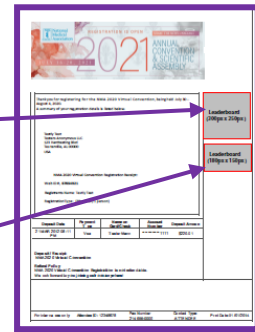
- Banner Ad Size: 728px wide x 90px high
- URL redirect



Attendee Registration Confirmation Showcase Banners

Medium \$3,000 (*exclusive*)

- Exclusive Vertical static banner located on the attendee confirmation
- Banner ad size: 300px wide x 250px high
- URL redirect



Small \$2,000 (*exclusive*)

- Vertical static banner located on the attendee confirmation
- Banner ad size: 180px wide x 150px high
- URL redirect

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

SPECIAL EVENT BRANDING OPPORTUNITIES

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

Opening & Awards Program Sponsorship

Description	Platinum \$15,000	Gold \$10,000	Silver \$5,000
Recognition in all online and in print marketing materials <i>(recognition graphic size will be dependent on sponsorship level)</i>	★	★	★
Recognition during the Opening Address	★	★	★
30 Second pre-recorded video prior to opening	★		
Advertisement in the Opening & Awards Program eBook	Inside Front Cover color	Full page color	Half page color

Opening & Awards Program eBook Advertising

\$2,000 Inside Front Cover

\$1,000 Full page color

\$ 500 half page color

Mind and Body Exercise Breaks (Morning and Evening)

NMA in its mission to stress the importance of mind and body fitness not just for its patients, but also its members. Support NMA's mission as attendees gather to prepare their mind and body for morning and afternoon for the long day of programming.

Morning \$1,000 *(includes 4 breaks)*

Sponsor the Mind and Body Exercise Breaks each morning Saturday – Tuesday at 8:00am ET! Your company name and logo will be displayed on the opening slide prior to Dr. Deborah Bernal's breathing and stretching two-minute pre-recorded video. In addition, your company name and logo will run along the bottom of the video during the entire recording. Partner with NMA in its mission to bring awareness that physical activity can be a part of everyone's daily regimen! A Prize drawing will be held each morning at the end of the session for all participating attendees.

Benefits:

- Recognition on the NMA Convention website promoting the Wellness Breaks
- Company name and logo on the NMA Wellness Break welcome slide
- Company name and logo streaming along the bottom of the recording the entire duration of the session

Evening \$750 *(includes 3 breaks)*

Sponsor the Evening Mind and Body Exercise Breaks Saturday – Monday at 9:00pm ET. Be a part of the Wellness Breaks as attendees gather to learn how to prepare your mind and body for a restful night's sleep. Your company name and logo will be displayed on the opening slide prior to Dr. Deborah Bernal's two-minute pre-recorded breathing exercise video. In addition, your company name and logo will run along the bottom of the video during the entire recording. Join NMA in its mission to bring awareness that a restful night's sleep can be achieved! A Prize drawing will be held each morning at the end of the session for all participating attendees.

Benefits:

- Recognition on the NMA Convention website promoting the Wellness Breaks
- Company name and logo on the welcome slide
- Company name and logo streaming along the bottom of the recording the entire duration of the session

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