



## NMA 2021 Exhibit Booth Application

Sessions: July 17-21, 2021 | Virtual: July 17 – 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. Various branding, advertising, sponsor opportunities and exhibit booth packages will be offered during the NMA Convention through December 31, 2021.

### 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 Terms and Conditions on the NMA Exhibitor Application.

DESCRIPTION	PREMIUM \$7,500	ENHANCED \$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 <i>(Attendees can quickly find companies. The search tool allows them to visually browse by companies of interest or categories)</i>	★	★
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, website 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	★	
Exhibit Booth Welcome Video displayed in Exhibit Booth	<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	★	
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)



## NMA 2021 Exhibit Booth Package Application & Contract

Sessions: July 16-20, 2021 | Virtual: July 17 – December 31, 2021

### STEP #1: Select your Exhibit Booth Package

All applications must include full payment.

- Premium Exhibit Booth Package . . . . . \$7,500
- Featured Exhibit Booth Package. . . . . \$3,500

### STEP #2: Sponsorship Opportunities

*(see prospectus for discount on multiple purchase options)  
(Contact [Kathleen Lawrence](#) for availability (856)302 0893)*

#### NMA Convention Opportunities

- Virtual Convention eBlast – \$3,500 *(call for available dates)*
- NMA Monthly eNewsletter
  - (1) month  (3) issues  (6) issues  (12) issues
- NMA Homepage Monthly Social Media Twitter Masthead
  - (1) month  (3) months  (6) months
- NMA Convention Webpage Top Rotating Banner \$4,000
- NMA Convention Webpage Showcase Rotating Banner \$2,000
- Registration Confirmation Bottom Banner \$5,000 *(exclusive)*
- Registration Confirmation Medium Banner \$3,000 *(exclusive)*
- Registration Confirmation Small Banner \$2,000 *(exclusive)*
- Registration Webpage Rotating Top Banner \$3,000
- Registration Webpage Rotating Showcase Banner \$2,000
- NMA Platform navigation page Rotating Banner \$3,000
- Mind and Body Exercise Breaks
  - Morning \$1,000 *(4breaks)*  Evening \$ 750 *(3 breaks)*
- Social Media Post \$500
- Opening & Awards Sponsorship
  - Platinum  Gold  Silver
- Opening & Awards eBook Advertising
  - Inside Front  Full page  half page

### STEP #3: Commitment Recap

#### Exhibit Booth Packages

- Premium Exhibit Booth** \$ \_\_\_\_\_
- Featured Exhibit Booth** \$ \_\_\_\_\_

#### Sponsorship Opportunities

- Virtual Convention eBlast \$ \_\_\_\_\_
- Monthly eNewsletter
  - (1) month  (3) issues  (6) issues  (12) issues \$ \_\_\_\_\_
- Homepage Monthly Social Media Twitter Masthead
  - (1) month  (3) months  (6) months \$ \_\_\_\_\_
- Convention Webpage Top Rotating Banner \$ \_\_\_\_\_
- Convention Webpage Showcase Rotating Banner \$ \_\_\_\_\_
- Registration Confirmation Bottom Rotating Banner \$ \_\_\_\_\_
- Registration Confirmation Medium Side Banner \$ \_\_\_\_\_
- Registration Confirmation Small Banner \$ \_\_\_\_\_
- Registration Webpage Rotating Top Banner \$ \_\_\_\_\_
- Registration Webpage Rotating Showcase Banner \$ \_\_\_\_\_
- NMA Platform navigation page Rotating Banner \$ \_\_\_\_\_
- Social Media Post \$ \_\_\_\_\_
- Mind and Body Exercise Breaks
  - Morning  Evening \$ \_\_\_\_\_
- Opening & Awards Sponsorship
  - Platinum  Gold  Silver \$ \_\_\_\_\_
- Opening & Awards eBook Advertising
  - Inside Front Cover  Full page  half page \$ \_\_\_\_\_
- TOTAL COMMITMENT** \$ \_\_\_\_\_



## NMA 2021 Exhibit Booth Package Application & Contract, cont.

All applications must include full payment. No company may participate unless full payment has been received. *Applications with credit card information are received and processed utilizing PCI compliant encryption standards.*

### STEP #4: Complete Exhibiting Company Information:

*Company name, address and website should be completed exactly as you would like it to appear in official publications.*

Company Name \_\_\_\_\_

Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_

Mobile \_\_\_\_\_ Email Address \_\_\_\_\_

Website \_\_\_\_\_

### Primary Contact Information:

*Only the designated contact(s) will receive exhibit communications and information from NMA.*

Primary Contact Name \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Title \_\_\_\_\_

Telephone \_\_\_\_\_

Mobile \_\_\_\_\_

Email Address (mandatory) \_\_\_\_\_

*(Email is the primary method of communication from NMA. Any pertinent information will be emailed to the above address.)*

### APPLICATION AND PAYMENT PROCESSING OPTIONS

**Make check payable to:** National Medical Association



**If by Mail:** NMA2021 c/o A. Fassano & Co.  
200 Davistown Rd., PO Box 1288  
Blackwood, NJ 08012-1288



**If by Email: (ONLY IF YOUR ORGANIZATION USES OFFICE 365 FOR EMAIL ENCRYPTION):** Use this link to email application:



[NMAProcessing@AFassanoCo.com](mailto:NMAProcessing@AFassanoCo.com)  
**USING ONLY THIS REQUIRED SUBJECT LINE:**  
**[Confidential] NMA2021 Exhibitor Application**

[Not Using MS Office 365 Email?](#)

**YOU MUST POSTALLY REMIT THIS APPLICATION WITH CREDIT CARD INFORMATION OR CHECK**

### STEP #5: Payment (NMA Tax ID #: 53-6010805)

*No company may exhibit until full payment for booth space is received.*

\_\_ Check enclosed in the amount of \$ \_\_\_\_\_

\_\_ Charge to credit card for amount of \$ \_\_\_\_\_

\_\_ VISA      \_\_ MasterCard      \_\_ Amex      \_\_ Discover

Name as it appears on card \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_

*Applications with credit card information are received and processed utilizing PCI Compliant Encryption Standards. Please follow email instructions below!*

## ***NMA 2021 Rules, Terms and Conditions***

The Rules, Terms and Conditions contained herein are intended by NMA to serve the best interests of NMA 2021 Virtual Convention & Scientific Assembly, the registrants, and sponsors, and to give notice to applicants and sponsors of governing Rules, Terms and Conditions. The Rules, Terms and Conditions bind all applicants and sponsors. Violation will result in loss of future Priority Placement, ineligibility to participate in future NMA Virtual or on-site Convention & Scientific Assembly and/or other NMA opportunities and, depending on the infraction, a fine imposed by NMA.

### **Payment and Deposit Information**

Contract terms and application is available online at: <https://www.AFassanoCo.com/nma>. Exhibit Booths will be displayed in alphabetical order by package level. No company may participate unless full payment has been received. Full payment must accompany all applications. *Applications with credit card information are received and processed utilizing PCI compliant encryption standards.*

### **Cancellation/Space Reduction Policy**

All requests for a reduction/cancellation must be received in writing. Cancellation/reduction fees apply as stated below:

- There are no refunds provided for the virtual NMA 2021 Virtual Convention and Scientific Assembly
- Funds can be transferred to a like opportunity at NMA 2021 Virtual Convention and Scientific Assembly

### **Cancellation of Virtual Exposition**

This agreement is automatically terminated in the event the NMA 2021 Virtual Convention & Scientific Assembly is cancelled due to force majeure or causes that are beyond reasonable control. As used herein, a "Force Majeure event" shall mean any cause or circumstance beyond the provider's control making it illegal, impossible or commercially impracticable to hold the event or which otherwise has a materially adverse effect on the ability of the provider to perform its obligations under this Agreement, including, but not be limited to: fire; casualty; flood; epidemic; earthquake; volcanic eruption; explosion or accident; blockade embargo; inclement weather; governmental restraints; restraints or orders of civil defense or military authorities; act of public enemy; riot or civil disturbance; act or threatened act of terrorism, strike, lockout, boycott or other labor disturbance; inability to secure sufficient technicians or other personnel failure; inability to obtain condemnation, requisition or commandeering of necessary supplies or equipment; local, state or federal laws, ordinances, rules, orders, decrees or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional; or acts of God.

### **Virtual Booth Specifications**

#### **Virtual Exhibit Booth Packages**

NMA, A. Fassano & Company, and all contracted providers are not responsible for any major cyber-attacks including distributed denial-of-service attacks, attacks using undocumented backdoors and such extraneous and irresistible attacks. NMA, A. Fassano & Company, and all contracted providers are not responsible for an exhibiting company's inability to access to virtual components due to their company's firewall policies. No refunds will be provided for the virtual packages.

#### **NMA Meeting Code of Conduct**

The National Medical Association is committed to providing a respectful, productive, and welcoming atmosphere for all meeting participants and NMA staff. All participants, including, but not limited to, attendees, speakers, volunteers, exhibitors, NMA staff members, service providers, and all others are expected to abide by this Programs Code of Conduct. This Policy applies to all NMA meeting-related events, including those sponsored by organizations other than NMA but held in conjunction with NMA events, on public or private platforms.

Exhibit Booths and sponsorships are subject to the approval of NMA. NMA reserves the right, even after an application has been approved, to refuse the exhibit booth package/sponsorship or to edit/remove the exhibit booth package/sponsorship or part of exhibit booth/sponsorship that do not, in NMA's determination, comply with the rules, terms and conditions governing the Convention and Scientific Assembly; are contrary to NMA's scientific or public policies, positions, statements or guidelines; or otherwise reflect unfavorably on the character of the meeting. NMA shall have full authority to interpret or amend rules, terms, and conditions and NMA's decision is final. Sponsors agree to abide by any rules, terms and conditions that may hereafter be adopted. NMA reserves the right to prohibit any activities which have not been expressly permitted via approval of the NMA 2021 virtual Convention and Scientific Assembly Exhibit Booth Activities Form. All issues not addressed are subject to the decision of NMA.

NMA has zero-tolerance for any form of discrimination or harassment, including but not limited to sexual harassment by participants or our staff at our meetings. If you experience harassment or hear of any incidents of unacceptable behavior, NMA asks that you inform [LaSha Battley](#) at (202) 347-1895.