



NMA 2021 Virtual Professional Development Series

*In cooperation with the
Congressional Black Caucus Foundation
Annual Legislative Conference*

The National Medical Association (NMA) will host six (6) pre-recorded webinars September 12 – 17, 2021 viewable from the 2021 Virtual Professional Development Series webpage. Registration is open and free to NMA membership and other physicians and health professionals globally. Registration is required to login and view the NMA 2021 Virtual Professional Development Series. This program is supported in part by NMA Corporate Circle Members.

Agenda

Matters of Environmental Health: Climate Justice to Climate Action

Increasing African American Male Participation in STEM Education & Careers

Enhancing the Diversity in Clinical Trials: How and Why

Health Disparities and the Impact of COVID-19 on Longevity in Black and Brown Communities

Impact on Youth: Emerging Tobacco Prevention Policies and Clinical Challenges

**Additional sessions may be added; please visit the NMA website www.nmanet.org for additional information and updates.*

Your time is now to support the NMA 2021 Virtual Professional Development Series and reach this esteemed consortium of physicians and health professionals. Sponsorships and Event Partner Listing opportunities, as well as digital banner advertising on the website and the PDS Program eBook are available now.

Overall Sponsorship Support

Benefits	Gold \$5,000	Silver \$3,000
Recognition as NMA 2021 Virtual Professional Development Series Sponsor in Virtual Professional Development Series Program eBook *	✓	✓
NMA Event Partner Listing (company name, logo & URL address scrolling on the PDS webpage)	✓	
Rotating Top Leaderboard Banner on the PDS Webpage	✓	
Rotating Showcase Banner on the PDS Webpage		✓
Full page color advertisement in NMA PDS Program eBook*	✓	
Half advertisement in NMA PDS Program eBook*		✓
(2) Registrations with access to all webinars. (CME is NOT included. CME registration must be purchased to receive CME credits.)	✓	✓

*Benefit available if sponsorship is secured by September 9, 2021.

Event Partner Listings

Event Partner Listings are available during the NMA 2021 Virtual Professional Development Series. Secure your listing space today! *Terms and Conditions on the NMA 2021 Virtual Professional Development Series Application.*

Benefits	\$1,000
Company name and logo with linked URL scrolling on the NMA 2021 PDS Event Partner Listing webpage	✓
Event Partner listing (alpha order)	✓
Event Partner's name and logo with linked URL in the NMA 2021 Virtual Professional Development Series Program eBook* (alpha order)	✓
Up to (2) Non-CME Exhibitor Registrations	✓

*Benefit available if sponsorship is secured by September 9, 2021.

Webpage Advertising

Rotating Top Leaderboard Banner

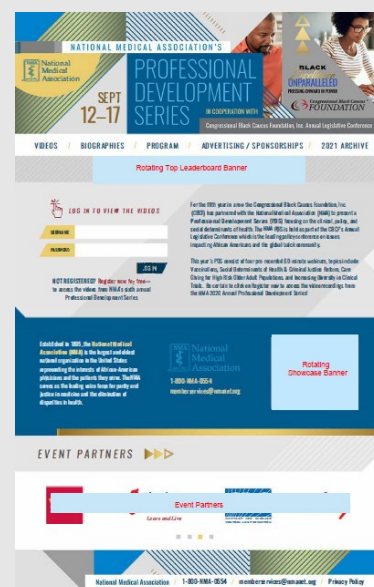
- Rotates every 4 seconds
- Measures 728px wide x 90px high
- Includes URL redirect

Price: \$3,000

Rotating Showcase Banner

- Rotates every 4 seconds
- Measures 300px wide x 250px high
- Includes URL redirect

Price: \$2,000



Program eBook Advertising

- Available to view and download from the Professional Development Series webpage
- Full-color advertisement in location purchased

Inside Front Cover

Price: \$1,500

Inside Back Cover

Price: \$1,500

Full Page

Price: \$1,200

Half Page color Ad

Price: \$1,000

**Benefit available if sponsorship is secured by September 9, 2021.*

**For additional information or to secure a
marketing package, contact:**

Kathleen Lawrence

Senior Manager, Sponsorship Development & Events

+1-856-302-0893



NMA365 - Year-Round Opportunities Program

NMA Monthly eNewsletters

Your company's article will be featured in the monthly eNewsletter distributed to all NMA members (approx. 10,000).

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

Prices: \$1,500	(1 issue)	
\$4,050	(3 issues)	10% discount
\$7,200	(6 issues)	20% discount
\$13,500	(12 issues)	25% discount

NMA Company Designed eBlasts

Schedule an exclusive company-designed HTML eBlast deployed to NMA members (approx. 10,000) available Tuesdays and Thursdays of every month.

Price: \$3,500 per scheduled eBlast

NMA Homepage Monthly Social Media Twitter Masthead

The Social Media NMA Twitter channel is located on the National Medical Association homepage visible to all that visit the NMA homepage.

- Exclusive Twitter Masthead Banner ad during month purchased
- URL linked to masthead banner
- Complimentary social media post
- Analytical report post-convention

Price: \$2,500 Twitter masthead w/post
\$ 500 Twitter post only

NMA Virtual Presentation Theater

The National Medical Association (NMA) is pleased to offer the opportunity to host a Virtual Presentation Theater. This is an opportunity for companies to showcase new products and treatment options for NMA members to view a pre-scheduled, advertised presentation.

- Pre-scheduled 60-minute or 30-minute time slot promoted to NMA membership
- Scheduled date and time to record or rehearse for a live presentation with NMA official AV provider
- Copy of recorded presentation
- Lead retrieval listing of Presentation Theater attendees

Price: \$50,000 60-minute presentation
\$30,000 30-minute presentation

**For additional information or to secure a
marketing package, contact:**

Kathleen Lawrence

Senior Manager, Sponsorship Development & Events

+1-856-302-0893