



SPONSOR PACKET

NAAMA 2024: MEDICAL INNOVATIONS ON THE MAGNIFICENT MILE

CHICAGO
AUG 30-SEP 2



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ABOUT US

Our Mission: The Mission of the National Arab American Medical Association is to be an all-inclusive meeting that acts as the voice of Arab American healthcare professionals and addresses their professional and cultural needs, promoting professional development and networking for all.

The National Arab American Medical Association is a non-profit, non-political, educational and charitable organization for health professionals of Arab heritage and supporters. NAAMA has 26 chapters and thousands of members across North America. Members include physicians, scientists, dentists, pharmacists, chiropractors, and nurses, among other healthcare professionals. Our mission and organizational objectives encompass a wide range of professional, educational, charitable, humanitarian and cultural activities:

Professional and Educational

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

Charitable and Humanitarian

- To provide health education and disease prevention.
- To provide routine and emergency medical care in support of those in need.



SPONSORSHIP OPPORTUNITIES

DIAMOND LEVEL \$25,000.00

Acknowledgment on event signage · Acknowledgment in the Convention Program · Acknowledgment on NAAMA website and social media · Diamond Supporter plaque · Two tickets to the Gala Dinner · Priority exhibit table placement · Recognition in all marketing & event materials (prior to & during meeting) ·

PLATINUM LEVEL \$20,000.00

Acknowledgment on event signage · Acknowledgment in the Convention Program · Acknowledgment on NAAMA website and social media · Platinum Supporter Plaque · Two tickets to the Gala Dinner · Priority exhibit table placement ·

GOLD LEVEL \$15,000.00

Acknowledgment on event signage · Acknowledgment in the Convention Program · Acknowledgment on NAAMA website and social media · Gold Supporter Plaque · Priority exhibit table placement ·

SILVER LEVEL \$10,000.00

Acknowledgment on event signage · Acknowledgment in the Convention Program · Acknowledgment on NAAMA website and social media · Silver Supporter Plaque ·

BRONZE LEVEL \$5,000.00

Acknowledgement on event signage · Acknowledgment in the Convention Program · Acknowledgment on NAAMA website and social media · Bronze Supporter Plaque · Exhibit table ·

FRIEND/SUPPORTER LEVEL \$2,500.00

Acknowledgment on special event signage · Acknowledgment in the Convention Program · Acknowledgment on NAAMA website and social media (FB, Instagram) · Exhibit table ·

ADDITIONAL ADVERTISING OPPORTUNITIES

- \$2000 Exhibitor Booth
- \$1500 Full-page Advertisement (8" x 10" color-printed) in Program Booklet
- \$1000 Half-page Advertisement in Program Booklet
- \$500 Quarter-page Advertisement in Program Booklet
- \$250 Logo in Program Booklet

WRITTEN AGREEMENT FOR COMMERCIAL SUPPORT

THE 46TH ANNUAL NATIONAL MEDICAL CONVENTION: ON THE LEADING EDGE OF MEDICINE

August 30th - September 2nd, 2024

The National Arab American Medical Association (NAAMA) is committed to presenting CME activities that promote the improvement of quality in health care 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. 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.

Meeting Sponsor Advertising Opportunities

- Diamond Level
- Exhibitor Booth
- Platinum Level
- Gold Level
- Silver Level
- Bronze Level
- Friend/Supporter Level

- Full-Page
- Half-Page
- Quarter-Page Logo

Registration materials, full payment, and electronic logos must be received by June 1st:

Email this form to:

Mail Check to:
NAAMA
2265 Livernois Rd Suite 720
Troy, MI 48083 naama@naama.com
Tel: (248) 646-3661 · Fax: (248) 646-0617

Tax ID #38-29115

The undersigned agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this contract (including page 6) or as may be especially designated by NAAMA, or the Venue. Your signature indicates your approval of all these terms, as well as your approval to send correspondence via the contact information above.

Failure to abide by terms, conditions, and policies may result in forfeiture of all monies paid or due.

Partner Contact: _____

Company Name/Organization: _____

Address: _____

Telephone: _____ Fax: _____ E-mail: _____

Agreed by Authorized Representatives

NAAMA Authorized Signer (Signature): _____ Date: _____

Printed Name and Title: _____

Partner Authorized Signer (Signature): _____ Date: _____

Printed Name and Title: _____

TERMS AND CONDITIONS

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 packet.
3. 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 the 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. Corporate name acknowledgment of sponsors is also authorized at social events and bus pick-up/drop-off sites.
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 Packets 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 hotel guidelines.
3. Exhibitors are permitted to hold raffles in their booths. Ruffled 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.

Policy 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.

Policy 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.

Policy 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.

Policy 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.

Policy 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.

Policy 6: Acknowledgment

- A. The "Partner" has received, reviewed, and will comply with the following NAAMA Sponsorship Policy guidelines, if applicable.
- B. The "Partner" has received, reviewed and will comply with the following NAAMA Sponsorship Policy guidelines, if applicable.