



National Arab American Medical Association

**Sponsorship Booklet and
Written Agreement
for
Commercial Support**

Sponsorship Contract/Agreement

Title of Event: _____

Location: _____

Date: _____

When properly signed and executed, this is a contract between the National Arab American Medical Association (NAAMA) and _____ hitherto referred to as “*The Partner*” throughout the rest of this document. Under the terms of this contract, “*The Partner*” will support the above-referenced event by providing NAAMA with funds or services equivalent to \$_____ to be used as described below (check all applicable boxes).

ABOUT THIS EVENT

□ Event Sponsorship

□ \$15,000 Diamond Level

- Four complimentary registrations to the scientific meeting
- Acknowledgment in signage at the event
- Acknowledgment in the Convention Program Book
- Acknowledgment on NAAMA's web site
- A Platinum Supporter Plaque
- Four tickets to Convention Gala Dinner
- Two complimentary hotel rooms for two nights
- Priority exhibit booth placement

□ \$10,000 Platinum Level

- Three complimentary registrations to the scientific meeting
- Acknowledgment in signage at the event
- Acknowledgment in the Convention Program Book
- Acknowledgment on NAAMA's web site
- A Gold Supporter Plaque
- Three tickets to Convention Gala Dinner
- One complimentary hotel room for one night
- Priority exhibit booth placement

□ \$7,500 Gold Level

- One complimentary registration to the scientific meeting
- Acknowledgment in signage at the event
- Acknowledgment in the Convention Program Book
- Acknowledgment on NAAMA's web site
- A Silver Supporter Plaque
- Two tickets to Convention Gala Dinner
- Exhibit booth

□ \$5000 Silver Level

- Acknowledgment in signage at the event
- Acknowledgment in the Convention Program Books
- Acknowledgment on NAAMA's web site
- One ticket to Convention Gala Dinner
- Exhibit booth

□ \$2,500 Bronze Level

- Signage at coffee breaks and special events (applicable to level)
- Convention Program Book
- Acknowledgment on NAAMA's web site

□ Other Support

- \$1000 **Exhibitor** booth (also complete Appendix A)
- \$1000 Full-page **Advertisement** (8" x 10" finished size, color) in Conference Booklet (also complete Appendix B)
- \$500 Half-page **Advertisement** (8" x 10" finished size, color) in Conference Booklet (also complete Appendix B)
- \$250 Quarter-page **Advertisement** (8" x 10" finished size, color) in Conference Booklet (also complete Appendix B)
- \$250 **Logo** (8" x 10" finished size, color) in Conference Booklet (also complete Appendix B)
- \$1000 **Banner** Display (up to 2 x 4 feet) in Exhibitor Venue (also complete Appendix B)
- \$500 **Poster** Display (up to 2 x 2 feet) in Exhibitor Venue (also complete Appendix B)
- \$250 **Logo** Display in Conference Venue (also complete Appendix B)
- \$TBD **Other** Display in Conference Venue (also complete Appendix B)
- \$5000 **Mobile App** – Sponsor's information and logo displayed in App
- \$TBD Unrestricted **educational grant** for support of the CME activity
- \$3,000 **Breakfast**
- \$10,000 **Lunch**
- \$25,000 **Dinner**
- \$2000 **Coffee Break**
- \$1,500 Conference **Bag**
- \$2,000 **Publication** Costs
- \$5000 **Audio-Visual** Equipment
- \$5000 **Transportation**
- \$25,000 **Reception**
- \$1500 Name **Badge**
- \$TBD Other (Specify): _____

- This booklet, when used in relation to a CME event, and when appropriately signed, will also constitute a written agreement for commercial support between the National Arab American Medical Association (NAAMA) and the sponsor.
- NAAMA is committed to organizing CME activities that are free of commercial bias. As part of this commitment, NAAMA has outlined in this 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.
- NAAMA is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Appendix A

APPLICATION & CONTRACT FOR EXHIBITORS

- Exhibit space: 8' x 10' including a 6' x 4' skirted display booth, two chairs and a wastebasket. (Please contact NAAMA if you need to customize your space)
- Products to be exhibited:

- The undersigned agrees to abide by all rules, requirements, restrictions and regulations as set forth in this contract or as may be especially designated by NAAMA, or **the Venue**.
- Please note: 50% of the exhibit fee must accompany this contract. The remaining balance is due 7 days before the event. (Tax ID #38-2911556).
- Your signature indicates your approval of all these terms, as well as your approval to send correspondence via the contact information below.
- Failure to abide by rules and regulations may result in forfeiture of fees paid or due

Company/Organization _____

Address _____

Name of person responsible for this booth:

This person will receive a registration form exclusive for exhibit personnel.

Authorized Name

Telephone (include area code) Fax (include area code) E-mail

Application to exhibit dated this _____ day of _____, 20____, by and between _____ and NAAMA.

NAAMA

2265 Livernois Rd Suite 720, Troy, MI 48083

Tel: (248) 646-3661 Fax: (248) 646-0617

naama@naama.com

Appendix B

APPLICATION & CONTRACT FOR ADVERTISEMENT

Application to purchase advertisement space (check all that apply):

○ In the Conference Booklet

_____ Full-page (8" x 10" finished size, color)	\$1000
_____ Half-page (5 1/2" x 8" horizontal finished size, color)	\$500
_____ Quarter-page (5 1/2" x 4 1/2" finished size, color)	\$250

○ In the Conference Venue

_____ Banner (up to 2 x 4 feet)	\$1000 (each)
_____ Poster (up to 2 x 2 feet)	\$500 (each)
_____ Logo	\$250 (each)
_____ Other (Specify): _____	Negotiated

- Conference booklet advertisements must be submitted in .pdf or .jpg format.
- The undersigned agrees to abide by all rules, requirements, restrictions and regulations set forth in this booklet or as may be designated by NAAMA, or **the Venue**.
- 50% of the fee must accompany this contract. (Make check payable to NAAMA). The remaining balance is due 7 days before the event. (Tax ID #38-2911556).
- Your signature indicates your approval of all these terms, as well as your approval to send correspondence via the contact information below.
- Failure to abide by all rules and regulations may result in forfeiture of fees paid or due.

Company/Organization _____

Address _____

Authorized Name _____

Telephone (include area code) _____ Fax (include area code) _____ E-mail _____

Application to exhibit dated this _____ day of _____ 20____
 by and between _____ and NAAMA.

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

Appendix C

SIGNATURES

NAAMA

Tax ID: _____

Contact Person: _____

Phone Number: _____

Address: _____

City, State, Zip _____

Contact Person: _____

E-mail Address: _____

Phone Number: _____

Fax Number: _____

"The Partner"

Tax ID: _____

Contact Person: _____

Phone Number: _____

Address: _____

City, State, Zip: _____

Contact Person: _____

E-mail Address: _____

Phone Number: _____

Fax Number: _____

Agreed by Authorized Representatives:

(name of "The Partner")

NAAMA

Signature and Date

Signature and Date

Print Name

Print Name

Title

Title



Terms, Conditions and Purposes

Independence

1. This activity is for scientific and educational purposes only and will not promote any specific proprietary business interest of *"The Partner"*.
2. 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.

Appropriate Use of Commercial Support

3. NAAMA will make all decisions regarding the disposition and disbursement of the funds from *"The Partner"*
4. *"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 this grant.
5. 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.
6. NAAMA will upon request, furnish *"The Partner"* with documentation detailing the receipt and expenditure of the commercial support.

Commercial Promotion

7. Product-promotion material or product-specific advertisement of any type is prohibited in or during the CME

activity. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed. Live or enduring promotional activities cannot be displayed or distributed in the education space immediately before, during or after a CME activity. The Company may not engage in sales or promotional activities while in the space or place of the CME activity.

8. The Entity may not be the agent providing the CME activity to the learners.

Disclosure

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.

Acknowledgements

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

Sponsorship Policy Guidelines

A. 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.
3. Unless specifically noted in this policy or in the Sponsorship Guide, 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.

B. 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.

C. Acknowledgement and Recognition of Sponsors

1. Only as specified in the Sponsorship Guide may 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, via signage in the registration area and at the Opening Ceremony. Corporate

name acknowledgment of sponsors is also authorized at social events, and bus pick-up/drop-off site..

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.

D. Convention Bag

1. All items to be included in the registration bag must be approved by NAAMA.
2. Registration bag may bear the corporate name and logo of the sponsor but may not carry a branded drug name.
3. All sponsored items for inclusion in the bag will be detailed in the Sponsorship Guide.

E. 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 center guidelines.
3. Exhibitors are permitted to hold raffles in their booths. Raffle 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. Giveaways must be of nominal value and must relate to members' interest