

# SPONSORSHIP OPPORTUNITIES



## NAAMA 33rd International Medical Convention



# EGYPT 2024

*June 27 - July 1, 2024 CAIRO, EGYPT*

# SPONSORSHIP OPPORTUNITIES

# NAAMA

2265 Livernois Rd  
Suite 720  
Troy, MI 48083  
248.646.3661



Mahmoud Aqel,  
MD, PhD, MBA, President  
Nahidh Hasaniya,  
MD, PhD, Past President  
Read Al-Naser,  
MD, Vice President  
Tawfik Hadaya,  
MD, Treasurer  
Lena Hadaya,  
PharmD, Secretary  
Hassan Fehmi,  
MD, Foundation Chair  
Rouba Ali-Fehmi,  
MD NextGen Chair,  
Parliamentarian  
Nidal Moukaddam,  
MD, PhD, CME Director  
Rania Elbanna  
Auxiliary Chair  
Mouhanad Hammami,  
MD, Convention Co-Chair  
Elias Tawil,  
MD, Convention Co-Chair  
Ted Yagmour,  
MD, Scientific Co-Chair  
Mrs. Rouba Samman  
NAAMA Manager

Dear Friend

On behalf of the National Arab American Medical Association (NAAMA), we invite you to participate in NAAMA's 33rd International Medical Convention, on June 27 to July 1, 2024 in Cairo, Egypt. Join us and take the first step to building lasting connections and networking with new partners and current ones.

NAAMA symposia and conventions provide a wealth of sponsorship, advertising and exhibit options. You'll find extensive exposure to our members and your future customers and numerous opportunities to highlight your commitment to the health and wellness field.

Whether you are in healthcare or the fine arts and luxury field, we offer you ample opportunities to maximize your marketing dollars. Take advantage of any of these options:

- **Exhibits** – NAAMA plans numerous events and activities in the Exhibit Hall to ensure that you see plenty of traffic during the meeting.
- **Diamond, Platinum, Gold and Silver Supporter Levels** - Get priority Exhibit Booth placement and many other benefits, including prominent acknowledgments in meeting materials and signage, invitations to the exclusive VIP dinner, and more.
- **Event Support** - Take advantage of dozens of corporate support opportunities, ranging from support for symposia and scientific sessions to receptions and coffee breaks.
- **Advertising** – NAAMA offers advertising opportunities via inserts in meeting bags as well as promotional items that can be distributed through out the meeting period.

No other meeting on your marketing agenda will offer you such a large gathering of health care professionals with such diverse specialties and their extended families.

We want you to have the tools necessary to reach this valuable audience. Please take a look through these pages to decide which of these outstanding marketing opportunities best meet your needs. But hurry! Opportunities are limited and go out quickly.

We look forward to seeing you in Cairo.

# WHY SUPPORT NAAMA ?

## What Is NAAMA?

The National Arab-American Medical Association is a non-profit, non-political, educational, philanthropic and charitable organization for health professionals of Arab heritage.

## What Is Our Mission?

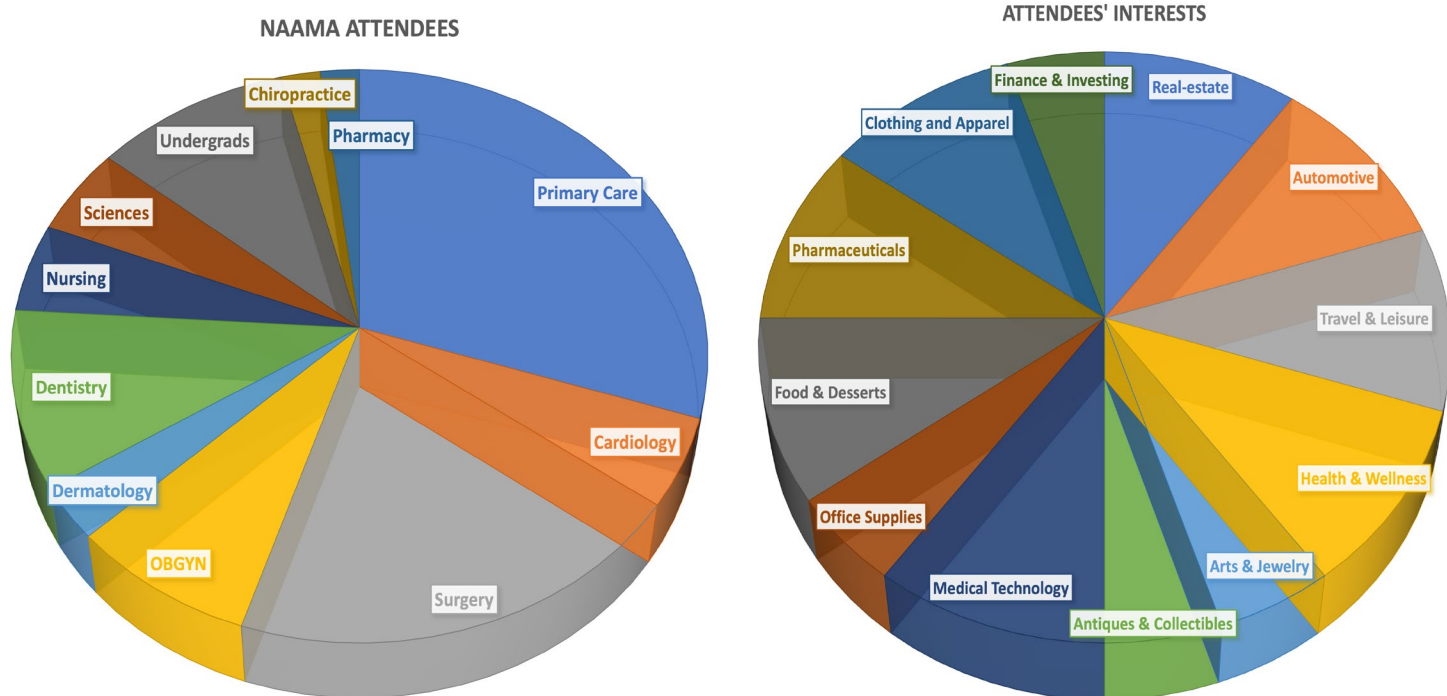
1. Professional and Educational.
  - a. To enhance the medical knowledge of the members
  - b. To promote professional relationships with medical organizations in North America and in the Arab World and beyond
  - c. To provide educational resources for medical students and health field-related post-graduate trainees
2. Charitable and Humanitarian.
  - a. To provide health education and disease prevention
  - b. To provide routine and emergency medical care in support of those in need
  - d. To sponsor speakers, grants, and learning materials to medical schools across the globe

## Who Are Our Members?

NAAMA has more than 25 chapters and 5000 members and contacts across North America.

Members include physicians, scientists, dentists, chiropractors, nurses, pharmacists, health professionals and students. Most are accompanied with guests and family members when attending NAAMA meetings and events.

## Our attendees and thier companions are diverse and have many interests.



# An Invitation to Support

NAAMA's symposium offers companies excellent value for marketing funds. Your support is acknowledged via:

- Signage (applicable to level)
- Slides during breaks
- Dissemination of promotional items
- NAAMA 's website

## Support Levels

### **Diamond Level ..... \$20,000, One Available**

Diamond Level Supporter Receives:

- 5 complimentary registrations to the scientific meeting
- Acknowledgment in signage and slide at the event
- Acknowledgment in the Convention Program Book
- Acknowledgment on NAAMA National website
- A Diamond Supporter plaque
- Ten tickets to the Boat Dinner
- Access to two hotel rooms
- Priority placement of booth in Exhibit Hall

### **Platinum Level .....\$10,000, Three Available**

All Platinum Supporters Receive:

- 3 complimentary registrations to the scientific meeting
- Acknowledgment in signage and slide at the event
- Acknowledgment in the Convention Program Book
- Acknowledgment on NAAMA National website
- A Platinum Supporter plaque
- Six Invitations to the Boat Dinner
- Access to one hotel room
- Priority placement of booth in Exhibit Hall

### **Gold Level ..... \$7,000**

All Gold Supporters Receive:

- One complimentary registration to the scientific meeting
- Acknowledgment in signage and slide at the event
- Acknowledgment in the Convention Program Book
- Acknowledgment on NAAMA National website
- A Gold Supporter plaque
- Four invitations to the Boat Dinner
- Booth in Exhibit Hall

### **Silver Level ..... \$5,000**

All Silver Supporters Receive:

- Acknowledgment in signage and slide at the event
- Acknowledgment in the Convention Program Book
- Acknowledgment on NAAMA National website
- A Silver Supporter plaque
- Two invitations to the Boat Dinner
- Booth in Exhibit Hall

# Sponsorship Opportunities

### **Attendee Bags ..... \$5,000**

Literature bags offer exhibitors a high visibility with your business logo embroidered or printed on the bag to the opposite side of the symposium logo. It also gives an opportunity to distribute promotional pieces directly into the hands of attendees as they register.

### **Convention Program Book**

This book includes the sponsors and the exhibitors listings as well as the Ads and the convention announcements.

Back Cover, full page .....\$5,000

Full page .....\$1000

Half page .....\$ 750

Quarter page .....\$ 500

Ads are provided by sponsor as PDF or JPEG files

### **Symposium Stationary ..... \$ 2,000**

Provide notepads and pens with your company logo alongside the symposium logo at the scientific sessions.

### **Name Badge ..... \$ 2,000**

These laminated cards that each registrant will wear will provide a great opportunity for your business to have you logo printed alongside the symposium logo.

### **Booth Space ..... \$ 2,000**

10x10 display area at the exhibit hall with opportunities for display and distribution of promotional items.

## Event Sponsorship

### **Welcome Reception ..... \$ 10,000**

The welcome reception is scheduled for the evening of Dec 27th between 7 and 10:00 p.m. at the Hotel. This reception welcomes registrants and their guests with hors d'ouvres and light music. It is a great social gathering and provides premier visibility for sponsors as a head start before the meeting begins.

### **Coffee Breaks ..... (each) \$ 2,000**

Most coffee breaks occur in the Exhibit Hall and punctuate scientific sessions. A total of four coffee breaks are available over the period of the symposium.

**Event Dinner .....(each) \$10,000**

Event dinners are opportunities for members and their families to enjoy the local atmosphere and traditional cuisine. Dinner Sponsors will have an opportunity to address attendees for a 10 minute presentation. Two dinners are available.

**Boat Dinner ..... \$15,000**

The Boat Dinner is a private dinner on board a boat sailing the Nile River. Sponsors will have an opportunity to address attendees before the entertainment show for a 10 minutes presentation.



**Statement 1. General Convention sponsorship policies.**

1. All sponsorship at NAAMA conventions must comply with NAAMA's policies and ACCME's Standards for Commercial Support.
2. Unless specifically noted in this policy or in the Sponsorship Guide, product brand acknowledgment and recognition is limited to display within the exhibit hall. Sponsors are not permitted to use the NAAMA logo in any of their promotional activities unless associated with the symposium.
3. NAAMA 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 outside of the exhibit hall.
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. Acknowledgment and recognition of sponsors.**

1. Only as specified in the Sponsorship Guide may NAAMA logo appear on the same page or same side of a sign, banner, poster, T-shirt, or slide that is acknowledging or recognizing sponsors.
2. Corporate name acknowledgment for all sponsors will be listed in the Program book, via signage in the registration area and in Opening Ceremony slides. Corporate name acknowledgment of sponsors is also authorized at social events, at bus pick-up and drop-off areas, and within the educational areas in accordance with the requirements of ACCME Standards for Commercial Support.
3. Product brand acknowledgment and/or recognition of sponsors is only authorized to be used within the exhibit hall, unless otherwise specified in this policy or detailed in the Sponsorship Guide.

**Statement 4. Appropriate exhibitor activities within the exhibit hall.**

1. All exhibits are to be conducted in a dignified manner. Loud speakers, singing or carnival-like activities, or performers in the Exhibit Hall, is prohibited.
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.
3. Exhibitors are permitted to hold raffles in their booths. Raffle items should be approved prior by NAAMA.
4. Exhibitors are not permitted to use NAAMA logo in signage, on banners, on literature, or on giveaways, unless authorized by NAAMA.

# APPLICATION & CONTRACT FOR SPONSORSHIP

## NAAMA's 33rd International Medical Convention, Cairo, Egypt, June 27 - July 1, 2024

Please complete this application and mail with your payment to: **NAAMA, 2265 Livernois Rd Suite 720, Troy, MI 48083, USA**, or e-mail it to [naama@naama.com](mailto:naama@naama.com). A confirmation will be emailed to you upon acceptance.

NAAMA is a not for profit organization, your sponsorship might be tax deductible. NAAMA's Tax ID is 38-2911556.

**PLEASE NOTE: DEADLINE FOR ACCEPTING SPONSORSHIP FORMS IS May 29, 2024**

By filling and signing this application I verify that I have read and accept the rules and regulations contained in this booklet.

Company/Sponsor Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP/Postal \_\_\_\_\_ Country \_\_\_\_\_

Daytime Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Authorized Person's Name \_\_\_\_\_ Title \_\_\_\_\_

Payment Method:  Check, payable to NAAMA  MasterCard,  Visa,  American Express,  Discover

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_ Security Code \_\_\_\_\_

Date \_\_\_\_\_ Signature \_\_\_\_\_

I am interested in becoming a sponsor at the following level(s):

Diamond Level ..... \$20,000

Platinum Level ..... \$10,000

Gold Level ..... \$7,000

Silver Level ..... \$5,000

I am interested in sponsoring the following:

Attendees Bags ..... \$5,000

Exhibit Booth, **fill the next page too** ..... \$ 2,000

Convention Stationary ..... \$ 2,000

Name Badge ..... \$ 2,000

Welcome Reception ..... \$ 10,000

Coffee Breaks ..... (each) \$ 2,000

Dinner ..... (each) \$10,000

Boat Dinner ..... \$15,000

I am interested in advertising in the Program Book\*

Back Cover ..... \$5,000

Full Page ..... \$1000

Half Page ..... \$ 750

Quarter Page ..... \$ 500

\*Generic ads will be assigned if you don't supply one by May 29, 2024

# APPLICATION & CONTRACT FOR EXHIBIT SPACE

## NAAMA's 33rd International Medical Convention, Cairo, Egypt, June 27 - July 1, 2024

Please complete this application in addition to the Contract for Sponsorship if you are interested in an Exhibit Booth.

Your signature indicates your approval of terms referenced below, as well as your approval to send correspondence via the NAAMA email address listed in the Contract for Sponsorship.

Company/ Exhibitor \_\_\_\_\_

Name of Person(s) staffing the booth \_\_\_\_\_

Products to be exhibited: \_\_\_\_\_

Authorized by: Name \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_

Application to exhibit dated the month of \_\_\_\_\_ day of \_\_\_\_\_, 2024, by and between \_\_\_\_\_ hereinafter called "Exhibitor" and NAAMA.

In accordance with the following terms, conditions, and regulations governing exhibits of NAAMA's 33rd International Medical Convention at the convention venue, June 28, 29 and 30, 2024 the undersigned hereby makes application for exhibit space(s) which, when accepted by NAAMA becomes a contract.

The undersigned agrees to abide by all rules, requirements, restrictions and regulations as set forth in this agreement or as may be especially designated by NAAMA, or the Hotel. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due.

*Note: Assigned booth space is approximately 10' x 10' including a 6' x 4 display table. (Please contact NAAMA if you need to customize your space).*



**2265 Livernois Rd Suite 720  
Troy, MI 48083  
P. 248.646.3661  
F. 248.457.5036  
[www.naama.com](http://www.naama.com)  
[naama@naama.com](mailto:naama@naama.com)**