

# Invest in the National Hispanic Medical Association

NHMA 26th Annual Conference • April 27-30, 2023 • Hyatt Regency Chicago

Help Us Build  
a Healthy  
Latino  
Community



Empowerment  
through  
Opportunity



## Dear Colleague:



The National Hispanic Medical Association (NHMA) 26th Annual Conference on Hispanic health is the premier event that brings together physicians in practice, teaching, and research as well as healthcare experts from both the public and private sectors. As an industry leader trusted by physicians and policymakers alike, NHMA is a key partner that responds to the critical challenges impacting the nation's health care system and the patients it serves.

**NHMA's esteemed board members and network of doctors strengthen the organization's compendium of career development and public health programs that aim to improve the health of Hispanic and Latino communities throughout the United States.** With support from valued partners, NHMA is committed to empowering and increasing the number of Hispanic physicians, health professionals, researchers, and scientists in the system, especially within leadership positions.

**Access to quality health care remains an unresolved, increasingly complex issue affecting Latinos, resulting from a variety of longstanding barriers and inequities.** Significant disparities subject Latino and other underserved communities to a lower standard of care and preventable health complications. According to the Institute of Medicine's (IOM) report, "*Unequal Treatment*," a comprehensive literature review found that factors contributing to poorer health outcomes for Latinos and other minority populations stem from failures at the healthcare system and care process levels, and to a lesser extent at the patient. *Despite Latinos representing 19% of the U.S. population, only 5% of the nation's doctors and only 2% of nurses are Latino.*

**We thank NHMA's corporate partners listed below for their generous support and welcome new opportunities to continue building a more equitable health care system for both patients and providers.** Centene, United Healthcare Foundation, Anthem Blue Cross and Blue Shield, Johnson & Johnson, CareFirst Blue Cross Blue Shield, United Healthcare, Eli Lilly & Company, Pfizer Inc., Amgen, Sanofi, Abbott, AstraZeneca, PhRMA, Kaiser Permanente, Maximus, Novo Nordisk, GSK, Novartis, Takeda, Genentech, Gilead, Wells Fargo Bank, and New York Life Insurance.

As the federal and state government and private sector continue to define its responsibility for the public's health, NHMA has assumed a pivotal position in providing strategic input to inform effective workforce and other health policies that improves access to high-quality, culturally competent care. **NHMA is proud to support collaborative initiatives that advance health equity and build capacity among healthcare professionals and systems.**

**Your insights and perspectives are important as we ramp up development plans for 2023.**

I look forward to exploring potential avenues for partnership and thank you in advance for your consideration. Please contact me at [erios@nhmamd.org](mailto:erios@nhmamd.org) for a meeting and more information.

Sincerely,

Elena Rios, MD, MSPH, MACP  
President & CEO, NHMA and NHHF

## Who We Are

NHMA is the nation's leading Hispanic/Latino health resource and advocacy organization. Established in 1994, NHMA along with its National Hispanic Health Foundation (NHHF) in 2004, expands Hispanic/Latino access to quality health care in the United States. Through its mission to empower Hispanic/Latino physicians who work to improve health conditions in underserved communities, NHMA represents the interests of more than 53,000 Hispanic/Latino physicians from all 50 US states and territories. NHMA is the voice ensuring Hispanic/Latino needs are represented in all policies and programs.

Resolving health disparities is an ongoing mandate for NHMA and NHHF:

- As of 2020, Hispanics/Latinos are the nation's second-largest ethnic or racial minority with more than 62.1 million people (18.7% of the U.S. population).
- By 2020, 27.5% of the U.S. population will be Hispanic/Latino.
- 27.2% of the population living in poverty are Hispanic.
- As of 2020, 18.3% (According to 2020 census data) of the Hispanic population is uninsured.
- As of 2018, only 5.8% of active physicians in the U.S. and 6.2% of medical school applicants are Hispanic/Latino.

For more than 20 years, NHMA founder and President/CEO Dr. Elena Rios has led the way to create an agenda focusing on multi-faceted strategies that include mentoring as early as high school, leadership development, coaching and parity initiatives to fill ongoing setbacks on the journey to equity for Hispanics and Latinos.

These efforts allow for the following ways in which NHMA might inspire, and affect your community, health system and/or academic program.

- **Role Models:** NHMA members act as role models—"If I was able to do it, you can too."
- **Faculty Sponsors:** NHMA medical faculty members open doors to new Hispanic/Latino faculty.



- **Access to Resources:** NHMA has developed resources for educating health care professionals on how to develop culturally relevant programs for the Hispanic/Latino community.
- **Community Partnerships:** NHMA coordinates forums with community leaders and healthcare professionals that result in reports to Congress and State legislative bodies.
- **Disease Specific Program Initiatives:** NHMA identifies healthcare experts to discuss effective strategies in prevention and treatment of Hispanic/Latino patients around:
  - HIV
  - Cancer
  - Vaccination for Influenza and COVID-19
  - Obesity
  - Diabetes
- **Health Communications:** NHMA develops massive social and traditional media activities to amplify Hispanic/Latino representation and public health priorities.
- **Congressional Briefings:** NHMA coordinates meetings with key Congressional Leaders to educate their staff on health equity strategies and supports key federal programs.
- **Hispanic Health Leadership Network:** NHMA maintains a national healthcare expert group from health care professional associations, medical societies, and patient advocacy groups in the Hispanic/Latino community.
- **NHMA Leadership Fellowship:** NHMA has trained medical officers from clinics on executive leadership skills building to advance the health of Hispanics/Latinos.



Our **vision** is to be the national leader in improving the health of Hispanic populations.

Our **mission** is to empower Hispanic physicians to lead efforts to improve the health of Hispanic and other underserved populations in collaboration with Hispanic state medical societies, residents, medical students, and other public and private sector partners.



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Hyatt Regency Chicago • Chicago, IL

## From Awareness to Action and Outcomes: Finding Solutions Through Innovative Approaches

*The 4-day conference gathers more than 700 physician, health professionals, corporate and community partners, public, business, academic and civic leaders, mentees, Members of Congress, and students*

**Top-level plenary sessions, workshops, strategically planned discussions and networking activities**

**PLATINUM: \$100,000+** (Maximum two sponsorships available)

### Package Includes

- One-Year NHMA Organization Membership (Up to 25 members)
- VIP meeting with the NHMA Leaders at conference (Invite Only—maximum two per sponsor)
- 20 Complimentary Conference Registrations
- Sponsor Opening Plenary
- Sponsor Awards Gala and Reception
- Two Sponsor tables at the Awards Gala
- (Up to 4 items) Complimentary Insert in Welcome Tote Bag
- Company representative can make two-minute opening remarks at the Awards Gala
- Two Exhibit tables for two days
- Full-page ad in the Conference Program
- Hotel Key Card Co-branding
- Acknowledgement from the podium by NHMA leadership during Awards Gala
- Corporate gift placed at each Awards Gala seat and product placement in sponsored gift bags

**View Promotional Benefits on pages 10-11.**



### **GOLD: \$60,000**

*(Maximum two sponsorships available)*

#### *Package Includes*

- One-Year NHMA Organization Membership (Up to 20 members)
- VIP meeting with the NHMA Leaders at conference (Invite Only—maximum two per sponsor)
- 10 Complimentary Conference Registrations
- Sponsor Opening Reception
- One Reserved table at the Awards Gala
- Company representative can make two-minute opening remarks at Luncheon
- One Exhibit table for two days
- Full-page ad in the Conference Program
- Company signage displayed on table tops at Plenary Luncheon
- Acknowledgement from the podium by NHMA leadership during Awards Gala
- Corporate gift or information placed at sponsored plenary session seat and product placement in gift bags
- (Up to 3 items) Complimentary Insert in Welcome Tote Bag

***View Promotional Benefits on pages 10-11.***

### **SILVER: \$40,000**

*(Maximum two sponsorships available)*

#### *Package Includes*

- One-Year NHMA Organization Membership (Up to 15 members)
- VIP meeting with the NHMA Leaders at conference (Invite Only—maximum two per sponsor)
- Five Complimentary Conference Registrations
- Five reserved seats at Awards Gala table
- One exhibit table for two days
- Full-page ad in the Conference Program
- Company signage displayed at event sponsored
- Acknowledgement from the podium by NHMA leadership during Awards Gala
- (Up to 2 items) Complimentary Insert in Welcome Tote Bag

***View Promotional Benefits on pages 10-11.***



**BRONZE: \$25,000**

*Package Includes*

- One-Year NHMA Organization Membership (Up to 10 members)
- Four Complimentary Conference Registrations
- Private meeting with the NHMA Board of Directors at conference (Invite Only—maximum two per sponsor)
- An Exhibit table for two days
- (Up to 1 item) Complimentary Insert in Welcome Tote Bag
- Half-page ad in the Conference Program
- Company signage displayed at a selected conference workshop
- Acknowledgement from the podium by NHMA leadership during Awards Gala

**View Promotional Benefits on pages 10-11.**

**PATRON: \$10,000**

*Package Includes*

- One-Year NHMA Organization Membership (Up to 5 members)
- Three Complimentary Conference Registrations
- Three reserved seats at Awards Gala table
- 30% discount on exhibit table for two days
- Quarter-page ad in the Conference Program
- Acknowledgement from the podium by NHMA leadership during Awards Gala

**View Promotional Benefits on pages 10-11.**

**SUPPORTER: \$5,000**

*Package Includes*

- One-Year NHMA Organization Membership (Up to 5 members)
- Two Conference Registrations
- Two reserved seats at Awards Gala table
- 15% discount on exhibit table for two days
- Quarter-page ad in the Conference Program
- Acknowledgement from the podium by NHMA leadership during Awards Gala

**View Promotional Benefits on pages 10-11.**

# Overall 2023 Conference Sponsorship

Level	Amount	Conference Registration (Including Awards Gala)	VIP Meeting with NHMA Leadership (invitation only, max 2 per sponsor)	Conference Remarks	Exhibit Table	Sponsored Event(s)	Conference Program Ad
<b>Platinum</b>	\$100,000	20	✓	Awards Gala	2	Awards Gala/ Reception + Opening Plenary	Full-page Ad
<b>Gold</b>	\$60,000	10	✓	Plenary Luncheon	1	Plenary + Workshop	Full-page Ad
<b>Silver</b>	\$40,000	5	✓	—	1	Plenary	Full-page Ad
<b>Bronze</b>	\$25,000	4	✓	—	1	Workshop	Half-page Ad
<b>Patron</b>	\$10,000	3	—	—	30% Discount	Branding	Quarter-page Ad
<b>Supporter</b>	\$5,000	2	—	—	15% Discount	Branding	Quarter-page Ad

View Promotional Benefits on pages 10-11.

## Additional Sponsorship Opportunities

### **NHMA Conference Plenary Sessions**

NHMA plenary sessions allow conference attendees of diverse medical and wellness backgrounds to convene and receive a wide-range of content from keynotes to networking activities. Participants will engage in discussions about contemporary medical issues, policies, innovations and practices that will enhance the health of Hispanic patients.

### **Plenaries**

Please note that the below plenary sessions are reserved for Platinum, Gold, and Silver Sponsors.

#### **Friday April 28, 2023**

- Opening Plenary (Platinum)
- Lunch Plenary (Gold)
- Plenary (Silver)

continues



### ***Additional Plenaries Available for Sponsorship***

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#### ***Friday April 28, 2023***

- Breakfast Plenary
- Lunch Plenary
- Plenary (additional three available)

***\$5,000—Multiple Sponsorships Available***

## **Facility Opportunities**

### ***All-Access Wireless Internet for Attendees***

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Help our attendees stay connected during the annual conference. This sponsorship provides free Wi-Fi throughout the duration of the entire event. You will receive recognition on signage posted in heavily trafficked areas of the conference, in the program guide, and on the conference website.

***\$10,000—Two Sponsorship Available***

### ***NHMA Wellness and Healing Yoga***

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***\$5,000—One Sponsorship Available***

Attendees will feel motivated and energized so they can absorb more information with wellness and healing activities at the conference. Explore important elements of connection, teambuilding, and total mind and body health.

### ***Hydration Stations***

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Attendees can fill up water containers. Hydration is key during those long days

***\$2,500—Two Sponsorships Available***

### ***Refreshment Break Opportunities***

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Provide attendees a jolt of java and their favorite pastime snack to recharge from a long day of sessions and caching up with professional colleagues.

***\$5,000—Four Sponsorships Available (2 Morning & 2 Afternoon)***

### ***Popcorn Social Inside the Exhibit Hall***

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***\$5,000—One Sponsorship Available***

### ***Conference Pens and Notepads***

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***\$7,000—Two Sponsorships Available***

### ***Conference Tote Bags***

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***\$7,500—Two Sponsorships Available***

## **Sponsor Benefits**

### ***Promotions, Visibility and Exposure***

#### ***Exhibits***

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***Exhibit Table—2 days, \$2,500***

Two Conference Registrations, 6 ft. table, two chairs, waste basket, 8x10 ft. space, pipes & drapes/sign.

## Sponsor Benefits: Promotions, Visibility, Exposure

Logo Branding	\$100,000+ Platinum	\$60,000+ Gold	\$40,000+ Silver	\$25,000+ Bronze	\$10,000+ Patron	\$5,000+ Supporter
<b>Gala</b>						
Dedicated Sponsor Slide	✓					
Shared Sponsor Slide		✓	✓			
Branded Tables	2	1				
(2) Retractable Banner Near Awards Gala Entrance	✓					
Inclusion on Social Media Promotional Collateral	✓					
<b>Plenary</b>						
Logo on Screen	Opening Plenary	Day 1 Plenary	Day 2 Plenary			
Promotional Retractable Banner at Sponsored Plenary Entrance	2	1	1			
Social media promotional collateral related to sponsored plenary	✓	✓	✓			
<b>Workshop</b>						
1 Easel Sign Outside Sponsored Workshop		✓		✓		
Inclusion on Social Media Promotional Collateral		✓		✓		
<b>General</b>						
Full-page Ad in Print + Digital Program Book	✓	✓	✓			
Half-page Ad in Print + Digital Program Book				✓		
Quarter-page Ad in Print + Digital Program Book					✓	✓
Logo on Conference Sponsor Thank You Signage (Retractable Banner)	✓	✓	✓	✓	✓	✓
Dedicated Sponsor Ribbons	✓	✓	✓	✓	✓	✓
<b>Product/Collateral Placement</b>						
Corporate Gifts at Each Seat & Product Placement in Sponsored Gift Bag	Awards Gala + Opening Plenary	Sponsored Plenary				
Complimentary Insert(s) in Welcome Tote Bag	4	3	2	1		

continues

Logo Branding	\$100,000+ Platinum	\$60,000+ Gold	\$40,000+ Silver	\$25,000+ Bronze	\$10,000+ Patron	\$5,000+ Supporter
<b>Web/Digital</b>						
Dedicated Section on Sponsors Webpage	250 Words + Logo, Collateral, Linked Text, Button	150 Words, Logo, Linked Text	100 words, Logo			
Digital Advertising Exposure (LinkedIn, Facebook)	✓					
Logo Recognition + Link on Conference Landing Page	✓	✓	✓			
Text Recognition + Link on Conference Landing Page				✓	✓	✓
<b>Email</b>						
Pre-Event Special Edition Conference E-Newsletter (April 2023) (~25,000 contacts)	Dedicated Section	Logo Included	Logo Included	Text Recognition	Text Recognition	Text Recognition
Logo in Day-Of E-blast to All Conference Registrants	2	1				
Post-Event Thank You Email (~700 contacts)	Logo Included	Logo Included	Logo Included	Text Mention	Text Mention	Text Mention
Section in Post-Event E-Newsletter (May 2023) (~25,000 contacts)	✓					
Post-Event Targeted Eblast to Registrants (~700 contacts)	✓					
<b>Media/Press</b>						
Cited in Official Conference Press Release	Quote + Link	Link	Link			
Access to NHMA Media Green Room for Interview(s) Secured by Sponsor	✓	✓	✓			
Hyperlink to main sponsor page included in press release	✓	✓	✓	✓	✓	✓
Potential for post-conference media exposure	✓	✓	✓	✓	✓	✓
<b>Social Media</b>						
Dedicated Thank You Post on NHMA's Social Media Channels (Sponsor Tagged)	3	2	1			
Tagged/Mentioned in Aggregate Sponsor Thank You Posts	3	2	1			
Retweets on NHMA's verified twitter account (content/schedule subject to NHMA approval)	3	2	1			
Branding on aggregate sponsor thank you posts	✓	✓	✓	✓	✓	✓



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For more information contact: Dr. Elena Rios, NHMA President/CEO  
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