Exhibitor Prospectus

Los Angeles Convention Center
Sessions: Saturday, July 30 – Wednesday, August 3, 2016
Exhibits: Sunday, July 31 – Tuesday, August 2, 2016

www.afassanoco.com/nma
The National Medical Association (NMA) is the oldest and largest nonprofit professional, educational, national and scientific organization representing the interests of African American physicians and the millions of multi-ethnic patients they serve. While throughout its history the NMA has focused primarily on health issues related to African Americans and medically underserved populations, its principles, goals, initiatives and philosophy encompass all sectors of the population.

Through its membership, professional development, community health education, advocacy, and research programs and its activities with federal and private-sector agencies and corporations, the NMA is committed to improving the health status and outcomes of minority and disadvantaged people. For more than 100 years, NMA has served as the conscience of the medical profession and is committed to:

- Preventing the diseases, disabilities and adverse health conditions that disproportionately impact persons of African descent and underserved populations.
- Supporting efforts that improve the quality and availability of healthcare to underserved populations.
- Increasing the representation, preservation and contribution(s) of persons of African descent in medicine.

About The Annual Convention and Scientific Assembly

The 2016 NMA Annual Convention and Scientific Assembly offers an exciting venue to interact with leading African American physicians, physician executives, health professionals, academicians and scientists. Scientific presentations and exhibits will highlight state-of-the-art research, new technologies, and practice management issues across twenty-five medical specialties. Physicians and healthcare professionals from across the country convene to participate in the scholarly exchange of medical advances and to develop a health policy agenda and legislative priorities for the coming year.

The scientific program will begin with the Edward C. Mazique Symposium on Saturday afternoon, July 30, 2016. Later that evening, the NMA host its Opening and Awards Session which recognizes individuals of outstanding achievement and their contributions to the NMA and to the field of medicine. The convention continues through Wednesday, August 3 with twenty-five concurrent scientific sections conducting educational sessions ranging from Aerospace Medicine to Women’s Health. Also featured is an exhibit hall with industry presentations, poster presentations and exhibitions.
Main Contacts

**Exhibits & Sponsorships**
A. Fassano & Company  
**Kathleen Lawrence**  
856-302-0893

**Space Assignment**
A. Fassano & Company  
**Deborah Howley**  
856-302-0891

**Payments/Invoices**
A. Fassano & Company  
**Application Processing**  
856-302-0887

**National Medical Association**  
**Yolanda A. Fleming**  
Convention Coordinator  
202-347-1895 ext. 308

**Auxiliary to the National Medical Association**  
**Natasha Garnier**  
ANMA Assistant  
301-495-3779

**Headquarter Hotel**
JW Marriott Los Angeles L.A. Live  
900 West Olympic Blvd  
Los Angeles, CA

**Los Angeles Convention Center**
1201 South Figureroa Street  
Los Angeles, CA
Attendee Profiles

Primary Job Settings

- Institution Based: 22%
- Managed Care: 31%
- Private, Group, Solo Practice: 47%

Years in Medical Practice

- 1-10 Years: 19%
- 11-20 Years: 25%
- 21-30 Years: 25%
- 31-40 Years: 15%
- 41-50 Years: 9%
- 51-60 Years: 7%

Average Annual Attendance by Geographic Region

- South Atlantic: 29%
- Northeast: 20%
- Central: 19%
- West South Central: 13%
- West: 13%
- East South Central: 1%

What to do next:

- Contact Kathleen Lawrence at 856-302-0893 to learn more about reaching this influential audience.
- Downloading and Submit your application here.
- Extend your reach by packaging sponsorships with exhibits.

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Attendee Profiles

NMA 2016 Scientific Specialty Sessions

- Aerospace and Military Medicine
- Allergy, Asthma, and Immunology
- Anesthesiology
- Basic Science
- Community Medicine and Public Health
- Dermatology
- Emergency Medicine
- Family Medicine
- General Surgery
- Internal Medicine
- Neurology/Neurosurgery
- Obstetrics and Gynecology
- Ophthalmology
- Orthopedics
- Otolaryngology
- Pathology
- Pediatrics
- Physical Medicine and Rehabilitation
- Physician Executives
- Plastic and Reconstructive Surgery
- Podiatry
- Postgraduate Physician
- Psychiatry and Behavioral Sciences
- Radiology
- Urology
- Women’s Health

Primary Care 52%—Community Medicine and Public Health, Family Practice, Internal Medicine, Obstetrics & Gynecology, Pediatrics

Specialty Physicians 32%—Allergy and Immunology, Anesthesiology, Dermatology, Emergency Medicine, Ophthalmology, Otolaryngology, Women’s Health, Pathology, Physical Medicine and Rehabilitation, Psychiatry and the Behavioral Sciences, Radiology, Urology

Other Physicians 6%—Aerospace/Military Medicine, Basic Science, Physician Executives, Residents/Medical Students, Health Professionals (Non-Physicians)

Surgical Physicians 10%—Neurology/Neurosurgery, General Surgery, Plastic and Reconstructive Surgery, Orthopedic Surgery

Primary Care 52%

Specialty Physicians 32%

Surgical Physicians 10%

Other 6%
Why Exhibit?

The National Medical Association (NMA) attracts nearly 2,000 leading African American physicians, physician executives, health professionals, academicians and scientists from across the country each year and offers exhibitors a targeted audience not only in primary care, but twenty-five specialties and surgical physicians who are institution based or work in private or group practices.

NMA’s extensive member and prospect lists will receive information about the upcoming conference. Exhibitors who partner with NMA will benefit from the exposure to the largest gathering of African American physicians, physician executives and specialists with buying power or are influential in decision making for their institution or practice. Reasons to take advantage of this offering are:

**NMA CONVENTION AND SCIENTIFIC ASSEMBLY IS COST-EFFECTIVE –**

Research shows that attendees rate exhibitions ahead of all other forms of marketing in generating new business. The tightly focused approach will provide you with a far greater return on investment in marketing than you will get at other, more broad-based exhibitions.

By bringing exhibitors face-to-face with precisely the right targeted attendees, NMA exhibitions offer an unparalleled opportunity to make new contacts and deepen relationships with existing business partners.

**NMA CONVENTION AND SCIENTIFIC ASSEMBLY IS TARGETED –**

No other marketing strategy enables you to better concentrate your resources and make the most of your time. By targeting the right exhibitors and buyers in the same location, NMA delivers a powerful & effective marketing and business development platform.

**NMA CONVENTION AND SCIENTIFIC ASSEMBLY CREATES COMMUNITIES –**

By gathering key participants under one roof, NMA provides a resource of the top healthcare providers and key opinion leaders allowing you to determine how best your organization fits into their needs. NMA Convention and Scientific Assembly is home to a professional community that includes physicians, physician executives, healthcare professionals, academicians and scientists.

The exhibit hall is the marketplace for the NMA community to find the latest and most innovative products and technologies in medicine today.

When planning for the NMA 2016 Convention and Scientific Assembly, include representation from your entire corporate structure – Sales, Branding, Marketing Teams and Executive Management – for a successful marketing strategy.

Engage with an audience of influential physicians and specialists who are looking to you to provide them the latest technology, practice solutions and tools to enhance patience care. There is no better way than face-to-face interaction!

Contact Kathleen Lawrence at 856-302-0893.
Exhibitor Product Categories

Exhibitors will showcase their products, services and technologies to highly qualified physicians and medical professionals. Ensure that your company is represented on the exhibit floor!

Publishing
- Books, E-books, and Journals
- Mobile Applications

Information Technology
- EHR/EMR
- Electronic Prescription
- IT Services and Equipment
- Cloud-based Image Management Solutions
- Computer Hardware, Software, and Applications
- Practice Management Applications and services
- Telemedicine

Medical Devices and Equipment
- Anesthesiology Equipment
- Dermatology Equipment
- Diabetic Equipment
- Diagnostic Equipment/Services
- Hospital Equipment
- Imaging Devices
- Insulin Delivery
- Laboratory Supplies
- Laser Surgery Technology
- Medical Devices
- Monitoring Equipment
- Syringes
- Surgical Devices
- Therapeutic Equipment

Research
- Clinical Research
- Laboratory Research Products
- Laboratory Services
- Market Research
- Specialty Reference
- Statistical Research and Analysis

Patient Services
- Dietary Products
- Nutritional Solutions
- Online Medical Services
- Oral Care Products
- Patient Resources
- Skin Care and Treatment
- Vision/Eye Care
- Vitamins and Supplements
- Wound Care

Practice Management and Professional Practice
- Health Information Services
- Healthcare Management Consulting
- Managed Healthcare Insurance
- Medical Apparel
- Medical Associations
- Medical Billing
- Medical Training
- Risk Management Services

Pharmaceuticals
- Diagnostic and Therapeutic Medications
- Vaccines

Professional and Educational
- CME/Online Program
- Educational Materials
- Government Health Services
- Professional Associations
- Professional Services
- Public Services
- Recruitment

Other
- Auto
- Leisure
- Travel

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### Exhibit Hall Hours, Dates, and Times

**Los Angeles Convention Center**  
**West Hall**  
**Hall A**

<table>
<thead>
<tr>
<th>Date</th>
<th>Events</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Sunday, July 31</td>
<td>Ribbon Cutting</td>
<td>4:00 PM</td>
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<tr>
<td></td>
<td>Hall Open</td>
<td>4:00 PM – 6:00 PM</td>
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<tr>
<td>Monday, August 1</td>
<td>Hall Open</td>
<td>11:00 AM – 3:00 PM</td>
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<tr>
<td>Tuesday, August 2</td>
<td>Hall Open</td>
<td>11:00 AM – 3:00 PM</td>
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### Important Dates

**Friday, January 22, 2016**
- Application and Deposit Due for Priority Placement

**February 28, 2016**
- Advance Program Released

**Monday April 1, 2016**
- NMA Bingo – “Opt In” Deadline

**Monday April 20, 2016**
- Exhibitor-Appointed Contractors Form Due
- Booth Activities Form Due
- Exhibitor Housing Deadline
- Proof of Insurance Due

**Friday, May 27, 2016**
- Deadline for Advertising in the Convention Program
- Final Booth Payments Due *(Applications received after May 27th must be accompanied by full payment before space will be assigned. Applications will be accepted until space is sold out.)*

**Friday, July 29, 2016**
- Targeted Exhibitor Installation 1:00 pm – 5:00 pm

**Saturday, July 30, 2016**
- Exhibitor Installation 8:00 am – 5:00 pm

**Sunday, July 31, 2016**
- Exhibitor Installation 8:00 am – 3:00 pm
- Exhibit Hall Open 4:30 pm – 7:00 pm

**Tuesday, August 2, 2016**
- Exhibitor Move-Out 3:00 pm – 8:00 pm
Exhibitor Rates

Exhibit Space Rates

- 10’ x 10’ Inline Booth $3,150
- 10’ x 10’ Corner Booth $3,200
- 10’ x 10’ First-Timers’ Booth $2,400
- 10’ x 10’ Non-Profit Booth $1,800 (must provide a 501c(3)
- 10’ x 10’ Publisher Booth $1,800
- Island Booths $33.00 per square foot

Exhibitor Benefits:

- Access to nearly 2,000 physicians plus other health professionals
- Unopposed exhibit hours – giving you the opportunity to meet exclusively with attendees
- Unlimited Exhibitor registration - Registered staff personnel may attend sessions where space allows, however no CME credits will be offered (unless Full Conference registrant). Exhibitors cannot wear or display company logos or product information in scientific sessions
- Annual Convention Program listing* includes a 50-word description and company name in print and online
- Opportunity to rent the pre and post conference attendee mailing through NMA Mailing House for a one-time use of your NMA approved marketing material
- Exclusive exhibitor promotional opportunities
- Exclusive Exhibitor Housing rates
- Opportunity to participate in Product Theaters during lunch breaks
- Opportunity to hold non-CME Satellite Symposia and be promoted in the Convention Program

*if description is received by May 27, 2016

Reserve Your Exhibit Space Today!
Contact: Kathleen Lawrence
Phone: 856-302-0893
NMA Exhibition & Sponsorship Sales
The Auxiliary to the National Medical Association (ANMA) is a non-profit, volunteer, service organization comprised of the spouses of active members of the National Medical Association and widows and widowers whose spouses were in good standing at the time of their demise. The Mission of the Auxiliary to the National Medical Association, founded in 1936 is to create a greater interest in the National Medical Association (NMA), aid and to encourage the medical profession in its effort to educate and serve the public in matters of health, and to develop and promote a National Auxiliary Program on HEALTH, EDUCATION, and LEGISLATION.

To find out more on how to support the ANMA activities during the NMA Annual Convention and Scientific Session, contact:

AUXILIARY OF THE NATIONAL MEDICAL ASSOCIATION

8403 Coleville Road • Suite 820 • Silver Spring, MD 20910

Office: 301-495-3779 • Fax: 301-495-0037

Email Address: anmanationaloffice@earthlink.net