



LATINO MEDICAL STUDENT ASSOCIATION

46th Annual Northeast Regional Conference
at the State University of New York Upstate
Medical University



Sponsor and Exhibitor Prospectus

February 16th, 2019
Syracuse, NY

Hosted by
UPSTATE
MEDICAL UNIVERSITY



Welcome

The Latino Medical Student Association (LMSA), LMSA Northeast, and our host, the State University of New York (SUNY) Upstate Medical University are proud to announce LMSA's 46th Annual Northeast Regional Conference. This conference will take place on February 16th, 2019 in Syracuse, New York at Upstate Medical University. It is with a spirit of camaraderie and a sense of unity in our goals that we are excited to invite sponsors and exhibitors who will expose our attendees to the many medical schools and residency programs seeking diversity in its applicants and will support our organization's goals of better meeting the needs of our society by developing a diverse and multicultural physician workforce. As such, we hope your program will sponsor our 46th Regional Conference.

Purpose of the Conference

The purpose of the conference is to bring together **high school students, premedical students, medical students, graduating physicians, residents, and practicing physicians** with the desire to recognize and address the health care needs of Latino patients and other underserved groups in their communities. The conference will include a series of workshops and events focused on the healthcare needs of the Latino community, student leadership training, clinical skills, medical school and residency application panels, networking, recruiting, and healthcare policy. This year our conference theme is "*Nuestros Vecinos, Nuestra Familia: Uniting Our Diverse Community Through Healthcare.*" We are expecting **250-300 attendees**.

Description/Background of LMSA Northeast

The Latino Medical Student Association- Northeast (LMSA-NE), formerly known as the National Boricua Latino Health Organization (NBLHO), is a Latino student group representing health profession students from the northeast region of the United States. As NBLHO, this group was formed in 1970 at Harvard Medical School in response to the need for Latino medical students to organize against health discrimination both inside and outside of our educational institutions. Today, there are over thirty active medical school chapters, and 300+ medical student members in the area between Washington, D.C. and Maine.

About the Latino Medical Student Association

The mission of LMSA is:

The Latino Medical Student Association unites and empowers medical students through service, mentorship and education to advocate for the health of the Latino community.

The goals of the LMSA are:

1. To unify all Latino medical students into one organization
2. To provide a voice for underrepresented medical students
3. To actively promote recruitment and retention of Latino students at all levels
4. To educate medical students on Latino health issues
5. To advocate for the rights of Latinos in health care
6. To provide leadership opportunities for Latinos
7. To promote volunteerism in the Latino community

Preliminary Agenda

Topics and Didactic Sessions

- Being an Advocate for Underserved and Minority Communities
- Addressing Social Determinants of Health Through Community Engagement
- How to Find a Mentor for Career Success
- Serving the Community Through Academic Medicine
- Rhama Clinic: A Safe Haven and Refugee Clinic
- Picking a Specialty: Guide to the Match and Residency
- Financial Planning for Medical Students
- Clinical Skills Workshop/ Suture Clinic
- Medical School Admissions Panel
- USMLE Step 1 Preparation

Tentative Schedule of Events

8:00-8:45	Registration and Breakfast
8:45-8:55	National Hispanic Medical Association (NHMA) Welcome
8:55-9:10	Opening Remarks
9:15-9:45	Plenary
10:00-11:00	Morning Keynote Speaker
11:15-12:00	Workshop Block 1
12:00-2:00	Lunch and Exhibitor Fair
2:00-3:00	Afternoon Keynote Speaker
3:10-3:55	Workshop Block 2
4:00-4:30	Poster Session and Coffee Break
4:45-5:00	LMSA Northeast Closing Remarks
5:15-7:00	House of Delegates Meeting
8:30- 12:00	Evening Gala and Awards Ceremony



Financing/Fundraising

LMSA's current priority is to develop a relationship with local and national leaders sympathetic to the health care needs of underserved populations, particularly the rapidly growing Latino population. We strongly believe that the vitality of LMSA depends on our partnerships with both community leaders and larger entities who understand the importance of our mission.

LMSA is currently an all-volunteer, non-profit medical student organization. The annual regional conference is our main fundraising source to support our goals. Contributions from outside sources are indispensable to ensure a successful campaign.

Expected Attendance

We expect the attendance for our conference to be 20 high school students, 100 pre-medical students, 150 medical students, and 30 physicians.

SPONSORSHIP AND DONATIONS

We welcome donations of any amount and offer the following incentives for potential sponsors interested in seeing our organization grow and mature. Sponsorships allow for the maintenance of high standards for the LMSA Northeast Regional Conference. These sponsorship packages contain the widest breadth of possible interactions in a variety of venues and mediums with our membership. Sponsorships are limited and awarded on a first-come, first-serve basis. To become a sponsor or for questions please contact **Stephanie Cortes or Stacey Martinez, Northeast Regional Conference Co-Chairs** at conference.northeast@lmsa.net.

Platinum Sponsors: donations of \$10,000 or greater

- Full sponsor of an LMSA scholarship, to be awarded and recognized at the conference.
- Sponsor five (5) students to attend the conference for free.
- A certificate of sponsorship acknowledgment to be awarded at the conference.
- Invitation to lead a workshop session or speaker event during the conference.
- One year logo placement of sponsor on the www.lmsane.org website.
- Special acknowledgement of sponsorship in the conference program.
- Full page advertisement of organization/company on the inside cover of the conference program.
- Full six-foot table for premium exhibition space during the conference (Saturday, February 16, 2019).
- Four (4) exhibitor registrations for the conference.
- Recognition of sponsorship on our Socio Live page background to be projected throughout the conference halls, an exclusive resource for this tier.
- Recognition on LMSA northeast website and mobile app rotating banner.
- Recognition of sponsorship on LMSA Conference mobile app with sponsor logo, profile, and contact information listed.

Gold Sponsors: donations of \$5,000 or greater

- Sponsor five (5) students to attend the conference for free.
- One year logo placement of sponsor on the www.lmsane.org website.
- Special acknowledgement of sponsorship in the conference program.
- Full page advertisement of organization/company in the conference program.
- Full six-foot table for exhibition space during the conference (Saturday, February 16, 2019).
- Two (2) exhibitor registrations for the conference.
- Recognition of sponsorship on LMSA Conference mobile app and website rotating banner.
- Recognition of sponsorship on LMSA Conference mobile app with sponsor logo, profile, and contact information listed.

Silver Sponsors: donations of \$2,500 or greater

- Sponsor three (3) students to attend the conference for free.
- Six month logo placement of sponsor on the www.lmsane.org website.
- Half page advertisement of organization/company in the conference program.
- Special acknowledgement of sponsorship in the conference program.
- Full six-foot table for exhibition space during the conference (Saturday, February 16, 2019).
- Two (2) exhibitor registrations for the conference.
- Recognition of sponsorship on LMSA Conference mobile app and website rotating banner.
- Recognition of sponsorship on LMSA Conference mobile app with sponsor logo, profile, and contact information listed.

Bronze Sponsors: donations of \$1,000 or greater

- Sponsor two (2) students to attend the conference for free.
- Three month logo placement of sponsorship on the www.lmsane.org website.
- Quarter page advertisement of sponsorship in the conference program.
- Special acknowledgement of sponsorship in the conference program.
- Recognition of sponsorship on LMSA Conference mobile app with sponsor logo, profile, and contact information listed.

EXHIBITOR INFORMATION & FEES

The conference will begin on **February 16th, 2019** with opening remarks from the Dean of Diversity at SUNY Upstate Medical University and continue with seminars and workshops for pre-medical students, medical students, residents, and physicians. The exhibitor fair will be on **Saturday, February 16th from 12:00- 2:00pm**. Exhibitors will have access to all conference attendees in an open floor, exhibition format. The exhibition will take place at the SUNY Upstate Medical University. Exhibition floor hours, including exclusive exhibit hours as well as other logistical details (setup, dismantling, shipping, etc.) will be available soon. Early rates apply for tables reserved and paid for by **January 15th, 2019**. For more information please contact **Stephanie Cortes or Stacey Martinez, Conference Co- Chairs**, at conference.northeast@lmsa.net

All exhibitor tables include:

- Full day of exhibition space, with exhibition fair from 12:00-2:00 pm.
- One (1) Six-foot table.
- Two (2) exhibitor registrations for the conference.
- Quarter-page advertisement of organization or company in the conference program.
- Exhibitor information on Conference mobile app.

Exhibitor Table Packages

- **Early: \$500**
- **Regular: \$650**

* Note: Exhibitor hall assignments will be decided by date of registration.

Early registration ends on January 15th

Registration occurs on a first come, first serve basis.
Space is limited.

Available upgrades for our exhibitors

- Upgrade to Half-Page advertisement in Program: add \$195
- Upgrade to Full-Page advertisement in Program: add \$285
- Add additional exhibitor registration: add \$50 per person

Conference Mobile App (Socio)

Every year, our mobile app is one of the most popular and most used aspects of the conference. Increase your organization's or program's reach and visibility using the app's advertising functions:

- The Socio mobile app allows for sponsors to be projected on our Socio website background. We hope to honor our Platinum sponsors by sharing their organizations online logos in these spaces for all conference attendees to see.
- The app also allows for notifications to be sent to all app users, giving Platinum sponsors a connection to all of our conference attendees.
- The Socio conference app will include a rotating banner where sponsors will be listed, and we are happy to offer this opportunity to all sponsors to recognize their support for our organization.
- We are excited to provide enhanced exhibitor listings. Enhanced exhibitor listings will provide more information to attendees about your company or program, thus increasing communication.
- Contact conference.northeast@lmsa.net for inquiries.

