LATINO MEDICAL STUDENT ASSOCIATION
45th Annual Northeast Regional Conference at the Sidney Kimmel Medical College at Thomas Jefferson University

Sponsor and Exhibitor Prospectus
February 17, 2018
Philadelphia, PA

Hosted by
Sidney Kimmel Medical College at Thomas Jefferson University
Welcome

The Latino Medical Student Association (LMSA), LMSA Northeast, and our host, the Sidney Kimmel Medical College at Thomas Jefferson University are proud to announce LMSA’s 45th Annual Northeast Regional Conference. This conference will take place on February, 17 2018 in Philadelphia, Pennsylvania at Thomas Jefferson University. It is with a spirit on camaraderie and a sense of unity in our goals that we are excited to invite sponsors and exhibitors that 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 multi-cultural physician work force. As such, we hope that your program will sponsor our 45th Annual 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 interested in the healthcare for and by Latinos and other underserved groups in their communities. The conference will include a series of workshops 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 “Construyendo Puentes: Overcoming Barriers for a Healthier Community.” We are expecting 200-300 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 twenty-five active medical school chapters, and 250 medical student members in the area between Washington, D.C. and Maine.

About the Latino Medical Student Association

The goals of the LMSA are:

1. To promote the development of a communication network for Latino medical and pre-medical students.
2. To promote Latino medical and pre-medical interests that will lead to the improvement of healthcare for underserved communities.
3. To facilitate educational programs for the recruitment of Latino medical school applications.
4. To provide leadership opportunities for Latinos in health care.
5. To support Latino medical student interests in areas such as retention, academic success, career opportunities, and health care policies.
6. To support the efforts of all other organizations committed to the improvement of health care delivery for Latinos.
7. To promote volunteerism in the Latino community.
Preliminary Agenda

Topics and Didactics Sessions
- Screening of “Clínica de Migrantes” HBO documentary
- Clinical Skills Workshop
- Social Determinants of Health and the Latino Patient
- Mental Health and Wellness
- Latinos in Academic Medicine
- Medical School Admissions Panel
- USMLE Step 1 Preparation
- Public Health: Influence on the Immigrant Population
- Introduction to Policy Making and Advocacy
- Cultural Competency and Biases in Medicine
- Women’s health
- LGTBQ health

Tentative Schedule of Events

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-8:50</td>
<td>Registration and Breakfast</td>
</tr>
<tr>
<td>8:50-9:15</td>
<td>Welcome &amp; Opening Remarks</td>
</tr>
<tr>
<td>9:15-10:15</td>
<td>Keynote 1 - <em>Cultural Competencies and Medicine</em></td>
</tr>
<tr>
<td>10:30-11:15</td>
<td>Plenary</td>
</tr>
<tr>
<td>11:30-12:15</td>
<td>Workshop Block 1</td>
</tr>
<tr>
<td>12:00-2:00</td>
<td>Lunch and Exhibitor Fair</td>
</tr>
<tr>
<td>2:00-2:45</td>
<td>Keynote 2 - <em>Gender Equality and the Latinx Community</em></td>
</tr>
<tr>
<td>2:55-3:35</td>
<td>Poster session and coffee break</td>
</tr>
<tr>
<td>3:45-4:45</td>
<td>Workshop Block 2</td>
</tr>
<tr>
<td>5:00-5:20</td>
<td>LMSA NE Closing Remarks</td>
</tr>
<tr>
<td>5:30-7:00</td>
<td>HOD</td>
</tr>
<tr>
<td>8:30-12:00</td>
<td>Gala- Dinner/Awards Ceremony</td>
</tr>
</tbody>
</table>
Financing/Fundraising

LMSA’s current priority is to develop a relationship with local and national leaders sympathetic to the health care needs of inner-city 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 medical student organization. The annual regional conference is our main fundraising source to support our goals. Contributions form outside sources are indispensable to ensure a successful campaign.

Expected Attendance

We expect the attendance for our conference to be: 50 high school students, 150 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 the Latino Medical Student Association grow and mature. Sponsorships allow for the maintenance of high standards for the LMSA Northeast Regional Conference. These sponsorship packages contain the widest breath 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 Natalie Delgado or Jessica Grenvik, National 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.
- A certificate of sponsorship acknowledgment to be awarded at the conference.
- Invitation to lead breakout workshops/speaker events throughout the conference.
- One year logo placement of sponsor on the www.lmsa-ne.org website.
- Special acknowledgement of sponsors in the Conference Program.
- Full page advertisement of organization or company on the inside cover of Conference Program.
- Full six-foot table for premium exhibition space during the conference (Saturday, February 17, 2018).
- Two (2) exhibitor registrations for the conference.
- Recognition of sponsor on home page of the LMSA Conference mobile app.
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.lmsa-ne.org website.
- Special acknowledgement of sponsors in the Conference Program.
- Full page advertisement of organization or company in the Conference Program.
- Full six-foot table for exhibition space during the conference (Saturday, February 17, 2018).
- Two (2) exhibitor registrations for the conference.
- Recognition of sponsor on home page of the LMSA Conference app.

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.lmsa-ne.org website.
- Special acknowledgement of sponsors in the Conference Program.
- Half page advertisement of organization or company in the Conference Program.
- Full six-foot table for exhibition space during the conference (Saturday, February 17, 2018).
- Two (2) exhibitor registrations for the conference.
- Recognition of sponsor on home page of the LMSA Conference app.

Bronze Sponsors: donations of $1,000 or greater

- Sponsor two (2) students to attend the conference for free.
- Three month logo placement of sponsor on the www.lmsa-ne.org website.
- Special acknowledgement of sponsors in the Conference Program.
- Recognition of sponsor on home page of the LMSA Conference app.
EXHIBITOR INFORMATION & FEES

The conference will begin on February 17th, 2018 with an opening keynote speaker and continue with seminars and workshops for pre-medical, medical students, residents, and physicians. The Exhibitor fair will be on Saturday, February 17th 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 Sidney Kimmel Medical College and Thomas Jefferson University. Exhibition floor hours, including exclusive exhibit hours as well as other logistics (setup, dismantling, shipping, etc.) will be available soon. Early rates apply for tables reserved and paid for by January 15th, 2018. For more information please contact Natalie Delgado or Jessica Grenvik, Conference Co-Chairs, at conference@northeast.lmsa.net

All exhibit tables include:

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

Exhibitor Table Packages

**Tier 1 - First Floor**

Early: $525  Regular: $625

**Tier 2 - Second Floor**

Early: $375  Regular: $425

All early registration ends on February 1st

Registration occurs on a first come, first serve basis.

The Tier One (first floor) package will accommodate only 20 exhibitors.

Available upgrades for our exhibitors

- Upgrade to Half-Page advertisement in Program: add $100
- Upgrade to Full-Page advertisement in Program: add $150
- Upgrade to three (3) exhibitor registrations: add $50

Conference Mobile App

Every year, the Mobile app is one of the most popular and most used aspects of the conference. Increase your company or program’s reach and visibility by advertising on the app. Options include:

- Banner adds throughout the application interface.
- Enhanced Exhibitor Listings: provide more information to attendees about your company or program, thus increasing communication.
- Contact conference@northeast.lmsa.net for inquiries.