Sponsor and Exhibitor

“Todos Tenemos Valor”
- Building Solidarity Through Healthcare

The 2019
LMSA National Conference
MARCH 22 - 24

Where? Texas Tech University Health Sciences Center in Lubbock, TX

Who’s Invited? Pre-med, Medical, Osteopathic, and Allied-Health Students & Healthcare Professionals

Registration TBA

Join us for:
• Keynote speakers
• Workshops
• Research Symposium - present your research and win cash prizes!
• Exhibition Fair - medical schools & residency programs
• Networking Opportunities & Mixers
• National Elections - become a leader!
• Gala Dinner & Awards Ceremony

Hosted by:

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DESCRIPTION OF THE ANNUAL CONFERENCE

Purpose and Demographics
The purpose of the conference is to bring together high school students, premedical students, medical students, graduating physicians, residents, practicing physicians, and other health professionals, interested in service, mentorship, and education to advocate for the health of the Latino community. 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. We are expecting 250-350 attendees, targeting to have about 35% attendance from premedical students and 50% attendance from medical students.

Conference theme: “Todos tenemos valor – building solidarity through healthcare”

The goals of LMSA-Southwest and 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 health care 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 other organizations committed to the improvement of health care delivery for Latinos.
7. To promote volunteerism in the Latino community.

The preliminary agenda includes the following topics and didactic sessions

1. Medical Education for Latinos
2. Healthcare Advocacy
3. Addressing Health Disparities
4. Perspectives on Latino Healthcare – Historical and Current Approaches
5. Medical Skills Workshops
6. Discussion for Pre-Medical Students
We are eager to welcome Bryn S. Esplin, JD as the keynote speaker at our conference

Bryn S. Esplin joined the Department of Humanities in Medicine at Texas A&M University as an Assistant Professor after completing a two-year Clinical Ethics Fellowship at the Cleveland Clinic in Cleveland, OH.

She graduated cum laude from the University of California, Berkeley, with a degree in Rhetoric before pursuing her law degree. During law school, she externed with both the Supreme Court of Nevada and the Cleveland Clinic Lou Ruvo Center for Brain Health, which specializes in neurodegenerative disease and community wellness.

By bringing together her passion for law, bioethics, and public health, Dr. Esplin helps students analyze current events in order to situate themselves in the ongoing, vibrant dialogue of medical ethics, while providing them with the tools necessary to navigate the dilemmas inherent in the practice of medicine and biomedical research.

Dr. Esplin will be speaking about her recent work in Bioethics, border health and medical education, for which she was selected as a joint visiting scholar at Yale University and The Hastings Center. A brief overview of her presentation is found below.

BIOETHICS AT THE BORDER:
EMPOWERING PATIENTS & HEALTHCARE PROFESSIONALS TO BE BRAVE IN A NEW WORLD

Changes in immigration enforcement priorities and administrative policies under the new administration has, to put it mildly, created great uncertainty about the status of uniquely vulnerable populations in the United States. This uncertainty, in turn, adds to the already long-standing concern among healthcare providers about their ability and their agency in providing comprehensive, holistic care without breaching their scope of practice or putting their patients at risk of retribution when they seek care.

By highlighting real-life clinical vignettes from Texas in which the health of undocumented patients has been compromised by immigration enforcement, Dr. Esplin’s talk today seeks to address and allay anxieties among all stakeholders by empowering healthcare providers and allied healthcare professionals to approach health more broadly; for example, how might we extend care for undocumented patients and families beyond just the clinical encounter? She will propose that by anticipating and identifying needs that are integral to overall wellbeing, such as legal assistance, easily-obtainable and accurate translation services, as well as community resources for mental health care, physicians and allied health care professionals can engage more proactively in combating uncertainty, advocating for equality, and fulfilling their sacred obligation to ensure a healthy and more humane future for all patients.
DESCRIPTION OF LMSA NATIONAL

The Southwest is one of five geographic regions of the Latino Medical Student Association (LMSA) – National. While each region has a great deal of autonomy, the National Executive Board provides the cohesive centralized voice for all of our regions on the national stage, and determines the direction of the Association at the national level.

The Latino Medical Student Network was created through a collaboration between regional Latino medical student groups, which coalesced in response to the need for a centralized organization capable of undertaking unified, targeted efforts. In 1987, the union formalized into the National Network of Latin-American Students (NNLAMS). As the regions became more developed, the complexity of the network demanded further sophistication, and a national-level board of officers was created.

2005 was a landmark year for NNLAMS, as the organization held its first national conference in conjunction with the National Hispanic Medical Association (NHMA). The event brought in students from all over the country and set a venue to reflect upon the years’ work, network with other students and health professionals, and set the pace for the future operations and vision of NNLAMS.

In an effort to unify all the Latino medical students from different regions under the same title, the name of the national organization was officially changed to LMSA in 2010 at the first independent LMSA national conference held in Chicago at the University of Illinois at Chicago.

Today, LMSA National currently has over 3,000 medical and 7,000 pre-medical student members, and 5,000 physician alumni in our network. It is divided into five regions. LMSA Northeast, LMSA Midwest, LMSA Southeast, LMSA Southwest, and LMSA West. The national officers are responsible for coordinating between the five regions, allowing each regional board to make decisions and promote the vision of unified efforts among Latino medical students nationwide.
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 National and Southwest Regional Conferences. These sponsorship packages contain the widest breadth of possible interactions in a variety of venues and mediums with our membership. Please contact Luis Cartagenova at fundraising.southwest@lmsa.net for any questions or concerns.

<table>
<thead>
<tr>
<th>DIAMOND SPONSORS</th>
<th>DONATION OF $10,000 OR GREATER</th>
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<tbody>
<tr>
<td>▪ The official name and logo of sponsor will be placed on all correspondence, advertisements, and conference materials, including front cover of conference program.</td>
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<tr>
<td>▪ One-year logo placement of sponsor on the LMSA National Homepage and event page with donation class.</td>
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<td>▪ One-year logo placement of sponsor on the LMSA Southwest homepage.</td>
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<td>▪ One year Premium website advertisement package.</td>
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<td>▪ Sponsor will be placed on projected introduction slides during breakout sessions and keynote addresses.</td>
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<tr>
<td>▪ Premium Full-page ad of organization or company in the Conference program</td>
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<td>▪ Recognition of sponsor and level in conference program.</td>
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<td>▪ Premium Full-page ad in 1 edition of the LMSA Health Policy Newsletter</td>
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<td>▪ One 6-foot table premium location for exhibition space during the Exhibition Event</td>
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<tr>
<td>▪ Three (3) exhibitor registrations for the conference.</td>
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<tr>
<td>▪ Sponsor address at Saturday evening Gala for 10 minutes.</td>
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<td>▪ Six (6) complimentary tickets for gala night - includes dinner and dance.</td>
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<td>▪ Access to National membership portal as a “Sponsor” &amp; one year posting rights in the Career Center.</td>
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<td>▪ The option to insert an item in the conference attendee’s bag (subject to size and pre-approval guidelines).</td>
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<td>▪ The option to donate a prize for the conference raffles and be recognized as a prize donor.</td>
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<tr>
<td>▪ Invitation to lead breakout workshops/speaker events throughout the conference (subject to availability).</td>
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Todos tenemos valor – building solidarity through healthcare
PLATINUM SPONSORS  
DONATION OF $7,500 - $9,999

- One-year logo placement of sponsor on the LMSA National Homepage and event page with donation level.
- One-year logo placement of sponsor on the LMSA Southwest Homepage.
- One year Subpage 1 website advertisement package.
- Premium Full-page ad of organization or company in the Conference program.
- Recognition of sponsor and level in conference program.
- Premium Full-page ad in 1 edition of the LMSA Health Policy Newsletter.
- One 6-foot table premium location for exhibition space during the Exhibition Event.
- Two (2) exhibitor registrations for the conference.
- Sponsor address at Saturday evening Gala for 2 minutes.
- Four (4) complimentary tickets for gala night - includes dinner and dance.
- The option to insert an item in the conference attendee’s bag (subject to size and pre-approval guidelines).
- The option to donate a prize for the conference raffles and be recognized as a prize donor.
- Invitation to lead breakout workshops/speaker events throughout the conference (subject to availability).

GOLD SPONSORS  
DONATION OF $5,000 - $7,499

- One-year logo placement of sponsor on the event page with donation class.
- One-year National website Subpage 2 advertisement package.
- Full-page ad of organization or company in the Conference program/Event application.
- Recognition of sponsor in conference guide.
- Half (1/2) page ad in 1 edition of the 2018 LMSA Health Policy Newsletter.
- One 6-foot table for exhibition space during the Exhibition Event.
- Two (2) exhibitor registrations for the conference.
- Two (2) complimentary tickets for gala night - includes dinner and dance.
- Recognition of sponsor at gala.
- The option to donate a prize for the conference raffles and be recognized as a prize donor.
- Invitation to lead breakout workshops/speaker events throughout the conference (subject to availability).
## SILVER SPONSORS
**DONATION OF $2,500 - $4,999**

- One year mention of sponsor on the event page with donation class.
- Six (6) Month National website Subpage 2 advertisement package.
- Half (1/2) page ad of organization or company in the Conference program.
- Recognition of sponsor in conference guide.
- Quarter (1/4) page ad in 1 edition of the LMSA Health Policy Newsletter.
- Two (2) exhibitor registrations for the conference.
- Two (2) complimentary tickets for gala night - includes dinner and dance.
- Recognition of sponsor at gala.
- The option to donate a prize for the conference raffles and be recognized as a prize donor.
- Invitation to lead breakout workshops/speaker events throughout the conference (subject to availability).

## BRONZE SPONSORS
**DONATION OF $1,000 - $2,499**

- One year mention of sponsor on the National LMSA event page with donation class.
- Half (1/2) page ad of organization or company in the Conference program.
- Recognition of sponsor in conference guide.
- Two (2) complimentary tickets for gala night - includes dinner and dance.
- Recognition of sponsor at gala.

## PATRON
**DONATION OF $500 - $999**

- One year mention on the event page with donation class.
- Recognition of sponsor in conference guide.
- Two (2) complimentary tickets for gala night—includes dinner and dance.
- Recognition of sponsor at the gala.
EXHIBITOR INFORMATION AND FEES

The Exhibition Fair will be on Saturday March 23rd from 12:00 – 2:30 pm CST While we expect all exhibitor personnel to register, enjoy breakfast, and set up prior to the beginning of the plenary session, we ask that set up be complete by 11:30AM.

Exhibition space will be assigned first come first serve based on registration date (excluding premier locations for sponsors and hosts). Exhibitors will have access to all conference attendees in an open floor, exhibition format. For questions on materials shipping, hotel accommodations or any other needs, please contact Luis Cartagenova at fundraising.southwest@lmsa.net.

PACKAGING INCLUDES:
- One (1) six-foot exhibitor table, additional tables can be added at 50% off
- Two (2) chairs
- Registration for two (2) exhibitors, including breakfast and lunch on day of Exhibition Fair
- Live exhibitor listing on national conference website
- Exhibitor information on conference guide and mobile app
- Additional exhibitor discounts on advertisement space on our conference guide.

EXHIBITOR & SPONSOR FEE SCHEDULE

**EARLY BIRD – Deadline: February 22, 2019**
- NON-ACADEMIC, NOT-FOR-PROFIT ORGANIZATIONS - $650
- MEDICAL SCHOOLS/ACADEMIC/RESIDENCY PROGRAMS - $800
- CORPORATE PROGRAMS - $900

**REGULAR – Deadline for all sponsorships and advertisements: March 8, 2019**
- NON-ACADEMIC, NOT-FOR-PROFIT ORGANIZATIONS - $750
- OTHER PROGRAMS - $1,000

**LATE – Deadline for exhibitors only: March 15, 2018**
- NON-ACADEMIC, NOT-FOR-PROFIT ORGANIZATIONS - $900
- OTHER PROGRAMS - $1,200
ADVERTISEMENT SPACES

Published advertisement spaces are available on our Conference Guide. The deadline to reserve space and to submit artwork is March 8, 2019.

Exhibitors are invited to advertise with our conference agenda to be distributed to all conference attendees and published online. **All exhibitors will receive a 25% discount (early bird) or 15% discount (regular registration) on advertisement spaces** (see below).

Find our full conference advertisement guide here: [http://lmsa.me/ncmediaquide](http://lmsa.me/ncmediaquide)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Price*</th>
<th>Bleed Width (inches)</th>
<th>Bleed Height (inches)</th>
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<td>5.25</td>
<td>8</td>
<td>5</td>
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*Exhibitors will have their discount applied automatically at checkout.

After reviewing all specifications, please email completed advertisements in .pdf format to [fundraising.southwest@lmsa.net](mailto:fundraising.southwest@lmsa.net) by March 8, 2019.

CONFERENCE MOBILE APP (SOCIO)

Every year, our mobile app is one of the most popular and most used aspects of the conference. The app sends notifications to all conference participants, includes sponsor and exhibitor information, and acts as the most up-to-date source for live conference information. Increase your organization’s or program’s reach and visibility using the app’s advertising functions:

- Scrolling banner advertisement: $300
  - Provide us with your logo and it will be a part of the scrolling banner on the conference mobile application. It will appear every time a participant opens the app.
- Dedicated exhibitor icon: $500
  - In addition to being listed on the “Exhibitors” page, creates a dedicated icon within the app that opens additional exhibitor-provided content (e.g. more information, contacts, images) or links out to an exhibitor’s website.

Recommended logo dimensions for banner or icon: 500 x 500 px (minimum: 100 x 100 px, maximum: 1,000 x 1,000 px). Please contact [conference@lmsa.net](mailto:conference@lmsa.net) for inquiries.
REGISTRATION INSTRUCTIONS

How do I register?
To register as a sponsor or exhibitor for the 2019 LMSA National Conference, please visit the following website: [http://lmsa.me/2019NC](http://lmsa.me/2019NC)

How can I submit a payment?
Once you have registered your organization through the link above, you may submit a payment online via credit card (preferred) or mail or mail in a check or money order. To submit a payment via check or money order, select that option on registration and checkout, and include a completed “Sponsor & Exhibitor Registration Payment Form” (attached below) with your payment.

Please kindly note that to ensure your registration, all registrations must be completed online. All checks and money orders should be made payable to The Latino Medical Student Association.

If you have any questions or concerns, please do not hesitate to contact us.

**LMSA Southwest Co-Directors**
Saul Perez & Christian Aquino
[director.southwest@lmsa.net](mailto:director.southwest@lmsa.net)

**LMSA Southwest Conference Chair**
Minerva Limas
[Conference.southwest@lmsa.net](mailto:Conference.southwest@lmsa.net)

**LMSA Southwest Fundraising Chair**
Luis Cartagenova
[Fundraising.southwest@lmsa.net](mailto:Fundraising.southwest@lmsa.net)
Company Information
Name of Company: ________________________________
Company Address: ___________________________________________
Contact Person: ___________________________________________
Contact Phone: ____________________________________________
Contact Email Address: ______________________________________

Name of Person(s) Attending
________________________________________________________________________________

Method of Payment
Amount enclosed (USD) $: _____ enter total from prospectus
Payment Method (circle one):    Check         Money Order

Please make all checks/money orders payable to The Latino Medical Student Association

Authorized Signature ________________________________________________________
Date __________________________

NOTE: This payment form must accompany an online registration. It is not a substitute for online registrations

Mail this Sponsor & Exhibitor Registration Payment Form and attached check/money order to:

The Latino Medical Student Association
113 South Monroe St., First Floor
Tallahassee, Florida 32301
FINANCING AND FUNDRAISING POLICY

LMSA has developed a strong, reliable and highly visible membership recognized both on the local and national levels. This accomplishment is the result of a steadily increasing number of members and other volunteers who have generously donated their time and expertise to further LMSA’s goals. Today, LMSA is recognized nationally and has united with various national organizations in addressing common goals.

LMSA’s current priority is to develop a relationship with community leaders sympathetic to the healthcare needs of traditionally underserved and underrepresented populations, particularly the rapidly growing Latino population. We strongly believe the vitality of LMSA depends on active, involved membership and development of new partnerships with a wide range of funding sources, including community leaders and associated entities.

LMSA is currently an all-volunteer organization. The annual conference is our main fundraising source to support our goals in Latino involvement in health. Contributions from outside sources are indispensable to ensure a successful campaign.

LMSA National is a 501c3 status organization. Please contact us if you have any additional questions regarding tax-deductible donations.

The Latino Medical Student Association and the LMSA Southwest Region thank you for your consideration and your continued support. If you have any questions about the conference or LMSA in general, please email director.southwest@lmsa.net.