AMEC 2024: FROM PRESSURE TO PURPOSE: ILLUMINATING THE PATH TO EXCELLENCE

TABLE OF CONTENTS

- About SNMA....................................................3
- About AMEC....................................................4
- AMEC Attendee Breakdown...........................5
- SNMA’s Reach..................................................6
- Sponsorship Opportunities............................7
- Sponsorship Terms and Conditions.............15
- AMEC 2023 Sponsors......................................18

FOR MORE INFORMATION, VISIT SNMA.ORG/AMEC
ABOUT SNMA

The Student National Medical Association mission is to support current and future underrepresented minority medical students, to address the needs of underserved communities, and to increase the number of culturally competent physicians.

SNMA plays a critical role in the pathway to medicine — from our pipeline mentoring programs to MAPS to medical school through residency, we provide opportunities for the next generation of physicians to thrive and fulfill their academic and professional goals.

SNMA represents over 7,000 premedical and medical students primarily of Black/African American descent and includes a network of 116 chapters at allopathic and osteopathic medical schools in the United States and the Caribbean and 96 chapters at undergraduate institutions across the country.
ABOUT AMEC

The Annual Medical Education Conference attracts students from all levels of medical education and is the largest annual gathering of medical students of color in the country. AMEC features a slate of workshops and programs focused on the academic and clinical success, development, and preparedness of our cohort of physicians-in-training. Our conference not only prepares premed and medical students in their journey to become socially competent and clinically excellent physicians but also provides a unique opportunity to network with students and physicians from all over the country.

PROGRAM TRACKS

• GENERAL TRACK
• MEDICAL STUDENT
• PREMEDICAL FORUM
• FOURTH YEAR & BEYOND
• WILBERT C. JORDAN RESEARCH FORUM
• PHYSICIAN-RESEARCHER INITIATIVE
• HEALTH POLICY & ADVOCACY
• PIPELINE
• SKILLS
• WELLNESS
AMEC ATTENDEE BREAKDOWN

AMEC 2022

MEDICAL STUDENTS: 1,607
PHYSICIAN/PATRONS: 224

AMEC 2023

MEDICAL STUDENTS: 1,656
PHYSICIAN/PATRONS: 230

70% MEDICAL STUDENTS

20% PREMEDICAL STUDENTS

10% PHYSICIANS
SNMA’S REACH

- 13.8K TOTAL FOLLOWERS
- 12K TOTAL FOLLOWERS
- 23K TOTAL FOLLOWERS
- 7.4K TOTAL FOLLOWERS

1.7M TOTAL IMPRESSIONS
871K TOTAL REACH
2,571,000 TOTAL IMPRESSIONS AND REACH

SOCIAL MEDIA OVERALL:
56K TOTAL FOLLOWERS
## AMEC 2024 Sponsorship + Branding Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>Diamond 60,000 (2 available)</th>
<th>Platinum 40,000 (3 available)</th>
<th>Gold 30,000 (5 available)</th>
<th>Silver 20,000 (5 available)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit booth space (Professional or Premedical Fair)</td>
<td>4 booths</td>
<td>3 booths</td>
<td>2 booths</td>
<td>1 booth</td>
</tr>
<tr>
<td></td>
<td>(8 staff)</td>
<td>(6 staff)</td>
<td>(4 staff)</td>
<td>(2 staff)</td>
</tr>
<tr>
<td>Advertisement in Conference Program Book</td>
<td>Back cover full-page (*)</td>
<td>Full-page</td>
<td>Half-page</td>
<td>Half-page</td>
</tr>
<tr>
<td>Recognition and logo display on AMEC website</td>
<td>1 year</td>
<td>1 year</td>
<td>6 months</td>
<td>6 months</td>
</tr>
<tr>
<td>Receive tickets to the President’s or Premedical Luncheon</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Tickets to BOD Banquet and Graduation Ceremony</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Announcement of sponsor on SNMA social media platforms (Instagram, Twitter, Facebook and LinkedIn)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on select conference materials (e.g. posters, signage)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo included in all AMEC email marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship Levels</td>
<td>Diamond 60,000 (2 available)</td>
<td>Platinum 40,000 (3 available)</td>
<td>Gold 30,000 (5 available)</td>
<td>Silver 20,000 (5 available)</td>
</tr>
<tr>
<td>---------------------------------------------------------</td>
<td>------------------------------</td>
<td>-------------------------------</td>
<td>---------------------------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>Logo on AMEC 2024 Commemorative T-shirt</td>
<td>♦</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Give Welcome Remarks at the Opening Plenary</td>
<td>♦</td>
<td>♦</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Exclusive Sponsor for the Exhibit Hall and Opening Reception for all attendees</td>
<td>♦</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standalone mail announcement of sponsors to SNMA membership</td>
<td>♦</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor logo on AMEC bag</td>
<td>♦</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Pre-conference email to all registrants the week of AMEC</td>
<td>♦</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Sponsored broadcast email to membership (max. of 2 within 6 months of conference end)</td>
<td>♦</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Included  -  Not included

* Diamond sponsors will receive the best advertisement position available at the time of securing sponsorship.
Signature Programs and Special Events
All options below include logo + sponsorship acknowledgment on our website and conference program

Opening Ceremony Plenary | $30,000
This seminal event brings together all attendees and sets the tone for the conference.

Closing BOD Banquet | $30,000
The closing banquet is the culminating event and one of the most highly anticipated events at AMEC. As the single sponsor of the event, you will have high visibility with custom signage throughout the Banquet. You will have the opportunity to provide brief remarks and may also provide promotional items to each attendee and/or place a handout at each place setting. This package includes one featured email blast to attendees.

Graduation Ceremony | $25,000
An SNMA tradition, we celebrate the graduating members as they move to the next phase of their medical career journey. You will have the opportunity to provide brief remarks prior to the Ceremony. This package includes one featured email blast to attendees.
President’s Convocation and Luncheon | $20,000
The President’s Convocation and Luncheon is the second-largest gathering of conference attendees. The luncheon program includes the installation of the National President.

Premedical Forum Luncheon | $15,000
The Premedical Forum Luncheon program and keynote is geared towards premedical students.

Dr. Wilbert C. Jordan Research Forum | $20,000
The Wilbert C. Jordan Research Forum (WCJRF) serves as one of the hallmark events at AMEC. The Research Forum was first introduced as a programmatic component of AMEC more than 40 years ago as a venue for our members to display their scientific competence and to reward them for their academic and research accomplishments. SNMA student members at all levels across the country apply for a select number of presentation spots in a variety of disciplinary interests from basic sciences, clinical sciences, social/behavioral sciences, community service, health policy, and public health.
Member Activations

Skills-Based Workshops | $25,000
Attendees get the opportunity to learn and practice valuable clinical skills from a variety of experts. Past sessions include suturing skills, EKG and blood pressure readings, Osteopathic manipulation therapy, and more.

Headshot Lounge | $25,000
Attendees will stop by your branded headshot lounge for their free professional photo. Your representative can meet and greet attendees as they visit the lounge. Additional benefits include logo and sponsorship acknowledgment on our website, custom signage, and one featured email blast to attendees.

Wellness Center | $20,000
A new addition to our conference, the wellness track aims to center the mind, body, and soul through meditation, self-care, and a variety of instructor-led workout courses.
<table>
<thead>
<tr>
<th>Engagement Opportunities</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>SNMA Alumni Reception meet with student leaders and alumni physician members of the organization</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Branding Opportunities</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Tote Bag (covers production costs)</td>
<td>$20,000 (1 available)</td>
</tr>
<tr>
<td>Branded Conference Badges (design must meet SNMA brand guidelines)</td>
<td>$15,000</td>
</tr>
<tr>
<td>Branded Lanyards</td>
<td>$10,000</td>
</tr>
<tr>
<td>AMEC Event App and Registration Splash Page</td>
<td>$7,500</td>
</tr>
<tr>
<td>Exhibit Hall Entrance Tower Panel Wrapper</td>
<td>$5,000 (2 available)</td>
</tr>
</tbody>
</table>
AMEC 2024 SPONSORSHIP + BRANDING OPPORTUNITIES

AMEC 2024 Community Emails

Share important information about your school/programs leading up to conference time. Reach more than 6,000 SNMA members and 2024 attendees before, during and after the event. All content is subject to SNMA approval and must adhere to SNMA marketing guidelines.

Option 1: One email per week in February 2024 to SNMA membership (4 total) | $4,000

Option 2: One email per week in March 2024 to SNMA membership (4 total) | $6,000

Social Marketing

Posts are subject to editorial and schedule review by the SNMA marketing team and the rules and regulations of its social media policy.

Option 1: Two Instagram stories/reels and one tweet | $3,500

Option 2: Two Instagram stories/reels and three tweets | $5,000
AMEC 2024 SPONSORSHIP + Branding Opportunities

Next Steps

To register for the above sponsorship options, please contact execdir@snma.org. Billing for these items may be separate from online billing (as with exhibitors) and will be agreed upon and accepted by both parties at the time of agreement; you may be billed directly by SNMA. The Student National Medical Association, Inc., is a 501 (c)(3) nonprofit organization, with 509 (a)(1) and 170 (b)(1)(A)(vi) public charitable exemption. SNMA's tax ID is 52-0965479.

SNMA Staff Contacts

If you have questions about AMEC participation that are unanswered here and or you need additional assistance, please direct your questions to the following:

- **Advertising**: Adrienne Lewis; amecadvertising@snma.org
- **Exhibiting**: Erika Witherspoon; conferences@snma.org
- **Sponsorship**: Bridgette Hudson; execdir@snma.org
- **All other inquiries**: memberinfo@snma.org
Cancellation/Termination of Sponsorship by SNMA

SNMA reserves the right to withdraw its acceptance of the Application and this Contract if it determines in its sole discretion that the exhibitor or vendor is not eligible to participate, or the exhibitor's product or services is not eligible to be displayed in this exhibit. If because of fire, strike, exhibit facility construction or renovation project, government regulation, public catastrophe, Act of God, terrorist, war, public enemy or other cause beyond the control of SNMA, the exhibit or any part thereof is prevented from being held, is cancelled by SNMA, or the exhibit space becomes unavailable, SNMA in its sole discretion shall determine and refund to the exhibitor or vendor its proportionate share of the balance of the aggregate exhibit fees received which remains after deducting expenses incurred by SNMA and reasonable compensation to SNMA. In no case shall the amount of refund to exhibitor or vendor exceed the amount paid.
Cancellation or Reduction of Sponsorship
SNMA must place orders in advance of the event in support of the sponsorships that have been committed. For this reason, we require that commitments for sponsorship be made in writing. SNMA reserves the right to invoice the organization or company for any actual or committed expense that may have been arranged, should it become necessary, as of January 16, 2024, or later, for the sponsor to withdraw or reduce the amount (size or quantity) of the commitment.

AMEC Program Participation
Exhibit personnel in either exhibitor hall are not permitted access to certain program events, including workshops, banquets, specialty networking receptions, plenaries, House of Delegates sessions, or Premedical Forum component activities for which fees are generally charged. Exhibit personnel wishing to experience the full conference program must pay an Attendee registration fee (in addition to the exhibit registration fee) and/or they must purchase standalone Event tickets, in advance.
SPONSORSHIP TERMS AND CONDITIONS (CONT.)

Photo Release

SNMA has official photographers and videographers documenting AMEC activities. Photos and videos taken may be used in future SNMA publications, including the Journal of the Student National Medical Association, the SNMA Annual Report, and other informational and promotional materials, on its social media accounts, and on the SNMA website, www.snma.org. By registering, you agree to permit SNMA to use photos and videos, which may include exhibit personnel or representatives, in all media formats.

Payment

Fees for conference exhibit participation are as stated on this sponsorship prospectus and posted on the SNMA website. Accepted cards are Visa, Discover, American Express, and Mastercard. Sponsors making payments by purchase order or check should contact conferences@snma.org. Exhibits, sponsorships, and ad spaces are not final until full payment is received.

Agreement to Terms and Conditions

Advertisers, exhibitors, and sponsors agree to observe and abide by the Terms and Conditions in this prospectus, and any updates to the Terms that may be established by SNMA. SNMA reserves the right to cancel any exhibit, withdraw its acceptance of any registration, and may refuse to consider for future participation any Exhibitor, Advertiser, or Sponsor who violates or fails to abide by all such Terms and Conditions.

Governing Laws

This Agreement shall be construed and interpreted pursuant to the laws of the District of Columbia, without regard to conflict of law principles. The parties agree that any legal action, suit or proceeding arising out of or relating to this Agreement shall be instituted in a court of competent jurisdiction in the District of Columbia.
AMEC 2023 SPONSORS

PLATINUM

GOLD

SILVER

BRONZE

PATRON

SPECIAL EVENTS SPONSORS