

Special Operations Medical Association's Scientific Assembly (SOMSA) Support Opportunities

June 28 - July 2, 2021 Charlotte Convention Center Charlotte, North Carolina

Multiply Your ROI by Supporting SOMSA!

Sponsoring an event, or item distributed to Scientific Assembly participants, is the most effective way for you to increase your ROI and show the medics, physicians, and other professionals attending SOMSA that you support them. SOMSA offers you many different options and levels of support to fit your marketing objectives and budget. Registrations, advertising and various levels of recognition are included as part of the fee, making sponsorship the best "bang for the buck" available. Commitments must be received by May 17, 2021.

	Platinum Level	Gold Level	Silver Level	Bronze Level
Verbal Acknowledgement	✓	✓	✓	✓
Extensive Recognition: Signage, Printed Materials	✓	✓	✓	✓
Complimentary Assembly Registrations	3	2	1	0
Advertising	<ul style="list-style-type: none"> • 1 Email blast to SOMA Members • 3 month ad on front page of SOMA website • 1 mention on social media • Banner ad on Assembly Mobile App 	<ul style="list-style-type: none"> • 1 month ad on front page of SOMA website • 1 mention on social media sites • Banner ad in Assembly Mobile App 	<ul style="list-style-type: none"> • 1 mention on social media sites • Banner ad in Assembly Mobile App 	<ul style="list-style-type: none"> • Banner ad in Assembly Mobile App
On-line Vendor Directory Listing	6 month posting	3 month posting	1 month posting	Optional add on

Support is accepted on a first-come, first-served basis. SOMSA will attempt to meet your request; however, we cannot guarantee availability. If you are interested in partial support of one of the options listed, or if you have ideas for other ways you would like to show your support, please contact Stephanie Newman at snewman@kellencompany.com. We appreciate your support of SOMSA 2021!

Platinum Level

Activity/Item Options

- Padfolios – \$15,000** Conference padfolios with company logo distributed to all attendees
- Welcome Reception Bars – \$10,000** Sponsorship of the Welcome Reception bars provides each Assembly attendee with two complimentary drinks from the four bar stations that will be branded with signage and specialty cocktail napkins for your company.
- Water Bottles – \$10,000** Stay with attendees throughout the year while they use a reusable water bottle branded with your company's logo.
- Assembly Tote Bags – \$10,000** Give participants a hand by providing them with a quality tote bag branded with your logo and the SOMA logo to carry their Scientific Assembly materials.
- Happy Hour Reception – \$10,000** Engage with SOMSA attendees one-on-one with a hosted one-hour reception at the Raleigh Convention Center.
- Educational Grant – \$10,000** Monetary contributions applied toward general Scientific Assembly support.

Gold Level

Activity/Item Options

- *Continental Breakfast – \$8,000 each | Three (3) available.** Help participants to start the day off right by sponsoring a Continental Breakfast. Select one day or all three!
- Masks – \$7,000** Attendees will show off your company logo when you sponsor a high quality, comfortable multi-layered cloth mask provided to all participants.
- Lanyards – \$7,000** Stay top of mind by sponsoring the Scientific Assembly lanyards branded with your logo. (Lanyards will be produced by SOMA.)
- Medic of the Year Travel Funding – \$5,000** Support SOMA's Medic of the Year recipients by providing funding that will allow these heroes to attend the Scientific Assembly at no charge.
- Scientific Assembly Pens – \$6,000** Every attendee will be reminded of your company as they use your pen throughout the Scientific Assembly and beyond. Pens will be stuffed into the conference bags and distributed to attendees as they check-in at the Scientific Assembly.
- Live Stream Platform – \$8,000** Select sessions from the Scientific Assembly will be live streamed. Your support will be acknowledged on the streaming platform and provide you with exclusive advertising opportunities.
- Twitter Screen – \$6,000** Help attendees follow along with all of the Tweets from the Scientific Assembly by providing support for a Twitter Screen near the educational events branded with your company's logo.
- Educational Grant – \$5,000** Monetary contributions applied toward general Scientific Assembly support.

Please submit your company logo in EPS format **AND** a 300 dpi JPG or TIF file to snewman@kellencompany.com by May 17, 2021.

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Silver Level

Activity/Item Options

15. ***Refreshment Breaks – \$4,000 each** | Five (5) available.
16. **International Speaker Grant – \$4,000**
Assist SOMA with the ability to secure top quality speakers from around the world by providing funding that will offset travel expenses for our international presenters.
17. **Second Half Initiative Luncheons – \$3,000**
Assist former SOF medics and tactical EMT's seeking to transition into new careers in medicine, dentistry, nursing, etc. by providing lunch during one of two lunch and learn sessions provided by SOMA's Second Half Initiative Committee.
18. **Hand Sanitizer – \$3,000**
Provide attendees with a pocket-sized bottle of hand sanitizer featuring your logo.
19. **Charging Stations \$3,000 each**
Help Assembly participants keep their devices charged up by sponsoring an 8 port charging locker. The locker will include custom branding on the display screen as well as a custom branded wrap featuring your company's messaging.
20. **Educational Grant – \$3,500**
Monetary contributions applied toward general Scientific Assembly support.

Bronze Level

Activity/Item Options

21. **Conference Bag Insert – \$2,000 each**
22. **Branded Meter Boards – \$1,000 - \$1,500**
Get noticed by displaying your company's message in high traffic areas of the Assembly on a 39"x 84" meter board. One-sided - \$1,000, two-sided - \$1,500. 8 meter board placements available.
23. **Educational Grant – \$2,500**
Monetary contributions applied toward general Scientific Assembly support.

General Donations/In-Kind

24. **Lab Equipment** Support the hands-on Labs by providing funding or in-kind donations of equipment or faculty. Contributions will be recognized at the sponsorship level equivalent to the value of the donation.

New Casual, Networking Event sponsorships for 2021!

All Assembly participants will be invited to this new event that will be held at the Westin Charlotte on Wednesday night, June 30. This event replaces the traditional Mess Night Dinner.

25. **DJ or Band – \$2,000 (Bronze)**
26. **Bars – \$3,000 each (4 available) (Silver)**
27. **Food Stations – \$5,000 each (6 available) (Gold)**



Special Operations Medical Association's Scientific Assembly (SOMSA)

Support & Advertising

THIS IS A FILLABLE FORM. Please type in the form to avoid data entry errors.

■ STEP ONE: Contact Information

Please print legibly and complete all information below. Information will be included in materials distributed to registrants on-site.

Company Name: _____

Primary Contact Name: _____

Contact Telephone: _____ Email: _____

Street Address: _____

City, State, Zip: _____ Company Telephone: _____

Email: _____ Website: _____

■ STEP TWO: SOMSA Support Level

Level of Support:

- Platinum Gold Silver Bronze

Number of the activity(s) you wish to support from page 1-2. _____

Lab Support

Name of Lab: _____

Monetary Support \$ _____

In kind Support (estimate value of support) \$ _____

Equipment

Personnel

■ STEP THREE:

Ad Selection and Price (Mobile App ad size is 600 px x 110 px)

- Rotating banner ad in Assembly Mobile App \$500
 Rotating ad space on the front of the SOMA website for
 3 months \$1,000

Vendor Directory Posting

- 6 Months \$500
 3 Months \$250
 1 Month \$100

Total Amount: \$ _____

■ STEP FOUR: Total Fees

An invoice will be sent to the contact(s) provided above.

Total Assembly Support (step 2) \$ _____

Total Advertising/Add Ons (step 4) \$ _____

Total Payment Due \$ _____

■ STEP FIVE: Confirmation of Support

Signature _____ Date _____

By signing this agreement, my company agrees to support the SOMA Scientific Assembly for the amount indicated on this form and to make payment in full within 30 days of receipt of invoice.
 SOMA Tax ID 58-2108832

■ STEP SIX: Submitting Support Commitment Form

Email: snewman@kellencompany.com

Mail: Mail completed form to:
 SOMA Executive Office
 4400 College Boulevard, Suite 220
 Overland Park, KS 66211
 OR Email to: snewman@kellencompany.com

Questions: Contact Stephanie Newman at
 snewman@kellencompany.com
 or 913-222-8641