ANNUAL CONFERENCE ON
LGBTQ+ HEALTH

SPONSORSHIP OPPORTUNITIES

2024

glma.org/conference
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As the premier professional gathering for LGBTQ+ health professionals across disciplines, GLMA’s 42nd Annual Conference on LGBTQ+ Health will provide attendees with a unique platform to engage in the discussions shaping the future of LGBTQ+ health.

This year’s conference will provide attendees with opportunities to access cutting-edge research and learn evolving best practices to enhance support for their LGBTQ+ patients.

750+ Health Professionals
GLMA’s Annual Conference remains the premier convening for health professionals working to advance LGBTQ+ health equity. More than 750 attendees are expected at this year’s conference.

30+ Disciplines Represented
The Annual Conference is a unique opportunity to reach all health professionals, including Physicians, Nurses, PAs, Behavioral Health Specialists, Researchers, Administrators, Social Workers, Pharmacists, and more.

25+ CME/CE Accredited Sessions
Topics include LGBTQ+ advocacy, sexual health, HIV prevention and treatment, gender-affirming care, BIPOC health, mental health, violence prevention, and more.
CONFERENCE THEME: PRACTICE WITH PRIDE

This year’s conference theme, Practice with Pride, serves as a powerful reminder of the collective power of pride as we shape a better and healthier future for the LGBTQ+ community. The theme underscores the profound connection between LGBTQ+ representation, allyship, and health equity, recognizing that a healthcare system that authentically reflects and respects the diversity of the population it serves is better equipped to address the unique needs and challenges faced by LGBTQ+ individuals. By practicing with pride, health professionals create a more inclusive and equitable healthcare landscape for everyone.
HOSTED IN CHARLOTTE, NORTH CAROLINA

GLMA is proud to bring our 42nd Annual Conference on LGBTQ+ Health to Charlotte, North Carolina! While last year’s virtual conference was a resounding success, we are excited to enjoy the in-person energy once again.

Why Charlotte? With a concentration of esteemed healthcare institutions, cutting-edge research facilities, and leading hospitals, Charlotte provides a dynamic backdrop for attendees to delve into the latest advancements and discoveries in the field. Plus, Charlotte's vibrant cultural scene, culinary offerings, and excellent public transportation will provide attendees with a well-rounded experience, enhancing the overall satisfaction and engagement of participants throughout the conference.

Southern Solidarity. In the last year, a disproportionate number of anti-LGBTQ+ bills have been introduced and passed across Southern states. By bringing GLMA’s Annual Conference to the South, we not only demonstrate our community’s resilience but also send a powerful message of solidarity with those on the frontlines of anti-LGBTQ+ policies and hostility. This will expand access to LGBTQ+ health education and resources in an area where LGBTQ+ affirming providers are more important than ever.
ABOUT GLMA

GLMA’s mission is to ensure health equity for LGBTQ+ communities and equality for LGBTQ+ health professionals in their work and learning environments.

OUR STRATEGIES

To achieve our mission, GLMA utilizes the scientific expertise of its diverse multidisciplinary membership to inform and drive advocacy, education, and research.

OUR MEMBERS

GLMA’s membership is comprised of health professionals from diverse disciplines, across the country, covering the entire spectrum of our members’ career journeys.

OUR COMMITMENTS

We are dedicated to fostering inclusivity and promoting diverse perspectives in the field of health equity. As part of this commitment, we offer financial support for conference participation of historically excluded groups. This includes but is not limited to BIPOC, intersex, disabled, and Indigenous & Two-Spirit individuals.

Founded in 1981, GLMA is the oldest and largest association of LGBTQ+ and allied health professionals.
LETTER FROM GLMA’S EXECUTIVE DIRECTOR

As I prepare for my third conference with GLMA, I am thrilled to lead the return of this event to an in-person format. I am excited to share the profound impact your support can have on advancing LGBTQ+ health equity. Our conference theme, "Practice with Pride," encapsulates the spirit of inclusivity and innovation that defines this extraordinary event. By aligning your organization with our conference, you not only affirm your commitment to health equity but also gain unique opportunities to engage with hundreds of leaders, experts, and influencers in the field of LGBTQ+ health.

This conference provides a platform like no other, offering sponsors unparalleled visibility and networking opportunities. Your support will be recognized by our diverse and engaged audience and position your organization at the forefront of initiatives aimed at improving health outcomes for the LGBTQ+ community.

From exclusive networking events to prominent branding opportunities, your involvement will be seamlessly integrated into the fabric of an event that seeks to drive meaningful change.

Join us in shaping the future of LGBTQ+ health, and let your sponsorship serve as a testament to your dedication to creating a more inclusive and equitable healthcare landscape for all.

In health,

Alex Sheldon (they/them)
Executive Director, GLMA
JOIN OUR PAST SPONSORS

See your organization highlighted among health leaders from numerous sectors.
ATTENDEE TESTIMONIALS

“I always want to improve and enhance my practice with gender diverse youth.”
— Social Worker, Youth Services

“I more clearly understand the role I play and the importance of representing my story/experience as a trans person of color in healthcare settings, and particularly in health education settings.”
— Public Health Professional

“I wanted to explore the latest research and trends around fertility preservation in the LGBTQ+ community.”
— Physician, Fertility Preservation

“I am a physician and advocate. GLMA and all the equipe give me a vision to improve my practice and knowledge.”
— Physician, Family Medicine
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<thead>
<tr>
<th>BENEFITS COMPARISON</th>
<th>Premier $65,000 (1 available)</th>
<th>Platinum $30,000 (2 available)</th>
<th>Gold $20,000 (6 available)</th>
<th>Silver $12,000 (10 available)</th>
<th>Bronze $7,500 (10 available)</th>
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<tr>
<td>Exhibit Booth</td>
<td>3 Premier Booths</td>
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<td>Registrations</td>
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<td>GLMA Memberships</td>
<td>15</td>
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<td>Employees</td>
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<td>Recognition in</td>
<td>Premium: Individual Email</td>
<td>Premium: Individual Email</td>
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<td>Inclusion in Group Email</td>
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<td>Conference Emails</td>
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<td>Supporters</td>
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<td>Recognition in</td>
<td>Premium Individual Post</td>
<td>Premium Individual Post</td>
<td>Inclusion in Group Post</td>
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<td>GLMA Social Media</td>
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<td>Posts</td>
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<td>Conference Bag</td>
<td>Logo on Bag + 3 Inserts</td>
<td>2 Bag Inserts</td>
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<td>Inserts Ad in</td>
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<td>Program Guide</td>
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<td>Logo Placement in</td>
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<td>Conference App</td>
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<td>Conference Bag</td>
<td>Inside Cover; Full Page Ad</td>
<td>Full Page Ad</td>
<td>1/2 Page Ad</td>
<td>1/4 Page Ad</td>
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<td>Inserts</td>
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<td>Welcome Remarks</td>
<td>5 Minutes</td>
<td>3 Minutes</td>
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<td>Special Session on</td>
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<td>Keycards</td>
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<td>Branded Attendee</td>
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<td>Lanyards</td>
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<td>Branded Step &amp;</td>
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SPONSOR MENU: PREMIER

For the first time we are offering this exclusive opportunity to lead the Annual Conference as a premier sponsor. Take advantage of unique opportunities to showcase your brand's commitment to LGBTQ+ health equity and connect with GLMA’s audience.

Premier Sponsor — $65,000 (1 available)

- Logo on attendee lanyards (NEW)
- Logo on conference hotel key cards (NEW)
- Logo on conference bag; three bag inserts (NEW)
- Logo on conference step & repeat banner (NEW)
- Special session on topic of your choosing (NEW)

- 3 booths in premier locations
- Five-minute welcome remarks at opening reception
- Inside cover, full-color ad in printed Program Guide
- Banner logo placement on conference app
- GLMA homepage recognition during September
- 15 complimentary conference registrations
- 15 GLMA Memberships for company employees
- Premium recognition in conference emails to 10,000+ GLMA supporters
- Premium recognition in sponsor social media posts
SPONSOR MENU: PLATINUM & GOLD

Platinum Sponsor — $30,000 (2 available)

- 2 booths in premier locations
- Three-minute welcome remarks at networking reception
- One full page ad in printed Program Guide
- Logo on Program Guide sponsor page
- Listing on conference app
- Two bag inserts
- 10 complimentary conference registrations
- 10 GLMA Memberships for company employees
- Premium recognition in conference emails to 10,000+ GLMA supporters
- Premium recognition in sponsor social media posts

Gold Sponsor — $20,000 (6 available)

- One booth in premier location
- Two minute welcome remarks at networking reception
- ½ page ad in printed Program Guide
- Logo on Program Guide sponsor page
- Listing on conference app
- Two bag inserts
- 5 complimentary conference registrations
- 5 GLMA Memberships for company employees
- Recognition in conference emails to 10,000+ GLMA supporters
- Recognition in sponsor social media posts
**SPONSOR MENU: SILVER & BRONZE**

**Silver Sponsor — $12,000 (10 available)**
- One booth in exhibit hall
- ¼ page ad in printed Program Guide
- Logo on Program Guide sponsor page
- Listing on conference app
- One bag insert
- 4 complimentary conference registrations
- 2 GLMA Memberships for company employees
- Recognition in conference emails to 10,000+ GLMA supporters
- Recognition in sponsor social media posts

**Bronze Sponsor — $7,500 (10 available)**
- One booth in exhibit hall
- Logo on Program Guide sponsor page
- Listing on conference app
- One bag insert
- 2 complimentary conference registrations
- 1 GLMA Membership for a company employee
- Recognition in conference emails to 10,000+ GLMA supporters
- Recognition in sponsor social media posts

**Non-Profits, Government Partners, Unions, and Schools & Universities**

*We offer sponsor packages to a wide range of institutional partners. These package benefits are the same as above.*

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Platinum</td>
<td>$20,000</td>
</tr>
<tr>
<td>Gold</td>
<td>$13,500</td>
</tr>
<tr>
<td>Silver</td>
<td>$8,000</td>
</tr>
<tr>
<td>Bronze</td>
<td>$5,000</td>
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EXHIBIT BOothS

Sponsors can reserve exhibit booth space independently of sponsorship packages. The convenient positioning of the exhibit hall just outside the Grand Ballroom ensures significant foot traffic from attendees. The Exhibit Hall will be open throughout the entirety of the conference with special times for engagement detailed in the program.

For effective engagement throughout the event, ensure your exhibit booth is staffed with knowledgeable and enthusiastic team members. It’s recommended to have at least one person available to provide detailed answers about your organization. A detailed schedule of high-traffic exhibit times will be provided.

If your team can’t arrive early for setup or there are gaps in booth coverage, please let us know! We’re here to assist with logistical considerations.

Each exhibit space will be supplied with the following:

- An 8’ high background
- A 3’ high side-rail divider
- One 2’x6’x30” skirted table on three sides
- Two chairs
- One wastebasket
- One 7”x44” booth identification sign

Exhibit Booth Pricing:

Corporate Sponsors - $5,000 PER BOOTH

Non-Profit, Government, Union, School & University Partners - $3,500 PER BOOTH

We encourage exhibitors to consider a full package (which includes a booth) as it allows the organization to maximize your visibility and encourage even more conference attendees to visit your booth. See page 10 for more details.
PROGRAM GUIDE ADVERTISING

Sponsors have the opportunity to secure additional advertising space in the Conference Program Guide. This presents an excellent way to engage directly with attendees as the Program Guide serves as the primary resource for all conference participants.

To be included in the printed guide, all creative materials must be submitted by August 15, 2024.

Program Guide Ad Costs:
(cost does not apply to ads included in sponsor packages)

- Full-Page: $2,000
- Half-Page: $1,500
- Quarter Page: $1,000

Program Guide Ad Dimensions:

- Full-Page: 7.5”w x 10”h
- Half-Page: 7.5”w x 4.75”h
- Quarter Page: 3.625”w x 4.75”h

Program Guide Mechanical Specs:

- All ads must be built at 100% of actual size
- Minimum resolution: 300dpi
- Color: CMYK or grayscale
- Ads should be submitted in PDF, EPS, or JPG.
- Please include crop marks
- All fonts must be rasterized, embedded, or outlined.
SPECIAL EVENT SPONSOR OPPORTUNITIES

New Attendees Orientation
Enjoy heightened visibility and exclusive networking opportunities, putting your brand at the forefront of connecting with a diverse audience of first-time participants. $2,000 (1 available)

Coffee Breaks & Sweet Treats
Foster a revitalizing atmosphere with coffee and sweet treat breaks! Refreshment stations are a highly visible hive of activity. Signage included. $8,000 (2 available)

Nursing Section Luncheon
This is an opportunity to showcase your dedication to the nursing profession and reach hundreds of nurses advancing LGBTQ+ health equity. $8,000 (1 available)

Conference Receptions
Sponsor one (or both!) of the conference receptions, utilizing an ideal platform for elevating your brand in a lively and engaging social setting. The open bar will attract peak attendance! Remarks included. $10,000 (2 available)

GLMA Member Luncheon
This annual event is exclusive to GLMA members and provides guests the opportunity to network with an anticipated 400 attendees. $10,000 (1 available)

Networking Sessions
Demonstrate your commitment to professional development by sponsoring a networking session. You can also support future generations with a session exclusively for students & trainees. $10,000 (3 available)

VIP & Major Donor Event
This invite-only event is a unique opportunity to connect with influential individuals and make a lasting impact. Sponsorship includes signage, remarks, and up to 20 invitations of your choosing. $15,000 (1 available)

Product Theater & Special Sessions
This is an opportunity to showcase your brand’s products or services with a 45-minute product theater or content-driven session. (Note: Non-CME) $20,000 - $40,000 (4 available)

All Special Event Sponsors Receive:
- Logo placement on signage & recognition at event
- Logo placement & recognition in Program Guide
- Listing on conference app
- Recognition in conference emails to 10,000+
- GLMA supporters
- Ad in printed Program Guide (size dependent on opportunity)
- Complimentary conference registrations
- Recognition on sponsor social media posts
## Exclusive Conference Opportunities

* Hotel Key, Lanyard, and Step & Repeat benefits are included in the Premier Sponsor Package, and are available on a first-come, first-served basis.

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Benefits</th>
<th>Cost</th>
<th>Available</th>
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<tbody>
<tr>
<td><strong>Lanyard Sponsor</strong></td>
<td>Become an integral part of the conference experience as the exclusive conference lanyard sponsor. Your brand will appear on the official badge lanyards worn by all conference attendees.</td>
<td>$10,000</td>
<td>1</td>
</tr>
<tr>
<td><strong>Hotel Key Sponsor</strong></td>
<td>Become an key part of the conference experience as the exclusive key card sponsor. Your logo will appear with conference branding on hotel key cards for all attendees at the host hotel.</td>
<td>$10,000</td>
<td>1</td>
</tr>
<tr>
<td><strong>Wifi Sponsor</strong></td>
<td>Ensure seamless connectivity for all attendees as the exclusive WiFi sponsor and customize the network name and password for all attendees.</td>
<td>$10,000</td>
<td>1</td>
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<tr>
<td><strong>Charging Station Sponsor</strong></td>
<td>Energize your brand’s presence at the conference as an exclusive Mobile Device Charging Station sponsor. Signage will be placed with the station recognizing your sponsorship.</td>
<td>$6,000</td>
<td>1</td>
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<tr>
<td><strong>Photo Booth Sponsor</strong></td>
<td>Facilitate a more memorable experience for all conference attendees as the exclusive photo booth sponsor. Your logo will appear on all attendee photos, printed and virtual.</td>
<td>$8,500</td>
<td>1</td>
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<tr>
<td><strong>Hydration Station Sponsor</strong></td>
<td>Deliver a refreshing experience for attendees with a selection of beverages as the exclusive Hydration Station sponsor. Signage to recognize your sponsorship will be placed at station.</td>
<td>$5,000</td>
<td>1</td>
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<tr>
<td><strong>Step &amp; Repeat Banner Sponsor</strong></td>
<td>Create lasting memories for all conference attendees as the exclusive co-branded Step &amp; Repeat Banner sponsor, in partnership with GLMA.</td>
<td>$7,500</td>
<td>1</td>
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<tr>
<td><strong>Hand Sanitizer Sponsor</strong></td>
<td>Foster a healthier environment and safeguard attendees from illness as the hand sanitizer sponsor. Sanitizer stations will be placed in multiple locations on-site and signage will recognize your sponsorship.</td>
<td>$2,000</td>
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### All Exclusive Conference Sponsors Receive:
- Logo placement & recognition in Program Guide
- Listing on conference app
- Recognition in conference emails to 10,000+ GLMA supporters
- Ad in printed Program Guide (size dependent on opportunity)
- Complimentary conference registrations
- Recognition on sponsor social media posts
EXCLUSIVE GLMA OPPORTUNITIES

Connect with GLMA members year-round! As an Exclusive Annual Sponsor of either GLMA’s Health Digest or our Health Matters Newsletter, your brand will have 12 unique touch points directly with GLMA’s growing membership throughout the year. Or showcase your organization’s expertise with a custom webinar! Take advantage of these exclusive GLMA-specific opportunities to engage with our community.

Both newsletters:
- Benefit from the association with GLMA, a respected nonprofit in the LGBTQ+ and health professional community.
- Opportunity to support and contribute to advancing LGBTQ+ health equity.
- Promote corporate social responsibility and showcase your brand’s values.
- Enhanced brand visibility and reputation among health professionals through repeated monthly exposures.

HEALTH DIGEST
Members-Only Newsletter

- Sent Monthly
- 900+ Subscribers
- Avg 56% Open Rate

Sponsorship includes logo placement and one link.
- Exclusive access to a highly motivated, niche audience of LGBTQ+ health professionals.
- High open rates and click-through rates, demonstrating audience’s high engagement with content.
- Reach decision-makers and influencers in the healthcare industry.

$15,000

HEALTH MATTERS
GLMA General Newsletter

- Sent Monthly
- 10,000+ Subscribers
- Avg 39% Open Rate

Sponsorship includes logo placement and one link.
- Broad exposure to an audience of 10,000 subscribers interested in supporting LGBTQ+ health equity.
- Potential for increased website traffic and customer engagement through clickable banner ads or links.
- Enhanced brand visibility and reputation among professionals in the healthcare field.

$12,000

SPONSOR A WEBINAR

GLMA members and supporters access a wide range of educational content through our webinars.

If you are interested in partnering with GLMA to produce an event specific to your brand’s subject matter expertise, please reach out!

Webinar costs vary by format and subject matter, but please connect with us to learn more.

Note: these are non-CME

CONTACT US
SIGNIFICANT DATES & DEADLINES

Secure your spot by completing the Sponsorship & Exhibitor Agreement by **August 1st**. You can use the buttons below to access the Sponsorship Agreement Portal or download the form as a PDF version.

- **August 1**
  - Sponsorship & Exhibitor Agreement due
  - Confirmed sponsors receive Sponsor Guides

- **August 15**
  - Full payment due
  - Advertisement artwork and copy due

- **September 29**
  - Conference registration deadline

- **Sept 30 - Oct 2**
  - Exhibits staffed by sponsors

*NOTE: These dates may be flexible depending on the package.*
CONDITIONS RELATING TO COMMERCIAL SUPPORT

GLMA is committed to presenting CME/CE activities that promote improvements or quality in healthcare and are independent of the control of commercial interests. Accredited providers that accept commercial support must ensure that the education remains independent of ineligible companies and that the support does not result in commercial bias or commercial influence in the education. Prior to the beginning of the conference, all commercial supporters are required to sign and date the conference Agreement for Sponsorship Opportunities and Exhibit Space, which outlines the standards for commercial support. See Agreement for Sponsorship & Exhibit Space for terms and conditions.
Our staff is accessible via email, phone calls, and scheduled zoom meetings.

If you want to discuss a partnership or customizable package, contact Executive Director Alex Sheldon at asheldon@glma.org.