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Dear Sponsor,

Thank you for your interest in sponsoring the educational activities of IMASC.

The Indian Medical Association of Southern California (IMASC) was founded in 1979 and is a well established non-profit, tax-exempt professional organization with over 750 physicians in the database and over 300 physicians as Life and Annual members. Members are from Orange, Riverside, Los Angeles and San Bernardino counties. Further Information Is available on our website: [www.imasc.org](http://www.imasc.org).

The IMASC has worked collectively with pharmaceutical and business community members on educational programs and other activities on an ongoing basis. We would like to extend our thanks for their support and encouragement and look forward to continuing this relationship.

The IMASC is accredited by the Institute of Medical Quality of California Medical Association (IMQ CMA) to provide Continuing Medical Education. Physicians attending the programs are eligible to earn Category 1 credit hours towards the CMA certification in CME and the American Medical Association's Physician Recognition Awards.

Our **Annual Convention** will be held on October 31<sup>st</sup> and November 1<sup>st</sup> 2009 at the Sheraton Park Hotel at the Anaheim Resort, Anaheim, CA. Our convention attendance is about 250 physicians. Booths are provided for our sponsors to display their products and/or services to allow maximum interaction with the attendees. Our Annual Souvenir Magazine also carries ads from our sponsors. We would like to invite you to sponsor any of the following events at the monthly or annual programs:

- 1) **Platinum Sponsorship: \$15,000.00:** Includes a display booth Type A, full-page ad in the souvenir magazine, your sponsorship logo on our web site for 12 months, up to 10 gala event tickets, acknowledgement in gala event, video promotion during Saturday luncheon.
- 2) **Gold Sponsorship: \$10,000.00:** Includes a display booth Type A, full-page ad in the souvenir magazine, your sponsorship logo on our web site for 9 months, up to 6 gala event tickets, acknowledgement in gala event.
- 3) **Silver Sponsorship: \$5,000.00:** Includes a display booth Type A, a half-page ad in the souvenir magazine, your sponsorship logo on our web site for 6 months, up to 4 gala event tickets.
- 4) **Display booth (type A): \$4,000.00** includes a display booth type A, quarter page ad in the souvenir, your sponsorship logo on our website for 3 months and up to 2 gala event tickets. **Display booth (type B) \$2,000.00** includes a display booth type B, business card ad in the souvenir magazine and your sponsorship logo on our website for 1 month and 1 gala ticket.
- 5) **Advertisement in the Annual Souvenir Magazine**
  - a) Outside back cover (colored) \$2,000.00
  - b) Inside front or back cover (colored) \$1,500.00
  - c) Full page \$1,000.00
  - d) Half page \$500.00
  - e) Quarter page \$250.00
  - f) Business Card Ad \$100.00
- 6) **Educational or Unrestricted Grant for each Monthly or annual CME or Non-CME Promotional Lecture: \$5,000.00:** includes a presentation followed by a question and answer session, your sponsorship logo on our website for 1 month, opportunity for interaction with physicians.
- 7) **Display booth only at the Monthly CME program: \$1000.00**
- 8) **Website banner: \$100 per month.**

We look forward to working with you and making your products and services available to our members. Our **non-profit, tax exempt ID # is 33 004 4199**. Please send an E mail to [imascpresident@yahoo.com](mailto:imascpresident@yahoo.com) stating your choice of sponsorship level to initiate the process. On behalf of the IMASC, we thank you for your support.

Sincerely,

Smita Tandon, MD    Sri Iyengar, MD and Manoj Shah, MD    Vinod Ambastha, MD  
President IMASC 2009                      CME Co Chairs                      Treasurer