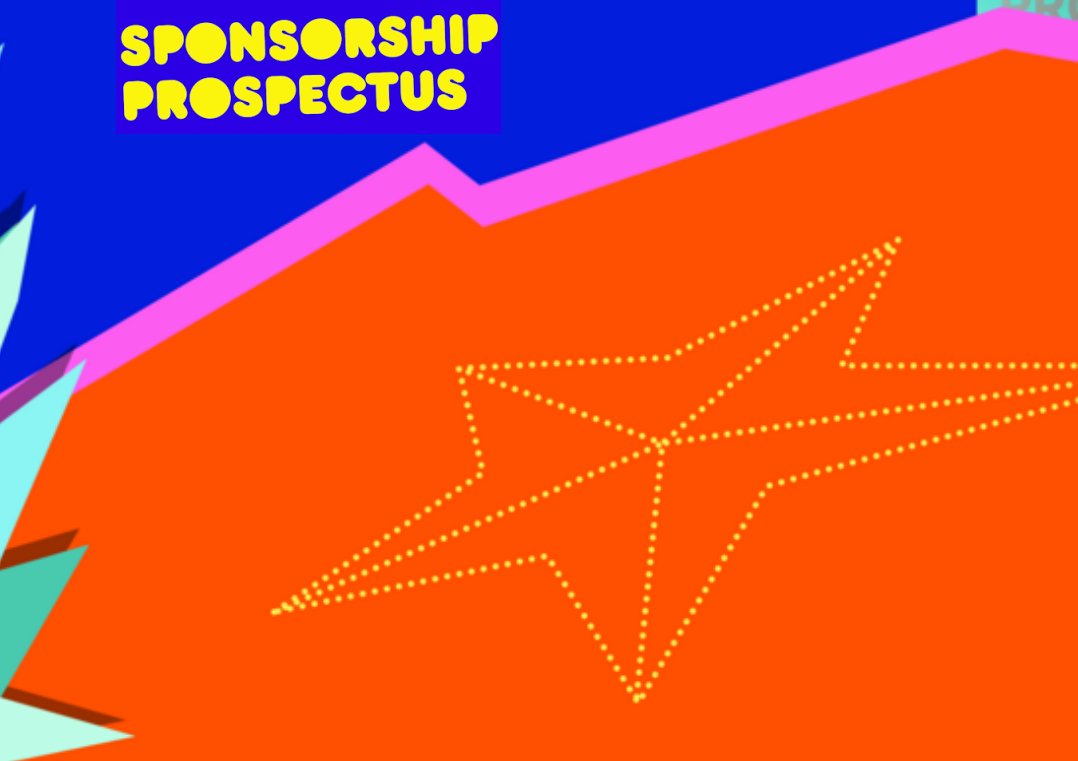
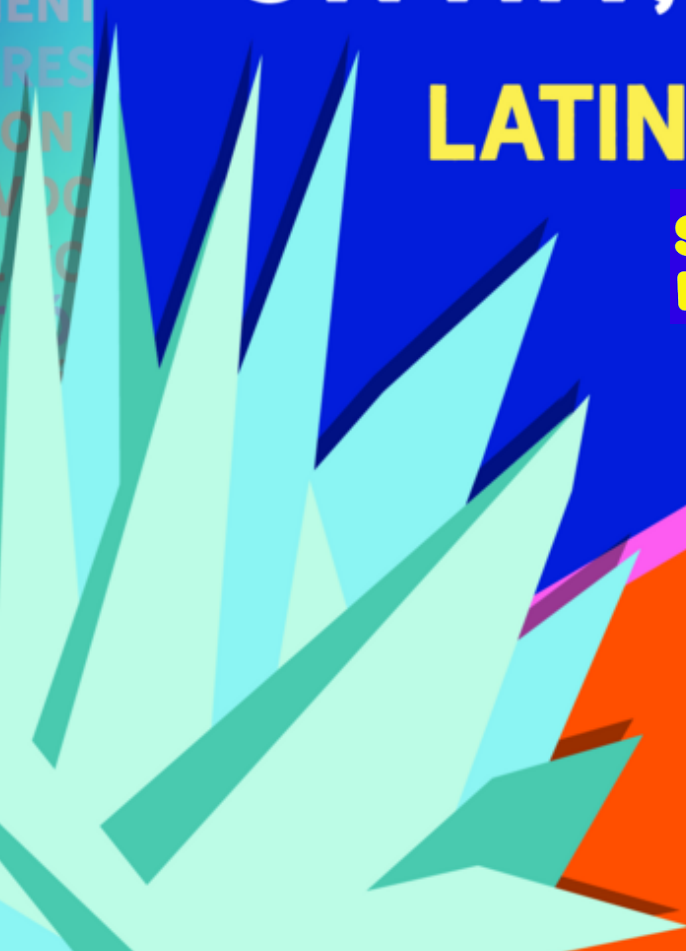


RESILIENCE COMORBILIDADES ENVEJECER CON EL VIH HEPATITIS  
ON MUJERES Y VIH ESTIGMA SALUD MENTAL SPIRITUALITY TGI  
VOCACY OVERDOSE CRISIS CROSS BORDER PREVENTION PRO  
CONTRADICTIONS STREET BASED MEDICINE DOXY PEP AVANCI  
CIÓN DEL VIH/ITS SAME DAY TREATMENT CONGENITAL SYPHILIS H  
CIÓN DE LA HEPATITIS C LACTANCIA MATERNAL Y EL VIH A

# NATIONAL LATINX MAY 2-4, 2024 CONFERENCE EL PASO, TEXAS ON HIV, HCV, & SUD

LATINOSANDHIV.ORG

SPONSORSHIP  
PROSPECTUS



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## *The National Latinx Conference on HIV, HCV, & SUD*

*The National Latinx Conference, or 'NaLa,' has become a ubiquitous and well-known name within the HIV healthcare community. What started as a grass-roots community conference in South Texas in 2015, has become an annual national event. Our growth in the past eight years has been a testament to the professional content we deliver and how it has positively affected the Latinx community at large. The impact and visibility of NaLa is largely due to sponsors who are equally committed to ending the stigma, prevalence, and disparity the Latinx community faces within HIV, HCV, & SUD. This year, we'll be in "El Chuco, The Sun City," so 'You Better El Paso Up' because we anticipate a conference experience bigger than the Franklin Mountains!*

*The National Latinx Conference on HIV, HCV, & SUD is dedicated to providing best practices to physicians, social service providers, case managers, Advanced Practice Providers (APPs) like PAs and NPs, and nurses who serve primarily Latinx patients living with HIV, HCV, and substance use disorders. Our conference has numerous sponsorship opportunities to increase your visibility and aid in engaging with other nationally recognized organizations within the field.*

*Last year, NaLa was held in New Orleans, Louisiana. With an attendance of over 800, our efforts reached professionals from coast-to-coast. Our conference has served thousands of HIV, HCV, & SUD staff that range from Promotoras de Salud (Community Health Workers) to medical doctors. Each year we continue to connect attendees with dozens of nationally recognized exhibitors and sponsors.*





# Valley AIDS Council 36 Years Strong

*Valley AIDS Council (VAC)/Westbrook Clinic is the primary provider of HIV prevention, education and testing services, and the only Ryan White funded agency providing medical care and supportive services for people living with HIV in the 3- county area that stretches The Lower Rio Grande Valley on the US/Mexico border.*

*★ VAC is a non-profit HIV service organization that delivers culturally appropriate sexual health and wellness services in South Texas and advocates for the Latinx population at the local, state, and national level.*

*★ For 36 years, VAC has offered wrap around services including medical diagnosis, treatment and case management for those living with HIV, HIV prevention and testing, including pre-exposure prophylaxis for those at risk for HIV.*

*★ VAC is proud to provide the people of South Texas with its exceptional medical care, treatment and prevention services. VAC serves as an HIV care teaching facility for all providers and those interested in learning more about VAC and its efforts.*

*★ VAC has organized and hosted the ever-evolving annual National Latinx HIV/HCV/SUD Conference since 2015. Since 2007 VAC has been a local partner site with the South Central AIDS Education and Training Center (SC AETC). By providing tailored, high quality, and professional training, healthcare providers are able to extend the upper echelon of comprehensive care for those living with HIV.*



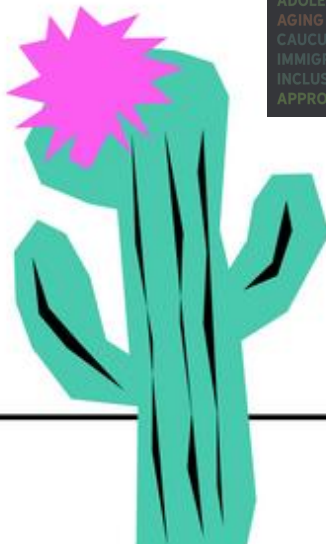
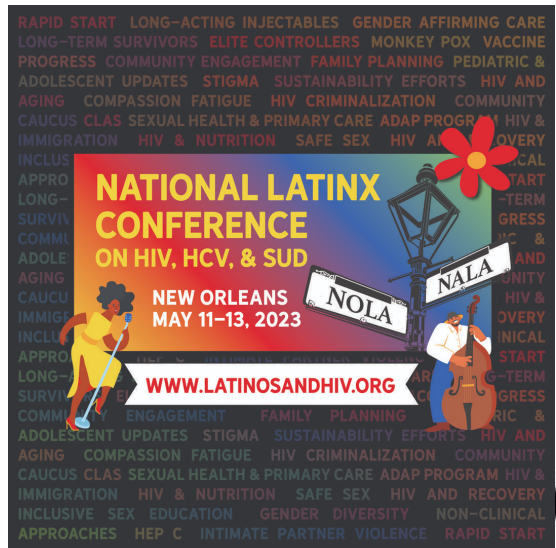


# Reflecting on NaLa 2023 New Orleans, Louisiana

*It is undeniable that NaLa 2023 was incredible, largely due to the speakers and presenters. From the opening plenary to breakout sessions, every presentation was worthwhile and informative.*



## Notable Speakers and Presenters for NaLa 2023



*The ever-evolving  
National Latinx word  
cloud.*

# Our 2023 Partners, Sponsors, & Exhibitors



# Our 2023 Partners, Sponsors, & Exhibitors





# *Sponsorship Opportunities*

## *Diamante/Diamond \$150,000*

*Only ONE Diamond Sponsorship available.*

- *30' x 20' exhibitor booth (or combo of 10x20 and one 10x10) which includes two chairs, a trash bin, a table (30W x 96L x 29H), pipe & drape, and a name plate of your organization (Additional booth items can be ordered through the El Paso Convention Center ordering site.)*
- *Prime commercial airtime on conference monitors & screens (2 commercials)*
- *One sponsored breakout session on Saturday, May 4, 2024*
- *Sponsored plenary lunch (Saturday, May 4, 2024)*
- *Closing Pachanga (Gala-Fiesta) Sponsor on Saturday, May 4, 2024*
- *Branded signage at main conference hotel - Hotel Paso del Norte, and prime branding at The El Paso Convention Center*
- *Two branded charging stations at convention center*
- *Branded themed workspace (The Curandera Cuarto)*
- *Branded hotel key cards for 100% of hotel guests attending conference staying at Hotel Paso del Norte*
- *Logo exclusivity on conference bag*
- *Participation in Exhibitor Loteria (bingo)*
- *Logo on NaLa website*
- *Social media posts on Facebook, Instagram/TikTok, & Twitter on Tuesdays from January to May 2024*
- *Up to two conference bag items for in-person attendees*
- *Virtual booth on Whova*
- *Three full-page ads in digital program*
- *Digital rolodex of all attendees*
- *20 complimentary registrations*
- *5 NaLa scholarships (includes travel, per diem, and accommodations; a \$1,300 value per scholarship recipient)*

# *Sponsorship Opportunities*

*Ono/Gold \$100,000*

*Only ONE Gold Sponsorship Available.*

- *30' x 20' exhibitor booth (or combo of 10x20 and one 10x10) which includes two chairs, a trash bin, a table (30W x 96L x 29H), pipe & drape, and a name plate of your organization. (Additional booth items can be ordered through the El Paso Convention Center ordering site.)*
- *Prime commercial airtime on conference monitors & screens (1 commercial)*
- *One sponsored breakout session on Friday, May 3, 2024*
- *Sponsored plenary lunch on Friday, May 3, 2024*
- *Carnesazo Pachanga Sponsor Friday, May 3, 2024*
- *Branded signage at The Plaza Hotel Pioneer Park and prime branding at The El Paso Convention Center*
- *Branded hotel key cards for 100% of hotel guests at The Plaza Hotel*
- *Participation in Exhibitor Loteria (Bingo)*
- *Logo on NaLa website*
- *Social media posts on Facebook, Instagram/TikTok, & Twitter on Wednesdays from January to May 2024*
- *Up to two Conference bag items for in-person attendees*
- *Virtual booth on Whova*
- *Two full-page ads in digital program*
- *Digital rolodex of all attendees*
- *15 complimentary registrations*
- *5 NaLa scholarships (includes travel, per diem, and accommodations; a \$1,300 value per scholarship recipient)*



# *Sponsorship Opportunities*

## *Plata/Silver \$75,000*

*Only ONE Silver Sponsorship Available.*

- *10' x 20' exhibitor booth which includes two chairs, a trash bin, a table (30W x 96L x 29H), pipe & drape, and a name plate of your organization (Additional booth items can be ordered through the El Paso Convention Center ordering site)*
- *Commercial airtime on conference monitors during breaks (one 30 second commercial)*
- *Sponsored Exhibitor Pachanga Reception on Thursday, May 2, 2024*
- *Branded signage at The Double Tree by Hilton Hotel El Paso Downtown*
- *Logo on hotel key cards for all conference guests*
- *Participation in Exhibitor Loteria (Bingo)*
- *Logo on NaLa website*
- *Social media posts on Facebook, Instagram/TikTok, & Twitter on Fridays from January to May 2024*
- *One conference bag item for in-person attendees*
- *Virtual booth on Whova*
- *One full-page ad in digital program*
- *Digital rolodex of all attendees*
- *10 complimentary registrations*

# *Sponsorship Opportunities*

## *Bronze/Bronze \$30,000*

*TWO Bronze Sponsorships Available.*

- *10' x 20' exhibitor booth which includes two chairs, a trash bin, a table (30W x 96L x 29H), pipe & drape, and a name plate of your organization (Additional booth items can be ordered through the El Paso Convention Center ordering site.)*
- *Commercial airtime on conference monitors (one 30 second commercial)*
- *Wednesday Early Registration Happy Hour Mixer at one of the host hotels*
- *Participation in Exhibitor Loteria (Bingo)*
- *Logo on NaLa website*
- *Social media posts on Facebook, Instagram/TikTok, & Twitter on Mondays from January to May 2024*
- *One conference bag items for in-person attendees*
- *Virtual Booth on Whova*
- *One full-page ad in digital program*
- *Digital rolodex of all attendees*
- *5 complimentary registrations*



## *Sponsonship Opportunities*

*Exhibitor \$2,000  
(Non-Profit Rate \$1,500)*

*Information below details the levels of involmment for sponsors.*

- *10' x 10' exhibitor booth which includes two chairs, a trash bin, a table (30W x 96L x 29H), pipe & drape, and a name plate of your organization (Additional booth items can be ordered through the El Paso Convention Center ordering site.)*
- *Participation in Exhibitor Loteria (Bingo)*
- *Logo on NaLa website*
- *One conference bag item for in-person attendees*
- *Virtual booth on Whova*
- *One half-page ad in digital program*
- *Digital rolodex of all attendees*
- *2 complimentary registrations*

## *Sponsonship Opportunities*

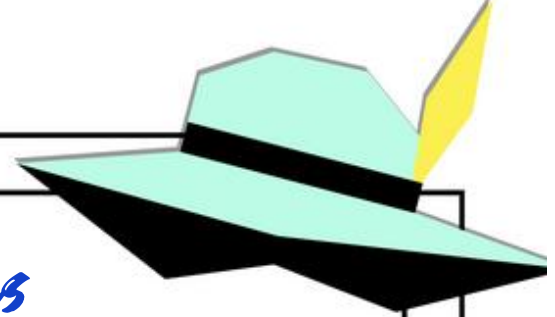
*Business Vendons \$300*

*Information below details the levels of involmment for sponsors.*

- *Includes standard table (2.5 ft x 6 ft), two chairs, a trash bin, and a name plate of your organization*
- *Logo on NaLa website*
- *1 complimentary registrations*



# A La Cante Options



<i>Feature</i>	<i>Cost</i>	<i>Feature</i>	<i>Cost</i>
<i>Commercial Airtime (One Minute)</i>	<i>5K</i>	<i>Commercial Airtime (30 seconds)</i>	<i>3K</i>
<i>Parade Banner</i>	<i>5k</i>	<i>Conference Bag Item</i>	<i>3K</i>
<i>Breakout Session on Thursday 5/2/24</i>	<i>5k</i>	<i>Brainstorming Pod</i>	<i>5k</i>
<i>Breakout Session on Saturday 5/4/24</i>	<i>5k</i>	<i>Logo on NaLa Website</i>	<i>3K</i>
<i>Lanyard Branding</i>	<i>10K</i>	<i>Logo on All Non-Presenter Email Blasts</i>	<i>5K</i>
<i>Photo Booth</i>	<i>10k</i>	<i>Social Media Posts (Set of 10)</i>	<i>3K</i>
<i>Wifi Sponsor</i>	<i>5k</i>	<i>Rolodex of all attendees</i>	<i>2K</i>
<i>Ad in Digital Program (Full Page)</i>	<i>7K</i>	<i>Reference in Digital Program</i>	<i>1K</i>
<i>Ad in Digital Program (Half Page)</i>	<i>5K</i>	<i>Virtual Booth on Whova Platform</i>	<i>3K</i>
<i>Ad in Digital Program (Quarter Page)</i>	<i>2K</i>	<i>Sober Space</i>	<i>5K</i>

*\*All items are subject to availability\**

*Exhibiting and sponsoring not your cup of cafecito? Above are single purchase items that may be more your preference.*



# NATIONAL LATINX CONFERENCE

MAY 2-4, 2024  
EL PASO, TEXAS

## ON HIV, HCV, & SUD

LATINOSANDHIV.ORG

### GET IN TOUCH WITH US



(956) 975-8401 (Kindly Send A Text First)



2306 Camelot Plaza, Harlingen, TX 78550



latinxconference@westbrookclinic.org



@LatinosAndHIV



facebook.com/NaLaHHSConference/



NaLa 2024

*We look forward to seeing you at this year's  
National Latinx Conference on  
HIV, HCV, & SUD!*