DATES AND LOCATION

Meeting Dates:
September 10-12, 2020

Meeting Location:
The Meritage Resort and Spa
875 Bordeaux Way
Napa, CA 94558

Additional Course Details:
Additional course details can be found on the conference website.

COURSE DIRECTORS AND KEY CONTACTS

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<tr>
<th>Course Director</th>
<th>Key Contacts</th>
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Greetings,

On behalf of the Mayo Clinic School of Continuous Professional Development, we are pleased to announce the upcoming **GRIT for Women in Medicine: Growth, Resilience, Inspiration & Tenacity 2020** to be at The Meritage Resort and Spa in Napa, CA from September 10-12, 2020.

**Course Overview**
This course will empower women and men in medicine with the skills and resources to remove barriers and bias of women in leadership positions specific to the challenges in healthcare. Leaders in business and healthcare will present evidence-based strategies to promote professional development and enhance personal well-being. Nationally, there is large number of female clinicians reporting burnout which has a potential effect on patient experience, compliance and outcomes. This course will address the growing need for improved clinician wellness and development for a gender balanced leadership healthcare team.

**Course Highlights**
- Describe how to enhance communication with colleagues and team members to improve team-based care and to better manage conflict.
- Identify symptoms of burnout in themselves and will be able to describe strategies to manage these symptoms.
- Formulate action plans to create and support a diverse healthcare team.

**Sponsorship Information**
We have a variety of sponsorship opportunities for you to consider. Each of the opportunities is explained in further detail throughout this document. If you don’t see what you’re looking for, contact us and we will be happy to discuss additional advertisement opportunities.

Thank you in advance for your consideration!

Sincerely,

Laura Wilson, MHHSASpecialist Scholar
CME Specialist
Mayo Clinic School of Continuous Professional Development
SPONSORSHIP OPPORTUNITIES

Overview:
This course offers limited exclusive marketing and advertising opportunities. These are designed to help companies further expose themselves to attendees during the annual conference.

ADVOCATE
Cost: $10,000
- Recognition at the event as Advocate-level
- Access for 4 company representatives to attend the general session as an observer and attend the Networking Event (no soliciting)
- Exhibitor opportunities at the conference. Technical and educational exhibits provide a professional and educational environment in which the physician can receive demonstrations, view products and services and discuss the clinical and surgical uses of these products and services. Additionally, the exhibits enhance the educational content of the meeting helping to provide quality continuing medical education. Benefits include:
  - Interact face-to-face with influential decision makers in the field
  - Build visibility for your company in a competitive marketplace
  - Expand your customer base and strengthen existing customer relationships

PREMIER
Cost: $5,000
- Recognition at the event as a Premier-level
- Access for 2 company representatives to attend the general session as an observer and attend the Networking Event (no soliciting)
- Exhibitor opportunities at the conference. Technical and educational exhibits provide a professional and educational environment in which the physician can receive demonstrations, view products and services and discuss the clinical and surgical uses of these products and services. Additionally, the exhibits enhance the educational content of the meeting helping to provide quality continuing medical education.
SPONSORSHIP OPPORTUNITIES

PATRON
Cost: $3,000
- Recognition at the event as a Patron
- Access for 1 company representative to attend the general session and attend the Networking Event (no soliciting)
- Exhibitor opportunities at the conference. Technical and educational exhibits provide a professional and educational environment in which the physician can receive demonstrations, view products and services and discuss the clinical and surgical uses of these products and services. Additionally, the exhibits enhance the educational content of the meeting helping to provide quality continuing medical education.

EXHIBITOR
Cost: $1,500
- Exhibitor opportunity at the conference. Technical and educational exhibits provide a professional and educational environment in which the physician can receive demonstrations, view products and services and discuss the clinical and surgical uses of these products and services. Additionally, the exhibits enhance the educational content of the meeting helping to provide quality continuing medical education.
RULES AND REGULATIONS

Exhibit Regulations:

• Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its booth and assigned space.
• Attire of exhibit personnel should be consistent with the professional atmosphere of the convention.
• Demonstrations by exhibitors may not interfere with normal traffic flow nor infringe on neighboring exhibits. Demonstrations are not permitted outside of the exhibitor’s assigned booth space.
• EXHIBITOR may only distribute educational promotional materials at their exhibit space. Distribution of non-educational items (pens, notepads, etc.), pharmaceuticals or product samples is prohibited.
• Canvassing or distribution of advertising material by an exhibitor is not permitted outside of the exhibitor’s booth space.
• Canvassing or marketing of any products or services in any part of the exhibit hall or meeting rooms by anyone representing a non-exhibiting firm is strictly prohibited.
• Subletting of exhibit space is not permitted. Sharing of exhibit space is not permitted unless it is within divisions of the same company.
• It is the responsibility of the exhibitor to have all licenses, permits, and/or registrations required by the venue, city, municipality and/or state. The exhibitor is responsible for compliance with all applicable tax laws.

CME Guidelines Related to Educational Grants, Exhibit Space and Promotional Activities:

In compliance with ACCME Standards for Commercial Support, arrangements for commercial exhibits or advertisements cannot influence or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

• Sponsorship and other promotional fees shall be separate and distinct from educational grants/commercial support.
• All exhibitors must be in a room or area separate from the education and the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.
• Company representatives must refrain from holding any commercial discussions in the educational classroom. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor’s space. Canvassing or distributing promotion materials outside the exhibitor’s rented exhibit space is not permitted.
• Commercial interest representatives may pay to attend CME activities for the sole purpose of the representatives’ own education. However, they may not engage in sales or marketing activities while in the educational classroom.

Liability:

• Neither Mayo Clinic School of Continuous Professional Development nor the Meritage Resort and Spa, the employees thereof, nor their representatives, nor any member of the Conference Committee shall be responsible for injury, loss, or damage that may occur to the Exhibitor or his property from any cause whatsoever, prior to, during, or subsequent to the period of the Exhibit. The Exhibitor agrees to indemnify, the Mayo Clinic Continuous Professional Development and the Ponte Vedra Inn & Club and their employees, volunteers, and committees from any and all claims for loss, damage, or injury. Exhibitors are encouraged to insure themselves against property loss or damage, and against both general and personal liability.
• Exhibitor understands and agrees that, for the safety of conference attendees, Exhibitor shall not perform any procedures on or provide any services to conference attendees that are either invasive or are customarily performed in a practitioner’s office.