Equity + Inclusion in healthcare

Sponsorship Prospectus

Rochester, Minnesota
October 25-26, 2019
Welcome

Dear Potential Sponsor,

On behalf of the Mayo Clinic School of Continuous Professional Development, we are pleased to invite you to participate in the Mayo Clinic Conference on Equity and Inclusion in Healthcare that will take place October 25 - October 26, 2019 in Rochester, MN.

This innovative multidisciplinary program is designed to empower both those interested in advancing health equity and in supporting diversity and inclusion in the healthcare workforce. Participants and faculty include healthcare providers (physicians, scientists, nurses, nurse practitioners, physician assistants), individuals involved in talent acquisition and development (HR professionals), diversity and inclusion practitioners, supervisors, and hospital leadership and administrators. Participants have an opportunity to learn evidence-based processes to identify and address bias as it affects patient care, health equity and the workforce from leading experts through presentations, discussions, and experiential workshops.

The Mayo Clinic and invited guest faculty represent diversity and inclusion cross-sector trailblazers within top companies and healthcare organizations. The program highlights strategies, policies, and practices that have been shown to contribute to inclusive workplace environments, enhance engagement, recruitment, development, advancement and retention of women and minorities in the workforce. Social determinants of health, race/ethnicity, gender, sexual orientation and other characteristics that contribute to health disparities are explored and methodologies to mitigate them are discussed. New this year, two themed mini-symposia on African Americans and women in the healthcare workforce and as patients.

We anticipate 150 participants at the program. To view the program and additional information, visit the conference webpage: ce.mayo.edu/equity2019.

Sincerely,

Sharonne N. Hayes, M.D.  
Course Director

John M. Knudsen, M.D.  
Course Director

Cathy H. Fraser, M.B.A.  
Course Director
Dates and Location

Conference Date:

Friday, October 25 and Saturday, October 26, 2019

Meeting Location:

The New Hilton Hotel Rochester/Mayo Clinic Area
10 East Center Street
Rochester, Minnesota 55904

Conference Website:

https://ce.mayo.edu/equity2019

Planning Committee and Key Contacts

Planning Committee:

Sharonne N. Hayes, M.D.
Director of Diversity of Inclusion
Course Director

John M. Knudsen, M.D.
Course Director

Cathy H. Fraser, M.B.A.
Course Director

Alyssa M. Cottrell, M.S., R.N.

Andre M. Koen, M.A.

Lor N. Lee

Lori A. Mickelson

Kaia C. Yngve, M.P.H.

Key Contact:

Julie Reed
CME Specialist
Direct Line: 507-266-2821
E-mail: Reed.julie1@mayo.edu
Conference Highlights

Topics and speakers are carefully chosen to provide quality, practical and evidence-based workshops and plenary sessions.

Presentation topics for the conference include:

- Health Equity
- Cultural Competence
- Unconscious Bias
- High Impact Employee Resource Groups in Healthcare
- Workforce Recruitment and Development
- Caring for Marginalized Populations
- Women’s, LGBT and Immigrant Health
- Time’s Up Healthcare/Addressing Sexual Harassment
- Empowering Communities to Improve Health
- Historical Trauma
- Hot Topics in HR

Workshops:

- Evidence-Based Solutions to Reduce Implicit Bias and Increase Diversity Academic Medical Centers
- Microaggressions in Healthcare: Addressing Behavior and Reducing Their Impact
- Unconscious Bias in Healthcare
- Advancing Conversations About Race, Gender, and Other “Unspeakables”
- Leveraging Coaching as a Strategy to Cultivate Diverse Leaders: A Skill Building Workshop

Why Sponsor the Conference?

We are delighted to offer the opportunity to leverage your organization’s brand and create connections with diversity and inclusion experts and conference participants. The Mayo Clinic Conference on Equity and Inclusion in Healthcare sponsorship opportunities are designed to provide your organization with a platform to highlight your commitment to diversity, equity, and inclusion as well as equip you with resources to share with colleagues advancing diversity and inclusion within your organization. Invaluable one-on-one time with our course directors and other faculty engaged in advancing diversity and inclusion at Mayo Clinic provides an opportunity to share, discuss and seek innovative insights and solutions within the areas of diversity and inclusion, workplace and HR functions, health equity, as well as Employee Resource Groups and Diversity Councils.

Benefits:

- Interact face-to-face with influential decision makers in the field of diversity and inclusion and health equity
- Build visibility for your company in a competitive marketplace
- Expand your customer base and strengthen existing customer relationships
- Introduce new products and services
General Sponsorship Information

EXHIBIT CONTACT:
Kathy Fuqua
Mayo Clinic School of Continuous Professional Development
200 First St SW, Plummer 2-60
Rochester, MN 55905
Phone: 507-266-9815
E-mail: Fuqua.kathy@mayo.edu

Sponsorship Levels:
• Executive $25,000
• Advocate $10,000
• Premier $5,000
• Patron $3,000
• Exhibitor $2000
See the following page for information regarding what is included with each sponsorship level.

Exhibitor Table Assignments
Every effort will be made to give exhibitors their first choice of location. In case of conflicting requests, priority will be determined on the basis of:

1. Sponsorship level
2. Date the application was received by MCSCPD
3. Space requested
4. Special needs of the exhibitors

Booth assignments will be made when full payment is received and these SOLD booths will be updated on the Sponsorship Prospectus posted on the conference website.

Exhibit Schedule

Exhibitor Set-Up
Thursday, October 24, 2019 4:00 PM – 7:00 PM
Or Friday, October 25, 2019 6:30 AM – 7:00 AM

EXHIBIT HOURS:
Friday, October 25, 2019 7:00 AM – 5:00 PM
Saturday, October 26, 2019 7:00 AM – 4:15 PM

Saturday, September 26, 2019
Exhibitor Tear-Down 4:00 PM

PRELIMINARY EXHIBIT SCHEDULE (Subject to change)

<table>
<thead>
<tr>
<th></th>
<th>October 25</th>
<th>October 26</th>
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<tbody>
<tr>
<td>Registration &amp;</td>
<td>7:00 – 7:45 AM</td>
<td>7:00 – 7:45 AM</td>
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<tr>
<td>Breakfast</td>
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<tr>
<td>AM Break</td>
<td>9:55 – 10:15 AM</td>
<td>9:50 – 10:10 AM</td>
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<tr>
<td>Lunch Break</td>
<td>11:45 AM – 12:45 PM</td>
<td>11:45 AM – 12:45 PM</td>
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<tr>
<td>PM Break</td>
<td>1:30 – 1:40 PM</td>
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<td>2:25 – 2:35 PM</td>
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<td>3:20 – 3:30 PM</td>
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<td>4:25 – 4:30 PM</td>
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<tr>
<td>Adjourn Day</td>
<td>5:00 PM</td>
<td>4:15 PM</td>
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<tr>
<td>VIP Reception</td>
<td>5:00 – 5:30 PM</td>
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<tr>
<td>Reception</td>
<td>5:30 – 7:00 PM</td>
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## Sponsorship Levels

<table>
<thead>
<tr>
<th></th>
<th>Executive</th>
<th>Advocate</th>
<th>Premier</th>
<th>Patron</th>
<th>Exhibitor</th>
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<tr>
<td>Complimentary conference registrations</td>
<td>10</td>
<td>5</td>
<td>3</td>
<td>0</td>
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<tr>
<td>VIP Reception with course directors prior to the course reception (sponsor organization’s D&amp;I leadership)</td>
<td>x</td>
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<tr>
<td>Private ‘Inside Mayo Clinic’ Experience</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Exhibit space</td>
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<tr>
<td>- (1) 6’ table (2) chairs</td>
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<td>- ID sign with company logo</td>
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<td>- Complimentary Wi-Fi</td>
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<tr>
<td>- Access to networking opportunities throughout the conference and during the Opening Reception</td>
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Lodging Accommodations

Discounted room rates are available at the Hilton Rochester Mayo Clinic Area (beginning June 1, 2019). The discounted room rate is $239 and is available until October 2, 2019 or until the block is full, whichever comes first. Identify yourself as a participant of the Mayo Clinic Equity and Inclusion Conference when making your reservation.

The New Hilton Hotel Rochester/Mayo Clinic Area
10 East Center Street
Rochester, Minnesota 55904
Reservations: 1-507-258-5757 or directly into the group block here
Rules & Regulations

In applying for exhibit space, exhibitors agree to abide by the following regulations:

Exhibit Regulations:

- Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its assigned space.
- Attire of exhibit personnel should be consistent with the professional atmosphere of the conference.
- 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 space.
- Canvassing or distribution of advertising material by an exhibitor is not permitted outside of the exhibitor’s space.
- Attire of exhibit personnel should be consistent with the professional atmosphere of the conference.
- 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 space.
- Canvassing or distribution of advertising material by an exhibitor is not permitted outside of the exhibitor’s space.
- 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.

- Exhibit 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 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.
- Exhibitors are prohibited from distributing materials of a promotional nature to activity participants.
- Non-educational items must not be offered to healthcare professionals or members of their staff, even if accompanied by patient or physician educational materials.

Liability:

- Mayo Clinic School of Continuous Professional Development, the employees thereof, nor their representatives, nor any member of the Conference Committee or Hilton 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 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 participants, Exhibitor shall not perform any procedures on or provide any services to conference participants that are either invasive or are customarily performed in a practitioner’s office.
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Mayo Clinic School of Continuous Professional Development
(MCSCPD) Sponsorship Agreement

<table>
<thead>
<tr>
<th>Activity Title</th>
<th>Mayo Clinic Equity and Inclusion in Healthcare Conference 2019</th>
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<tbody>
<tr>
<td>Activity Number</td>
<td>19R05951</td>
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<tr>
<td>Location</td>
<td>The New Hilton Hotel Rochester/Mayo Clinic Area, Rochester, MN</td>
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<tr>
<td>Dates</td>
<td>October 25-26, 2019</td>
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</tbody>
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Agreement between: ACCREDITED PROVIDER: Mayo Clinic College of Medicine and Science – MCSCPD AND:

Company Name (as it should appear on printed materials)

Contact

Name(s) of Representative(s) exhibiting: (Maximum of two representatives allowed per exhibit)

Address

Telephone

Fax

Email

Sponsorship Level:

- ☐ Executive $25,000
- ☐ Advocate $10,000
- ☐ Premier $5,000
- ☐ Patron $3,000
- ☐ Exhibit Only $2,000

Total Amount: $

TERMS AND CONDITIONS

- EXHIBITOR agrees to abide by ACCME Standards for Commercial Support as stated at www.accme.org; SCS 4.2: “Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME.” “For live, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity.”
• 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.

• All exhibit fees associated with this activity will be given with the full knowledge of the PROVIDER. No additional payments, goods, services or events will be provided to the course director(s), planning committee members, faculty, joint provider, or any other party involved with the activity.

• Completion of this agreement represents a commitment and payment is due and collectible by the ACTIVITY DATE unless otherwise agreed upon by the PROVIDER. PROVIDER reserves the right to refuse exhibit space to EXHIBITOR in the event of nonpayment or Code of Conduct violation.

• PROVIDER agrees to provide exhibit space and may acknowledge EXHIBITOR in activity announcements. PROVIDER reserves the right to assign exhibit space or relocate exhibits at its discretion.

By signing below, I agree to the “Terms and Conditions” outlined on Page 1 of this Exhibitor Agreement (including ACCME Standards for Commercial Support):

The person signing below is authorized to enter into this agreement:

<table>
<thead>
<tr>
<th>Exhibitor Representative Name</th>
<th>Signature</th>
<th>Date</th>
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<table>
<thead>
<tr>
<th>Mayo Clinic Representative Name</th>
<th>Signature</th>
<th>Date</th>
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NOTE: There may be additional charges depending on the meeting location (power, internet access, etc).

PAYMENT INFORMATION
Please indicate your method of payment:

PROVIDER Federal Tax ID number is 41-6011702
Please remit check payable to: Mayo Clinic- Mayo Clinic School of CPD. Please identify name of course on the check stub.

☐ Check
Make payable to:
Mayo Clinic
Attn: Julie Reed
200 First St SW, Plummer 2-60
Rochester, MN 55905

Please identify 19R05951 on the check.

☐ Credit Card
For payment by credit card, please call the MSCPD at 800-323-2688

Do not send credit card information via email or fax.

Return signed letter of agreement to Julie Reed (address above) or reed.julie1@mayo.edu before October 7, 2019.