



RISE FOR EQUITY 2021

Reflect, Inspire, Strengthen, Empower

WELCOME

Greetings,

On behalf of course directors Anjali Bhagra, M.D., Cathy H. Fraser, M.B.A. and John D. Halamka, M.D., M.S. and the Mayo Clinic School of Continuous Professional Development we are pleased to announce this year's **RISE for Equity** course being held at the Radisson Blu MOA in Bloomington, MN as well as livestreamed, November 4-6, 2021.

Our faculty represent diversity and inclusion cross-sector trailblazers in top companies and healthcare organizations. The program highlights strategies, policies, and practices that have been shown to contribute to diverse and 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. This year, the impact of data, technology and AI will be highlighted as “game changing” accelerators... and concerning risks for the advancement of diversity and inclusion work.

Course Description

Prioritizing and addressing diversity, equity and inclusion in workforce development and organizational culture is essential to providing optimal patient care, achieving health equity, and attracting and engaging the workforce of the future. At this groundbreaking CME course, participants join a national health care dialogue on this important subject and explore evidence-based solutions and innovative initiatives. Keynote presentations by leading experts and roundtable discussions cover health disparities, digital equity and much more.

Target Audience

This course is designed for professionals interested in advancing health equity and diversity and inclusion in health care, including physicians, nurses, operations leaders and administrators, HR leaders, and diversity and inclusion practitioners.

We look forward to the success of our RISE for Equity course! If you have any questions, please feel free to contact us.

Sincerely,

Anjali Bhagra, M.D.
Cathy H. Fraser, M.B.A.
John D. Halamka, M.D., M.S.

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, and health equity. During this conference, we will feature data, technology and digital as both accelerators and risk areas for this advancement.

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

SPONSORSHIP OPPORTUNITIES

	Premier	Gold	Exhibitor
	\$15,000	\$6,000	\$3,000
Complimentary Registrations	4	4	2
Private ‘Inside Mayo Clinic’ Experience (Thursday)	X		
Private Reception with Course Directors and Featured Speaker(s)	X	X	
Exhibit Space <ul style="list-style-type: none"> • 6’ table (2) chairs • ID sign with company logo • Complimentary Wi-Fi • Access to networking opportunities throughout the conference and during the Opening Reception 	X	X	X

Additional Sponsorship Opportunities	Cost
Break Sponsors: <ul style="list-style-type: none"> • A.M. Break (2 spots available) • P.M. Break (2 spots available) 	\$5,000
Attendee Dinner Opportunity <ul style="list-style-type: none"> • Hor D'oeuvres • Dinner • Beverage • Opportunity to speak (15-20 min.) 	\$20,000
Charging Stations	\$5,000
Lunch Sponsor	\$10,000
Beverage Sponsor (Thursday, Friday, Saturday)	\$5,000

*** Each includes 2 registrations and private reception with Course Directors and Featured Speaker(s).*

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.
- Canvassing or marketing of any products or services in any part of the 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.

- 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.



Mayo Clinic School of Continuous Professional Development (MCSCPD) Exhibitor Agreement

Agreement between: ACCREDITED PROVIDER: Mayo Clinic College of Medicine and Science –

Activity Title	
Activity Number	
Location	
Dates	

MCSCPD AND:

Company Name (Exhibitor) (as it should appear on printed materials)	
Exhibit Contact (if different then exhibit Rep.)	
Name(s) of Representative(s) exhibiting:	
Address	
Telephone	
Fax	
Email	
The named exhibitor wishes to exhibit at the above named activity for the amount of	\$

NOTE: There may be additional charges depending on the meeting location (power, internet access, etc.).
Please list additional requests here: (please note: additional requests may incur additional fees)

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 EXHIBITOR is obligated to provide full payment of all amounts due under this agreement 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.
- If this agreement is cancelled by either party forty-five (45) days or more in advance of the Activity Date, PROVIDER will refund the Exhibit Fee less a \$300 processing fee. If this agreement is cancelled by EXHIBITOR less than forty-five (45) days in advance of the Activity Date, the total amount due under this Agreement shall be immediately due and payable to PROVIDER.

- 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.

Note: All exhibitors must be approved by MCSCPD and this agreement is not binding until both parties have signed. MCSCPD maintains the right to refuse any exhibitor.

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:

Exhibitor Representative Name	Signature	Date
Mayo Clinic Representative Name	Signature	Date

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.

<input type="checkbox"/> Check Make payable to: Mayo Clinic Mayo Clinic School of Continuous Professional Development 200 First St SW, Plummer 2-60 Rochester, MN 55905 Please identify RISE for Equity on the check.	<input type="checkbox"/> Credit Card or Wire Transfer For payment by credit card or wire transfer, please call the MCSCPD Registrar at 800-323-2688 <i>Do not send credit card information via email or fax.</i>
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Complete and return this form along with your payment made to Mayo Clinic, Federal Tax ID# 41-6011702 before **October 11, 2021** to:

Aliesha Bechly/Kris Jones
 200 First St SW, Plummer 2-60
 Rochester, MN 55905
 E: cme@mayo.edu