



## MEDICAL BREAST TRAINING PROGRAM SPONSORSHIP PROSPECTUS

In collaboration with:



Jointly sponsored with:



## DATES AND LOCATION

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**Online Release Date:**

April 1, 2022

**Meeting Location:**

Online Learning Enhanced with Interactive Livestream

**Additional Course Details:**

Additional course details can be found on the [conference website](#).

## COURSE DIRECTORS AND KEY CONTACTS

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**Co-Chairs**

**Mayo Clinic**

Sandhya Pruthi, M.D.

Juliana (Jewel) M. Kling, M.D.

Dawn Mussallem, D.O.

Heidi A. Apsey, APRN, NP-C, M.S.N.

**Cleveland Clinic**

Holly Pederson, M.D.

**Peter Gilgan's, Women's College**

Ruth Heisey, M.D.

Melinda, Wu, M.D.

**Key Contacts**

Lisa M. Winter

*CME Specialist*

Direct Line: 507-284-8214

E-mail: [Winter.Lisa@mayo.edu](mailto:Winter.Lisa@mayo.edu)

Jennifer Bertschinger

*Education Administration Coordinator*

Direct Line: 507-422-6716

E-mail: [bertshinger.jennifer@mayo.edu](mailto:bertshinger.jennifer@mayo.edu)

# WELCOME

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Greetings,

On behalf of the Mayo Clinic School of Continuous Professional Development, we are pleased to announce the upcoming **Medical Breast Training Program** to be released on April 1, 2022.

## **Course Overview**

The Medical Breast Training Program will provide clinicians tools and knowledge to evaluate and manage common breast complaints, to perform personalized risk assessment and risk management and to care for breast cancer survivors. The goal is to educate practitioners in the field about guidelines for screening and diagnosis, risk reduction, genetics, and survivorship.

Participants, through online, pre-recorded lectures and live interactive case discussion sessions, will gain practical knowledge about the workup and management of common breast issues, will confidently identify and manage those at risk and will effectively care for survivors, with topics ranging from bone health to sexuality to integrative medicine.

## **Course Highlights**

- LEAD a patient-centered, shared decision-making process for the breast health journey together with life cycle, prevention, risk assessment and management.
- SUPPORT, identify, manage and follow patients at increased risk of breast cancer and breast cancer survivors and special populations.
- EMPOWER individualized, diverse, population-based, genetic and familial risk assessment and risk-reducing strategies including prescribing preventive endocrine therapy and surveillance imaging modalities and lifestyle modification.

## **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,

Lisa Winter  
Continuing Education Specialist  
Mayo Clinic School of Continuous Professional Development

# SPONSORSHIP OPPORTUNITIES

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This course offers limited exclusive marketing and advertising opportunities. The sponsorships are designed to help companies provide a higher level depiction of their products to attendees during the conference.

Technical and educational exhibits provide a professional and educational environment in which the participants can receive demonstrations, view information on 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 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
- Introduce new products and services
- Additional advertisement opportunities to expand reach

## Platinum SPONSOR

**Cost: \$50, 000**

- Recognition on the course website as a Platinum-level sponsor
- Additional advertisement to conference attendees via break slides and announcements

## GOLD SPONSOR

**Cost: \$25, 000**

- Recognition on the course website as a Gold-level sponsor
- Additional advertisement to conference attendees via break slides and announcements

## SILVER SPONSOR

**Cost: \$15,000**

- Recognition on the course website as a Silver-level sponsor
- Additional advertisement to conference attendees via break slides

## BRONZE SPONSOR

**Cost: \$5000**

- Recognition on the course website as a Bronze-level sponsor
- Additional advertisement to conference attendees via break slides

# GENERAL EXHIBIT INFORMATION

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## VIRTUAL EXHIBIT BOOTH

**Cost: \$2,500**

Includes:

- Your company logo with link to your company website and access to contact information
- Up to 2 PDF documents
- Short 2–3-minute video featuring a product/service you would like to promote
- Attendee list (Name/City/State) distributed first day of symposium
- Exhibit booth information is “open” from registration until the conclusion of the final lecture and will remain accessible to registered attendees for one year.

### EXHIBIT CONTACT:

Jennifer Bertschinger  
Mayo Clinic School of Continuous Professional Development  
200 First Street SW Rochester, MN 55905  
Phone: 507-422-6716  
E-mail: [bertschinger.jennifer@mayo.edu](mailto:bertschinger.jennifer@mayo.edu)

If interested in sponsoring or exhibiting for this event, please complete the [letter of agreement](#).

# RULES AND REGULATIONS

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## **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.
- 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, 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 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.



## Mayo Clinic School of Continuous Professional Development (MCSCPD) Sponsorship Agreement

Activity Title	Medical Breast Training Program
Activity Number	22R01222
Location	Online Learning Enhanced with Interactive Livestream
Dates	April 1, 2022

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

Company Name (as it should appear on printed materials)	
Sponsoring Company Contact Name	
Address	
Telephone	
Email	
<b>Sponsorship Levels</b>	
<input type="checkbox"/> Platinum Sponsor	\$ 50,000
<input type="checkbox"/> Gold Sponsor	\$ 25,000
<input type="checkbox"/> Silver Sponsor	\$ 15,000
<input type="checkbox"/> Bronze Sponsor	\$ 5,000
<input type="checkbox"/> Exhibit - Virtual	\$ 2,500
<b>Total Amount:</b>	\$

**NOTE:** There may be additional charges depending on the meeting location (power, internet access, etc.).

### TERMS AND CONDITIONS

- EXHIBITOR agrees to abide by ACCME Standards for Commercial Support as stated at [www.accme.org](http://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.

**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:

**Mayo Clinic Federal Tax ID number is 41-6011702.**

<input type="checkbox"/> Check	<input type="checkbox"/> Credit Card or Wire Transfer
Make check payable to:  Mayo Clinic School of Continuous Professional Development 200 First St SW, Plummer 2-60 Rochester, MN 55905  *Please identify <b>2022 MBTP 22R01222</b> on the checkstub.	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>

Complete and return this form along with your payment information **before March 31, 2022**

**Jenni Bertschinger**  
 200 First St SW, Plummer 2-60  
 Rochester, MN 55905  
 T: 507-422-6716 Email: [bertschinger.jennifer@mayo.edu](mailto:bertschinger.jennifer@mayo.edu)