

SPONSORSHIP PROSPECTUS

**RISE for Equity:
Reflect, Inspire, Strengthen & Empower
2024**

August 1 - 3
The Mayflower Hotel, Autograph Collection
1127 Connecticut Avenue NW
Washington, DC



School of Continuous Professional Development
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December 2024

WELCOME

Dear Valued Partners:

Mayo Clinic School of Continuous Professional Development invites you to join course directors Anjali Bhagra, M.D., John D. Halamka, M.D., M.S., and Barbara Jordan, M.A. at this year's **RISE for Equity: Reflect, Inspire, Strengthen & Empower**. This course is being held at the **Mayflower Hotel, Washington DC as well as livestream from Thursday, August 1 to Saturday, August 3, 2024**.

Mayo Clinic is committed to eradicating racism and eliminating disparities in healthcare. We look to unite our colleagues around this and broader equity, diversity, inclusion and belonging efforts in healthcare. We developed a framework that would allow our organization to identify existing gaps in EID practices internally while exploring innovative, evidence-based approaches that could be adopted across the field of healthcare.

We called it RISE for Equity: Reflect, Inspire, Strengthen & Empower—for the key themes guiding the work as we join hands to build a better community and society.

Our annual RISE for Equity conference provides a broad platform for the conversations we've been having with colleagues here and across the medical community.

Our faculty represent diversity and inclusion from 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.

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.



John Halamka, M.D., M.S.



Barbara Jordan, M.A.

ABOUT THE EVENT

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 continuing medical education course, participants join the national healthcare dialogue on this important subject and explore evidence-based solutions and innovative initiatives. Keynote presentations by leading experts and panel discussions cover health disparities, digital equity and much more.

COURSE WEBSITE

[RISE FOR EQUITY 2024](#)

TARGET AUDIENCE

This course is designed for both Mayo Clinic audiences and external audiences interested in advancing health equity, diversity, inclusion and belonging in healthcare. It meets the professional needs of healthcare providers, scientists, social workers, nurses, hiring managers, HR professionals, supervisors, hospital leadership and administration, healthcare educators, students, and a broad range of diversity and inclusion practitioners.



WHY SPONSOR US?

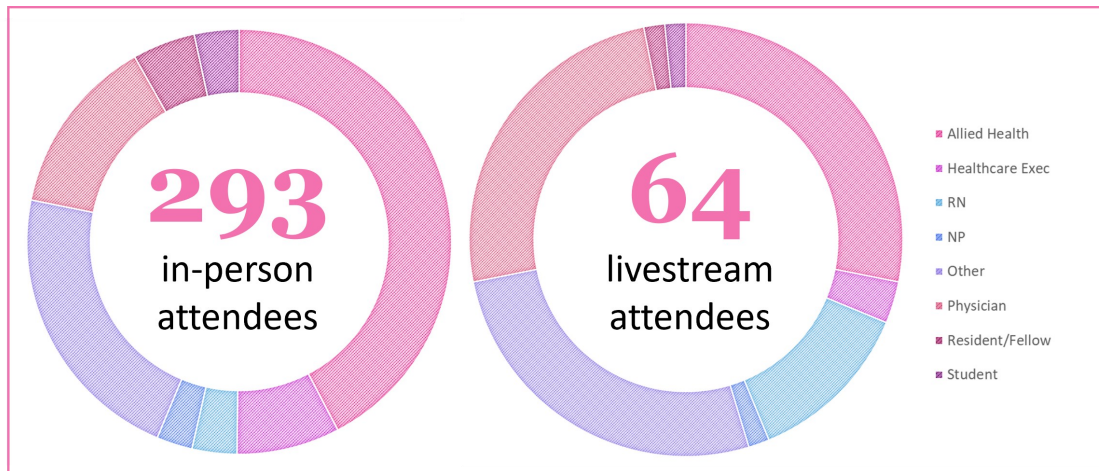
We are delighted to offer the opportunity to leverage your organization's brand and create connections with diversity and inclusion experts and conference participants at this year's RISE FOR EQUITY course.

As a sponsor/exhibitor, you will gain visibility and encounter multiple opportunities each day to promote your organization's brand, products and services directly to the attendees, leaders, and innovators attending this conference. Only a limited number of high-impact sponsorship and exhibitor opportunities are being made available.

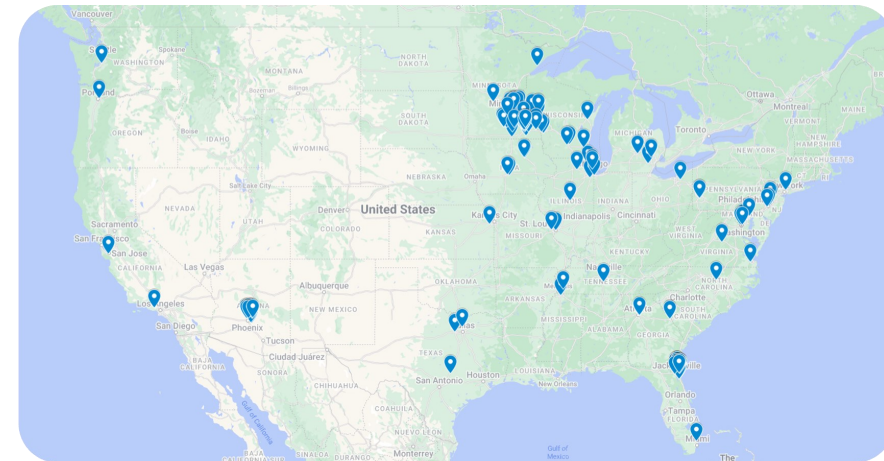
Reach the largest and most qualified audience of healthcare professionals in the continuing education field. Sponsorship opportunities are designed to provide your organization with a platform to highlight your commitment to diversity, equity, and inclusion as well as equip you with resources to share 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 the evidence and rising potential of data, technology, and digital tools to advance equity, inclusion, and diversity within healthcare.

- 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

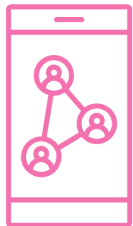
RISE 2023 BY THE NUMBERS



357 participants from across the US and Canada



Midwest **63%** West **39%**
Southeast **20%** Northeast **6%**



100,000 Impressions on #MayoRISEforEquity

28% ↑
Overall participant growth from 2021

95 Abstracts Presented featuring projects highlighting programs and initiatives that impact clinical practice, education, research, and administrative environments in health care

66 Faculty experts who led the national dialogue to explore evidence-based solutions and innovative initiatives



PACKAGES

SPONSORSHIP LEVELS

PLATINUM

RISE FOR EQUITY Podcast Sponsorship

<https://mcpres.mayoclinic.org/rise/#rise-podcasts>

Features included in podcast sponsorship

- Host-Read Advertisement with Each Sponsored Episode (3-Year Life Span)
- Collaboration between Mayo Clinic & Sponsor on important diversity & inclusion topics
- Hyperlink on RISE FOR EQUITY Landing Page
- Periodic Listener Surveys
- Listenership & Download Analytics

Acknowledgements:

- Company logo on website, announcements, and at break times at course
- Company logo & link in lobby of virtual conference

Premium Literature Table

One piece of promotional literature available for attendees

Complimentary conference registrations (4)

\$40K

GOLD

RISE Conference Reception Sponsorship

Private Reception (1 available)

- Opportunity to interact one-on-one with course directors and select faculty
- Time & Date TBD

Attendee Welcome Reception (1 available)

- Thursday, August 1st from 6:30 pm to 8:00 pm
- Hor D'oeuvres & Beverages

Acknowledgements:

- Company logo on website, announcements, and at break times at course
- Company logo & link in lobby of virtual conference

Premium Literature Table

One piece of promotional literature available for attendees

Complimentary conference registrations (2)

\$30K

SILVER

RISE Conference Meal Sponsorship

Sponsorship and logo recognition in designated meal area

- BREAKFAST (2 available)
- LUNCH (2 available)

Acknowledgements:

- Company logo on website, announcements, and at break times at course
- Company logo & link in lobby of virtual conference

Premium Literature Table

One piece of promotional literature available for attendees

Complimentary conference registrations (2)

\$15K

BRONZE

RISE Conference Break & Beverage Sponsorship

Break & Beverage Sponsorship Opportunities

- Refreshment Break - Morning (2 available)
- Refreshment Break - Afternoon (2 available)
- Coffee, Tea & Spring Water Station (exclusive)

Acknowledgements:

- Company logo on website, announcements, and at break times at course
- Company logo & link in lobby of virtual conference

Premium Literature Table

One piece of promotional literature available for attendees

Complimentary conference registrations (1)

\$10K

PACKAGES

SPONSORSHIP LEVELS

COPPER

RISE Conference
Charging Station
Sponsorship

Mobile Charging Stations (3 available)

- Charging stations will provide attendees an area to charge their mobile device or use their iPad or laptop. Your corporate logo or product on the charging stations will recognize your company's sponsorship.

Acknowledgements:

- Company logo on website, announcements, and at break times at course
- Company logo & link in lobby of virtual conference

Premium Literature Table

One piece of promotional literature available for attendees

\$5K

EXHIBITOR

In-person Exhibit

Acknowledgements:

- Company logo on website, announcements, and at break times at course
- One (1) 6' table and drape, two (2) chairs and wireless internet
- Attendee list (name, credentials, city, state)
- Your company and contact information available to course attendees for one year past the date of the course
- Access to networking opportunities throughout the course
- Each day includes dedicated breaks to interact with company representatives

Exhibit Hours

Thurs, Aug 1: 8am – 8pm
Fri, Aug 2: 7am – 6pm
Sat, Aug 3: 7am – 12:45pm

In-person exhibit tables are available on a first-come, first-serve basis with limited in-person space availability.

\$3K

Would you recommend RISE to others?



"This is an excellent conference overall. I am very inspired by the leadership for DEI at Mayo and all the presenters' work. This conference was very comprehensive and well organized. with a great mix of presentations and fireside chats for questions."

"Attending online was well organized, I did not feel I missed anything from the presentations which can happen at conferences. Kudos to Mayo organizers for the online format, there were no glitches for me and it was pretty seamless."



"As an allied health professional, there was a lot that made me think about how my team could better support physicians and frontline staff support the patient through our work while being more equitable."

"This RISE conference has allowed me to reflect on my own experiences while also thinking about others' experiences. As I go back to my team, I think we must work harder to improve health equity for all. This is hard work but important work."



TERMS & CONDITIONS

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 promotional 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 venue 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.

CONTACT US

To discuss our many sponsorship opportunities big and small, email Karla Flemke flemke.karla@mayo.edu

