



## **GRIT For Women in Medicine: Growth, Resilience, Inspiration and Tenacity**

The Ritz-Carlton, Lake Tahoe  
13031 Ritz Carlton Highlands Court  
October 24 - 26, 2024

# DATES AND LOCATION

**Meeting Dates:**

October 24-26, 2024

**Meeting Location:**

The Ritz-Carlton, Lake Tahoe  
13031 Ritz-Carlton Highlands Court  
Truckee, CA 96161

**Additional Course Details:**

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

## COURSE DIRECTORS AND KEY CONTACTS

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**Course Director**

Anjali Bhagra, M.D.  
Susan M. Moeschler, M.D.

**Key Contacts**

Laura G. Wilson, MHSA  
*CME Specialist*  
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*Education Administration Coordinator*  
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# WELCOME

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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 2024** to be at The Ritz-Carlton in Truckee, CA from October 24-26, 2024.

## **Course Overview**

The GRIT conference 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 conference will address the growing need for improved clinician wellness and development for a gender balanced leadership healthcare team.

## **Course Highlights**

- Group workshops which dive deeper into important topics
- Networking reception and opportunities to connect for attendees, exhibitors, and faculty.
- Abstract Poster sessions to highlight current research.

## **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, MHSA  
CME Specialist  
Mayo Clinic School of Continuous Professional Development

# SPONSORSHIP OPPORTUNITIES

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## Why sponsor GRIT?

We are delighted to offer the opportunity to leverage your organization's brand and create connections with leaders in business, healthcare, and conference participants. The Mayo Clinic GRIT sponsorship opportunities are designed to provide your organization with a platform to highlight your commitment to empowering women and men in the workplace, as well as equip you with resources to share with colleagues on removing barriers and bias of women in leadership positions. During this conference, we will feature adapting to the digital technology, effective communication skills and developing strategic approaches to risk taking and performance. This course offers limited exclusive marketing and advertising opportunities.

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## PRODUCT THEATRE

### Cost: \$15,000

- Dedicated 30-minute Product Theatre on Friday, October 25<sup>th</sup> from 1:15 – 1:45 p.m.
- Access for 4 company representatives to attend the general session as an observer
- Company logo on website, announcements, and break times. In addition, company logo and link in lobby of virtual conference
- Includes Exhibit table for two representatives for the length of the conference
- Organization responsible for costs of speaker, travel costs, marketing materials, and AV needs in Product Theatre room
- 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
  - Premium Literature Table: one piece of promotional literature available for attendees

## GOLD

**Cost: \$10,000**

- Recognition at the event as Gold sponsor
- Access for 4 company representatives to attend the general session as an observer
- Company logo on website, announcements, and break times. In addition, company logo and link in lobby of virtual conference
- 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
  - 1:1 interaction with the Course Directors and select faculty
  - Premium Literature Table: one piece of promotional literature available for attendees

## SILVER

**Cost: \$5,000**

- Recognition at the event as a Silver sponsor
- Access for 2 company representatives to attend the general session as an observer
- Company logo on website, announcements, and break times. In addition, company logo and link in lobby of virtual conference
- 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
  - Premium Literature Table: one piece of promotional literature available for attendees

## BRONZE

**Cost: \$3,000**

- Recognition at the event as a Bronze sponsor
- Access for 1 company representative to attend the general session
- Company logo on website, announcements, and break times. In addition, company logo and link in lobby of virtual conference
- 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

## 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. 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

# Sponsorship Levels

	<b>Product Theatre</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Exhibitor</b>
	\$15,000	\$10,000	\$5,000	\$3,000	\$1,500
Dedicated 30-minute Product Theatre	Yes	No	No	No	No
Complimentary conference registrations	4	4	2	1	0
1:1 Course Director/Faculty interaction	No	Yes	No	No	No
Company Logo displayed	Yes	Yes	Yes	Yes	No
Conference Bag Insert	Yes	Yes	Yes	No	No
Exhibit Space <ul style="list-style-type: none"> <li>• (1) 6' table, (2) chairs</li> <li>• Sponsorship Acknowledgement on webpage, announcements, and break times</li> <li>• Receive Attendee List</li> <li>• Access to networking opportunities throughout the conference</li> </ul>	Yes	Yes	Yes	Yes	Yes

# RULES AND REGULATIONS

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## **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.

- 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 Greenbrier, 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 Greenbrier 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) Exhibitor Agreement

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

Activity Title	GRIT for Women in Medicine: Growth, Resilience, Inspiration & Tenacity 2024	
Activity Number	24R00304	
Location	The Ritz-Carlton, Lake Tahoe	
Dates	October 24-26, 2024	
Company Name (Exhibitor) (as it should appear on printed materials)		
Exhibit Contact (if different then exhibit Rep.)		
Name(s) of Representative(s) exhibiting: (Maximum of two representatives allowed per exhibit)		
Address		
Telephone		
Fax		
Email		
<b>Sponsorship Level:</b> Please select one		
<input type="checkbox"/> Product Theatre		\$15,000
<input type="checkbox"/> Gold		\$10,000
<input type="checkbox"/> Silver		\$5,000
<input type="checkbox"/> Bronze		\$3,000
<input type="checkbox"/> Exhibit		\$1,500
Total		

**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](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.

**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	<input type="checkbox"/> Credit Card or Wire Transfer
<p style="text-align: center;">Make payable to:  <b>Mayo Clinic</b>  <b>Mayo Clinic School of Continuous Professional Development</b>  <b>200 First St SW, Plummer 2-60</b>  <b>Rochester, MN 55905</b></p> <p style="text-align: center;">Please identify <b>GRIT</b> on the check.</p>	<p>For payment by credit card or wire transfer, please call the MCSCPD Registrar at <b>800-323-2688</b></p> <p><i>Do not send credit card information via email or fax.</i></p>

Complete and return this form along with your payment made to Mayo Clinic,  
 Federal Tax ID# 41-6011702 before **October 5, 2024**, to:  
 Catherine Schilling  
 200 First St SW, Plummer 2-60

Rochester, MN 55905

T: 800-323-2688 F: 507-538-7234 E: [schilling.catherine@mayo.edu](mailto:schilling.catherine@mayo.edu)