



# Mass General Brigham Athletic Training Conference 2025

## **Exhibitor Information Packet**

## Mass General Brigham Athletic Training Conference Exhibitor Documents

Thank you for choosing Mass General Brigham Athletic Training to share your company with our attendees! Below is a list of “To Do’s” and what to expect on the day of the conference.

### To Do’s

1. Please complete exhibitor agreement form attached with this packet (page 4) and send back to us.
2. Please let us know if you will need to pay by check (via invoice) or credit card (via registration).
  - a. If you pay by check, we will be able to provide you with an invoice, if requested.
    - i. Please provide:
      1. Billing contact name
      2. Billing contact e-mail
      3. Billing contact address
      4. Billing contact phone number
    - b. If paying by credit card, information will be provided in early spring with the link to complete the registration. Keep an eye out on the website for additional information about the conference.
3. Please email your logo/ any contact information you would like to be provided to attendees. Email with this information can be sent to [mgbathletictraining@partners.org](mailto:mgbathletictraining@partners.org)
4. If you have any additional requests or questions please reach out to Sarah Theriault, Christine Dundon or Bill Stewart at [mgbathletictraining@partners.org](mailto:mgbathletictraining@partners.org). Additional information will be sent closer to the date of the conference regarding parking and other day of logistics.

## Mass General Brigham Athletic Training Conference Exhibitor Documents

Our **4<sup>th</sup> Annual Mass General Brigham Athletic Training Conference** will be held on Wednesday, June 18<sup>th</sup>, 2025, from 8:30am-5:00pm. The conference will take place at Gillette Stadium, Foxborough, MA. Keynote will be announced in early March. Please keep checking our [conference website](#) for updates!

The theme for this year's conference is *Beyond the Bones: Medical Considerations in Sports*, exploring general medical conditions outside of musculoskeletal injuries in athletes. The conference will be geared towards Athletic Trainers (ATs), Athletic Directors (ADs), School Nurses, Coaches, Physical Therapists, Strength and Conditioning Specialists, as well as other clinicians and administrators involved in the care for the performance athlete. Presentations throughout the day will include conversations in the areas of cardiology, endocrinology, neurology, hematology, pulmonology, and mental health.

Last year our athletic training conference attracted 225 registrants from all New England states and professionals such as athletic trainers, physical therapists, athletic directors, school nurses, coaches and strength and conditioning specialists. This year with the content geared towards both interscholastic and collegiate athletic trainers we anticipate an increase in attendees.

### Provided to all exhibitors

- 10'x 10' space
- Set-up needs: chairs, banquet table, electricity, tablecloth
- Lunch

### Handout/ Pamphlet of Exhibitor Information

- A handout/ pamphlet will be created with all exhibitors contact information and will be provided to all attendees after the conference

### Attendee Interaction

- Two separate windows of time:
  - 60–75-minute lunch block
  - 30–45-minute networking/social hour (raffle held at this time)

### Pricing/Cost

- Returning Exhibitors: Discounted to \$900
- Regular Registration (now thru May 15<sup>th</sup>): \$1,000
- Late Registration (after May 15<sup>th</sup>): \$1,200

### Important Contact Information

- Mike Belanger (Director, MGB Athletic Training)- [mjbelanger@mgb.org](mailto:mjbelanger@mgb.org)
- Will Desjardins (Operations Manager, MGB Athletic Training)- [wdesjardins@mgb.org](mailto:wdesjardins@mgb.org)
- Sarah Theriault (Conference Coordinator, MGB Athletic Training) - [stheriault2@mgb.org](mailto:stheriault2@mgb.org)
- Christine Dundon (Conference Coordinator, MGB Athletic Training)- [cdundon1@mgb.org](mailto:cdundon1@mgb.org)
- Bill Stewart (Conference Coordinator, MGB Athletic Training) - [wstewart2@mgb.org](mailto:wstewart2@mgb.org)

#### **4th Annual MGB Sports Medicine Athletic Training Conference | Promotional Opportunity Agreement**

This Promotional Opportunity Agreement (the “Agreement”) is entered into and is effective as of \_\_\_\_\_ by and between [Mass General Brigham Entity] (“Institution”) and [\_\_\_\_\_] (“Company”) (individual a “Party” and collectively the “Parties”).

WHEREAS, Institution is hosting an educational activity entitled, 4th Annual MGB Athletic Training Conference on June 18<sup>th</sup>, 2025;

WHEREAS Institution is a medical institution that regularly conducts, as one of its charitable activities, programs that provide education about advances in medical knowledge and care, such as this Educational Activity;

WHEREAS, *exhibits* while separate from the educational information that is part of the Educational Activity, can provide additional information on new developments or products and services related to the content of the Educational Activity;

WHEREAS, Institution considers the character of Company’s *exhibit*, and the extent to which Company may display or promote its products, to be related to and consistent with the purpose of the Educational Activity.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. Company agrees to purchase [*exhibit space*] at the Educational Activity for \_\_\_\_\_ (“Promotional Opportunity Fee”).  
Commercial exhibits and promotional opportunities associated with Mass General Brigham-sponsored educational activities must comply with Mass General Brigham policies and the *ACCME Standards for Integrity and Independence in Accredited Continuing Education*.

The [*exhibit*] will not influence planning nor interfere with the educational components of the Educational Activity. The [*exhibit*] will be completely separate from the Educational Activity. The Educational Activity will maintain a separation of promotional opportunities from the medical education presentation and content.

2. The Promotional Opportunity Fee is in no way conditioned on the provision of commercial support for the Educational Activity. In the event that Company provided commercial support for the Educational Activity, such support was in no way related to the cost or availability of the [*exhibit space*].
3. The Promotional Opportunity Fee is not conditioned on, nor related in any way to: (a) any pre-existing or future business relationship between Institution and Company, or their affiliates; or (b) any business or other decision that Institution or Company has made, or may make, relating to Company or its products (including coverage or formulary status decisions).
4. Exhibitors may attend the educational presentation, provided they: (a) comply with Mass General Brigham’s Guidelines for Industry Participation at Educational Activities, including provisions relating to attendance fees, social events, disclosure and all other matters; and (b) do not engage in any sales or marketing activity while attending the educational presentation or related components of the Educational Activity.

ACKNOWLEDGED:

**Institution**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

**Company**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_