



Mass General Brigham Athletic Training Conference 2024

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 on the day of the conference. Email with this information can be sent to mgbathletictraining@partners.org
4. If you have any additional requests or questions please reach out to Nicole Durand, Sarah Theriault or Christine Dundon at mgbathletictraining@partners.org

Mass General Brigham Athletic Training Conference Exhibitor Documents

Our **3rd Annual Mass General Brigham Athletic Training conference** will be held on Tuesday, June 18th, 2024, from 8:30am-5:00pm. The conference will take place at Gillette Stadium, Foxborough, MA in Putnam Club West. Keynote will be announced in early March. Please keep checking back to our [conference website](#) for speaker updates!

The theme for this year's conference is *Building the Athlete's Foundation*, exploring a combination of factors that make up and help to maintain the athlete's performance. 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 on strength and conditioning, injury prevention, cardiac screening, mental health, sleep/recovery, and nutrition.

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, team physicians, and PAs. This year with the added audience of strength and conditioning specialists and content geared towards both interscholastic and collegiate athletic trainers we anticipate over 300 attendees.

Provided to all exhibitors

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

Handout/ Pamphlet of Exhibitor Information

- A handout/ pamphlet will be created with all exhibitors contact information and will be provided to all attendees upon check-in

Attendee Interaction

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

Pricing/Cost

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

Important Contact Information

- Nicole Durand (Director of Program Operations, Sports Medicine)- ndurand1@mgb.org
- Will Desjardins (Operations Manager)- wdesjardins@mgb.org
- Sarah Theriault (Conference Coordinator) - stheriault2@mgb.org
- Christine Dundon (Conference Coordinator)- cdundon1@mgb.org

3rd 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, 3rd Annual MGB Athletic Training Conference on June 18th, 2024;

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: _____