



# FeminPEM 2022

November 11, 2022  
The Summit Hotel  
Cincinnati, OH

Promotional & Exhibit  
Opportunities

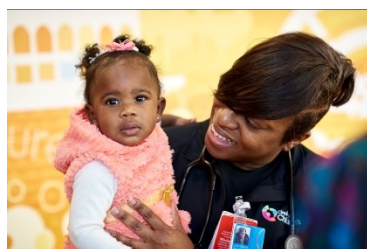


## From the Committee Chair

FemInEm is an open access group working to improve the lives of women working in emergency medicine. Through deliberate conversation and engaging dialogue, members explore issues that support the development and advancement of women in medicine. FemInEM aims to address all minority inequities and to empower physicians of all genders. Women in medicine face numerous challenges and unique situations from persistent pay gaps, non-existent or variable family leave policies, and gender bias that hinders career progression.



In partnership with FemInEM and Cincinnati Children's Hospital Division of Emergency Medicine, we are hosting a FemInPEM Midwest Conference at the Summit Hotel on November 11, 2022. The



conference audience will consist of pediatric emergency medicine faculty and fellows and resident physicians in emergency medicine and combined pediatric and emergency medicine programs. At this event, we aim to increase awareness about gender issues in medicine, assist with accessing resources to fuel discussion about gender topics, foster and facilitate discussions and workshops around negotiation, advocating for equal salaries and family support, and building a mentorship network, while promoting wellness and career progression.

We would like to offer you the opportunity to put your company's brand in front of key professionals from various hospitals in the Midwest and across the nation. We value companies that are seeking ways to promote equity and inclusion of women from all diverse backgrounds, as this aligns with the mission of this event. Sponsorship at the FemInPEM Conference will show our attendees your commitment to the advancement of female leadership and equity in medicine.



Please contact any members of the subcommittee below with questions. Thank you for considering this opportunity.

Sincerely,

Sponsorship Subcommittee for FemInPEM Midwest Conference 2022

Cincinnati Children's Hospital Medical Center

Jennifer Reed MD, MS ([jennifer.reed@cchmc.org](mailto:jennifer.reed@cchmc.org))



# Host Institution

Cincinnati Children's, a nonprofit academic medical center established in 1883, is one of the oldest and most distinguished pediatric hospitals in the United States.

## Clinical Services

We offer comprehensive clinical services, from treatments for rare and complex conditions to well-child care. In the 2020-21 U.S. News & World Report survey of best children's hospitals, Cincinnati Children's ranks No. 4 among all Honor Roll hospitals.

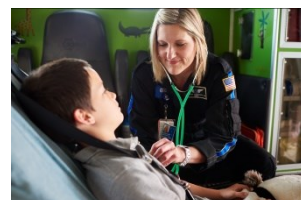
With more than 700 registered beds, Cincinnati Children's had nearly 1.3 million patient encounters and served patients from all 50 states and 51 countries, including 589 international patients, in fiscal 2020.

## Education & Training

Through an academic affiliation dating to 1926, Cincinnati Children's comprises the Department of Pediatrics at the University of Cincinnati College of Medicine. We train more than 600 residents and clinical fellows a year in various pediatric specialties and offer some of the most highly ranked research-based education and training programs in the nation.

## Research

We have been an important force in pediatric research since the opening of the Cincinnati Children's Research Foundation in 1931. Grant funding for our research has more than tripled in the last 15 years, supporting countless discoveries and the continued expansion of our areas of research.





## Course Chair

### **Jennifer Reed, MD, MS**

Cincinnati Children's Hospital Medical Center  
University of Cincinnati College of Medicine

## Course Planning Committee

### **Elizabeth R. Alpern MD, MSCE**

Ann & Robert H. Lurie Children's Hospital  
Northwestern University Feinberg School of  
Medicine

### **Oluwakemi Badaki-Makun, MD PhD**

Johns Hopkins Children's Center  
Johns Hopkins University School of Medicine

### **Sarah DiPalma MD**

Oishei Children's Hospital  
University at Buffalo Jacobs School of Medicine &  
Biomedical Sciences

### **Selena Hariharan MD, MHSA**

Cincinnati Children's Hospital Medical Center  
University of Cincinnati College of Medicine

### **Julie C. Leonard MD, MPH**

Nationwide Children's Hospital  
The Ohio State University College of Medicine

### **Jennifer Mitzman MD**

Nationwide Children's Hospital  
The Ohio State University College of Medicine

### **Elizabeth Powell MD, MPH**

Ann & Robert H. Lurie Children's Hospital  
Northwestern University Feinberg School of  
Medicine

### **Tara Rhine MD, MS**

Cincinnati Children's Hospital Medical Center  
University of Cincinnati College of Medicine

### **Suzanne M. Schmidt, MD**

Ann & Robert H. Lurie Children's Hospital  
Northwestern University Feinberg School of  
Medicine

### **Elizabeth Weinstein MD**

Riley Children's Hospital  
Indiana University School of Medicine

### **Anne Whitehead MD**

Riley Children's Hospital  
Indiana University School of Medicine

### **Ronine Zamor MD, MPH**

Children's Healthcare of Atlanta  
Emory University School of Medicine

## Conference Agenda

7:00 - 8:00 am	Breakfast and Registration
8:00 - 8:15 am	Welcome
8:15 - 8:45 am	Keynote
8:45 - 9:30 am	Talks
9:30 - 9:45 am	Break
9:45 - 11:00 am	Talks
11:00 - 12:15 pm	Lunch
12:15 - 1:30 pm	Breakout Session 1
1:30 - 1:45 pm	Break
1:45 - 3:00 pm	Breakout Session 2
3:00 - 3:15 pm	Break
3:15 - 4:45 pm	Talks
4:45 – 5:00 pm	Closing

## Sample Conference Topics

- Mentoring
- Negotiation
- Microaggression
- Allyship

# Promotional Opportunities

*Some availability is limited and is listed for each opportunity in parentheses (). If opportunities have already been claimed, a committee representative will contact you upon submission.*

## Levels

Platinum	\$2,500
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Platinum level supporters will receive recognition as follows:

- Conference landing page recognition (company name only)
- Signage recognition in meal space (company name and logo)
- Podium recognition (company name)
- Program recognition (company name and logo\*)

Gold	\$1,000
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Gold level supporters will receive recognition as follows:

- Signage recognition in meal space (company name and logo)
- Podium recognition (company name)
- Program recognition (company name and logo\*)

Silver	\$500
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Silver level supporters will receive recognition as follows:

- Podium recognition (company name)
- Program recognition (company name and logo\*)

Founder	\$100-499
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Bronze level supporters will receive recognition follows:

- Program recognition (company name and logo\*)

*\*Organizations that meet the ACCME Definition of an Ineligible Company will be recognized in the program with name only.*

## Donations & Grants

All opportunities listed in this prospectus are promotional in nature. Donations, grants, and contributions provided by Ineligible Companies, as defined by the [Standards for Integrity and Independence in Accredited Continuing Education \(2020\)](#), are considered separate from Promotional Opportunities and are Commercial Support. If you are interested in providing a donation or educational grant, please contact [lauryn.bertke@cchmc.org](mailto:lauryn.bertke@cchmc.org).

## Promotional Opportunities, cont.

### Catering

- Welcome Networking Reception (1) - \$1500
  - Company provides branded beverage napkins
  - Signage recognition in meal space (company name and logo)
  - Podium recognition (company name)
  - Program recognition (company name and logo\*)
- Breakfast (1) - \$3500
  - Company provides choice of: Branded tablecloth, napkins, or centerpiece
  - Conference landing page recognition (company name only)
  - Signage recognition in meal space (company name and logo)
  - Podium recognition (company name)
  - Program recognition (company name and logo\*)
- Lunch Sponsor (1) - \$3500
  - Company provides choice of: Branded tablecloth, napkins, or centerpiece
  - Conference landing page recognition (company name only)
  - Signage recognition in meal space (company name and logo)
  - Podium recognition (company name)
  - Program recognition (company name and logo\*)

### Promotional Items

- Notebook/pen (1) - \$750
  - Company produces and delivers notebook/pen complete with company name and logo
  - Podium recognition (company name)
  - Program recognition (company name and logo\*)
- Water Bottle (1) - \$750
  - Company produces and delivers water bottle complete with company name and logo
  - Podium recognition (company name)
  - Program recognition (company name and logo\*)
- Flash Drive (1) - \$750
  - Company produces and delivers flash drive complete with company name and logo
  - Podium recognition (company name)
  - Program recognition (company name and logo\*)
- Other Custom Item - \$750
  - Fulfillment (design, production, etc.) is the responsibility of the purchaser. Cincinnati Children's IPCE must review and approve prior to production. If product has already been produced (example: sanitizer bottles) Cincinnati Children's must still approve the product.
  - Podium recognition (company name)
  - Program recognition (company name and logo\*)

# Interest Form

## Organization Information

Complete the information below to indicate the appropriate person to serve as the contact for this program. If this includes an exhibit booth, please include the name of the individual who will be on-site at the activity. Email a completed **Interest Form** and **LOA** to [laurn.bertke@cchmc.org](mailto:laurn.bertke@cchmc.org).

Organization Name	
Representative Name (s)	
On-site Representative (if applicable)	
Email	
Phone	

	Cost	✓
<b>Promotional Opportunities</b>		
Platinum Level	\$2,500	
Gold Level	\$1,000	
Silver Level	\$500	
Founder Level (<\$499)	_____	
Welcome Networking Reception	\$1,500	
Breakfast (Choice: Branded Tablecloth Branded Napkins Branded Centerpiece)	\$3,500	
Lunch (Choice: Branded Tablecloth Branded Napkins Branded Centerpiece)	\$3,500	
Notebook	\$750	
Water Bottle	\$750	
Flash Drive	\$750	
Custom Promo Item (Specify option: _____)	\$750	
<b>TOTAL</b>		





Activity Title: \_\_\_\_\_ Activity Date: \_\_\_\_\_

Company: \_\_\_\_\_

Nature of Agreement: ☐ Promotion: \$ \_\_\_\_\_ ☐ Commercial Support: \$ \_\_\_\_\_

### Payment

Total amount of \$ \_\_\_\_\_ will be made payable to *Cincinnati Children's Hospital Medical Center* and mailed to *Cincinnati Children's Hospital Medical Center, CME-ML3003, 3333 Burnet Avenue, Cincinnati, OH 45229*. Payment must be received on or before \_\_\_\_\_ for acknowledgment in print materials. No other funds from the Company will be paid to persons involved with the Interprofessional Continuing Education (IPCE) activity. All funds must be directed to Cincinnati Children's.

*This fee is nonrefundable except in the event of program cancellation.*

### Exhibits, Promotion, or Advertisements:

Promotional opportunities are related to the marketing (inclusive of advertising, sales, exhibits, and promotions) of a good and/or service by an ineligible company and are not accredited continuing education. Associated standards related to promotional activities include but are not limited to (see enclosed Standards for Integrity and Independence in Accredited Continuing Education):

- Live continuing education activities: Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
- Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
- Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.
- Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.
- Ineligible companies may not provide access to, or distribute, accredited education to learners.

Individual promotional activities can utilize logos as allowed by the Integrity Guidelines and as agreed to by Cincinnati Children's IPCE staff. Commercial interests may not purchase promotional opportunities connected to the education place and space.

Any promotional opportunities – including those offered in a promotional/marketing/exhibit/sponsorship prospectus – must be agreed upon in writing by Cincinnati Children's IPCE office prior to implementation.

If in attendance, each company representative will be required to wear a name badge identifying themselves and their company. Should a representative choose to attend one of the educational sessions, name badges must be worn and no questions or feedback are allowed. Should the representative host an event for activity participants, unrelated to the educational activity, it cannot be scheduled at the same time as the educational activity.

Company assumes all risks and responsibilities for accidents, injuries or damages to person or property and agrees to indemnify and hold harmless Cincinnati Children's, its officers, directors, trustees, employees, agents and contractors, from any and all claims, liabilities, losses, costs and expenses (including attorneys' fees) arising from or in connection with Exhibitor's participation in the Activity. *Failure to comply will result in a breach of contract.*



### Commercial Support (Donation/Grant/Gift)

Commercial Support is financial, or in-kind, contributions given by an Ineligible Company which is used to pay all or part of the costs of an Accredited Continuing Education activity. Commercial support is not tied to any promotional benefits. A donation, grant, or gift from an Ineligible Company is a form of commercial support.

Cincinnati Children's maintains responsibility for control of content, including speaker and moderator selection. All content will be based on current science, evidence, and clinical reasoning, while giving a fair and balanced view of diagnostic and therapeutic options. The Company will have no influence on or involvement in content development. No promotional activity or messaging will be permitted during the accredited education. Cincinnati Children's will ensure meaningful opportunities for questioning or scientific debate. No social event or meal may compete with or take precedence over educational events.

Cincinnati Children's will ensure disclosure to the audience, at the time of the activity, regarding (a) company financing and (b) any relevant relationships between the company and individuals in control of content. Ineligible Company contributions will be acknowledged by company name (No logos).

### Agreement

The Company and Cincinnati Children's to abide by all requirements of the enclosed *Standards for Integrity and Independence in Accredited Continuing Education*.

Please acknowledge your intention to finance this activity and to comply by the above terms and conditions:

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Company Representative (Print Name)

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Company Representative (Signature)

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Date

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Cincinnati Children's IPCE Representative  
(Print Name)

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Cincinnati Children's IPCE Representative  
(Signature)

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Date

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Activity Joint Provider Representative  
(Print Name)

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Activity Joint Provider Representative  
(Signature)

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Date

## Standards for Integrity and Independence in Accredited Continuing Education

*(as related to promotion and commercial support, version 12.2020)*

### Standard 1: Ensure Content is Valid

Accredited providers are responsible for ensuring that their education is fair and balanced and that any clinical content presented supports safe, effective patient care.

1. All recommendations for patient care in accredited continuing education must be based on current science, evidence, and clinical reasoning, while giving a fair and balanced view of diagnostic and therapeutic options.
2. All scientific research referred to, reported, or used in accredited education in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection, analysis, and interpretation.
3. Although accredited continuing education is an appropriate place to discuss, debate, and explore new and evolving topics, these areas need to be clearly identified as such within the program and individual presentations. It is the responsibility of accredited providers to facilitate engagement with these topics without advocating for, or promoting, practices that are not, or not yet, adequately based on current science, evidence, and clinical reasoning.
4. Organizations cannot be accredited if they advocate for unscientific approaches to diagnosis or therapy, or if their education promotes recommendations, treatment, or manners of practicing healthcare that are determined to have risks or dangers that outweigh the benefits or are known to be ineffective in the treatment of patients.

### Standard 2: Prevent Commercial Bias and Marketing in Accredited Continuing Education

Accredited continuing education must protect learners from commercial bias and marketing.

1. The accredited provider must ensure that all decisions related to the planning, faculty selection, delivery, and evaluation of accredited education are made without any influence or involvement from the owners and employees of an ineligible company.
2. Accredited education must be free of marketing or sales of products or services. Faculty must not actively promote or sell products or services that serve their professional or financial interests during accredited education.
3. The accredited provider must not share the names or contact information of learners with any ineligible company or its agents without the explicit consent of the individual learner.

### Standard 4: Manage Commercial Support Appropriately

Standard 4 applies only to accredited continuing education that receives financial or in-kind support from ineligible companies. Accredited providers that choose to accept commercial support (defined as financial or in-kind support from ineligible companies) are responsible for ensuring that the education remains independent of the ineligible company and that the support does not result in commercial bias or commercial influence in the education. The support does not establish a financial relationship between the ineligible company and planners, faculty, and others in control of content of the education.

**1. Decision-making and disbursement:** The accredited provider must make all decisions regarding the receipt and disbursement of the commercial support.

- a. Ineligible companies must not pay directly for any of the expenses related to the education or the learners.
- b. The accredited provider may use commercial support to fund honoraria or travel expenses of planners, faculty, and others in control of content for those roles only.
- c. The accredited provider must not use commercial support to pay for travel, lodging, honoraria, or personal expenses for individual learners or groups of learners in accredited education.
- d. The accredited provider may use commercial support to defray or eliminate the cost of the education for all learners.

**2. Agreement:** The terms, conditions, and purposes of the commercial support must be documented in an agreement between the ineligible company and the accredited provider. The agreement must be executed prior to the start of the accredited education. An accredited provider can sign onto an existing agreement between an accredited provider and a commercial supporter by indicating its acceptance of the terms, conditions, and amount of commercial support it will receive.

**3. Accountability:** The accredited provider must keep a record of the amount or kind of commercial support received and how it was used, and must produce that accounting, upon request, by the accrediting body or by the ineligible company that provided the commercial support.

**4. Disclosure to learners:** The accredited provider must disclose to the learners the name(s) of the ineligible company(ies) that gave the commercial support, and the nature of the support if it was in-kind, prior to the learners engaging in the education. Disclosure must not include the ineligible companies' corporate or product logos, trade names, or product group messages.

### Standard 5: Manage Ancillary Activities Offered in Conjunction with Accredited Continuing Education

Standard 5 applies only when there is marketing by ineligible companies or nonaccredited education associated with the accredited continuing education. Accredited providers are responsible for ensuring that education is separate from marketing by ineligible companies—including advertising, sales, exhibits, and promotion—and from nonaccredited education offered in conjunction with accredited continuing education.

1. Arrangements to allow ineligible companies to market or exhibit in association with accredited education must not:

- a. Influence any decisions related to the planning, delivery, and evaluation of the education.
- b. Interfere with the presentation of the education.
- c. Be a condition of the provision of financial or in-kind support from ineligible companies for the education.
2. The accredited provider must ensure that learners can easily distinguish between accredited education and other activities.
  - a. Live continuing education activities: Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
  - b. Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
  - c. Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.
  - d. Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.
3. Ineligible companies may not provide access to, or distribute, accredited education to learners.