DATES AND LOCATION

Meeting Dates:
May 12-13, 2020

Meeting Location:
Mayo Civic Center
30 Civic Center Dr SE
Rochester, MN 55904

Additional Course Details:
Additional course details can be found on the conference website.

COURSE DIRECTORS AND KEY CONTACTS

<table>
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<tr>
<th>Course Director</th>
<th>Key Contacts</th>
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Greetings,

On behalf of the Mayo Clinic School of Continuous Professional Development, we are pleased to announce the upcoming **Artificial Intelligence Symposium 2020** to be held at the Mayo Civic Center, Rochester, MN, May 12-13, 2020.

**Course Overview**
Mayo Clinic, driven by its values, adopts a future-forward approach to leading health care transformation. Leveraging medical excellence and digital health sciences, artificial intelligence plays a critical role in supporting the Mayo 2030 strategy in achieving the mission of curing and preventing diseases, connecting people everywhere, and transforming healthcare through platforms. The Mayo Clinic Artificial Intelligence Symposium aims to bring the health care AI community together to learn about current activities, share best practices, and foster collaborations toward digital health and medicine.

**Course Highlights**
- Application of Artificial Intelligence in clinical settings
- Breakout sessions covering multiple medical specialties
- Leading edge research updates from experts nationwide

**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,

Jenny Casey
Education Administration Coordinator
Mayo Clinic School of Continuous Professional Development
SPONSORSHIP OPPORTUNITIES

Overview:
This course offers limited exclusive marketing and advertising opportunities. These are designed to help companies further expose themselves to attendees during the annual conference.

Technical and educational exhibits provide a professional and educational environment in which the participants 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
- Introduce new products and services
- Additional advertisement opportunities to expand reach and further socialize with attendees

LEADER SPONSOR
Cost: $200,000 (1 available)
- Recognition at the event as Leader-level sponsor
- Premium Exhibit location
- Access for 6 company representatives to attend the general session as an observer.
- Validate parking for 6 company representatives
- Additional advertisement to conference attendees via break slides and poster.

INNOVATOR SPONSOR
Cost: $100,000 (2 available)
- Recognition at the event as an Innovator-level sponsor
- Premium Exhibit location
- Access for 5 company representatives to attend the general session as an observer.
- Validate parking for 5 company representatives
- Additional advertisement to conference attendees via break slides and poster.
PLATINUM SPONSOR
Cost: $50,000 (unlimited)
- Recognition at the event as Platinum-level sponsor
- Access for 4 company representatives to attend the general session as an observer.
- Validate parking for 4 company representatives
- Additional advertisement to conference attendees via break slides and poster.

GOLD SPONSOR
Cost: $25,000 (unlimited)
- Recognition at the event as a Gold-level sponsor
- Access for 3 company representatives to attend the general session as an observer.
- Validate parking for 3 company representatives
- Additional advertisement to conference attendees via break slides and poster.

SILVER SPONSOR
Cost: $10,000 (unlimited)
- Recognition at the event as a Silver-level sponsor
- Access for 2 company representative to attend the general session.
- Validate parking for 2 company representatives
- Additional advertisement to conference attendees via break slides and poster.

BRONZE SPONSOR
Cost: $5,000 (unlimited)
- Recognition at the event as a Bronze-level sponsor
- Access for 1 company representative to attend the general session.
- Validate parking for 1 company representative
- Additional advertisement to conference attendees via break slides and poster.
RULES AND REGULATIONS

Exhibit Regulations:

- Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its booth and assigned space.
- Attire of exhibit personnel should be consistent with the professional atmosphere of the convention.
- 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 booth space.
- Canvassing or distribution of advertising material by an exhibitor is not permitted outside of the exhibitor’s booth space.
- Canvassing or marketing of any products or services in any part of the exhibit hall or 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 Ponte Vedra Inn & Club, Florida, 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 Ponte Vedra Inn & Club 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.