



February 14, 2017

Dear Exhibitor

On behalf of course directors Selby G. Chen, M.D., Gordon Deen, M.D., & Mark A. Pichelmann, M.D., we hope you will consider a display opportunity at our ***Mayo Clinic Multidisciplinary Spine Care Conference 2017*** held ***November 10-11, 2017***. We expect around 100 Medical providers from a broad array of disciplines including neurology, neurosurgery, sports medicine, primary care physicians, including allied health professionals, physician assistants, nurse practitioners, nurses, chiropractors, physical and occupational therapists, and rehabilitation professionals.

Display fees are \$1,500 for the full two day course. Space is limited and table assignments will be made on a first come, first served basis based on the date the signed exhibit agreement letter is received in our office.

Mayo Clinic, an integrated, not-for-profit group practice, is committed to meeting its responsibility as a national medical education resource and is accredited by the Accreditation Council for Continuing Medical Education.

Our programs provide valuable information on unmet needs to the medical community. We sincerely appreciate your consideration and hope you will take the opportunity to join us for a truly unique educational program.

Sincerely,

A handwritten signature in black ink, appearing to read 'Valerie Fernandez', written over a light gray rectangular background.

Valerie Fernandez  
Education Administration Coordinator

Make checks payable to:  
Mayo Clinic  
Attn: Valerie Fernandez/17J  
4500 San Pablo Road  
Stabile 790N  
Jacksonville, FL 32224  
Tax ID: 59-3337028



## Mayo School of Continuous Professional Development

Activity Title	<b>Mayo Clinic Multidisciplinary Spine Care Conference 2017</b>
Activity Number	17J05731
Location	The Ritz-Carlton, Fernandina Beach, FL
Dates	November 10-11, 2017

Agreement between: ACCREDITED PROVIDER: Mayo Clinic College of Medicine – Mayo School of CPD AND:

Commercial Company (Exhibitor)	
Name of Person(s) Exhibiting – <i>maximum of two representatives allowed per exhibit</i>	
Address	
Telephone	
Fax	
Email	
The named exhibitor wishes to exhibit at the above named activity for the amount of	\$1,500

### 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.” “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 in the 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 commercial support 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 payment is due and collectible 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.
- 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.
- EXHIBITOR may place a formal inquiry about potential sales of products within the exhibit. MSCPD holds the right to provide an exemption based decision on product sales.
- PROVIDER **Federal Tax ID number is 59-3337028.**  
Please remit check payable to: Mayo Clinic- Mayo School of CPD. Please identify name of course on the check stub.

**Payment Information**

Please indicate your method of payment:

<input type="checkbox"/> Check	<input type="checkbox"/> Credit Card
Make payable to: Mayo Clinic Attn: Valerie Fernandez, 790N Stabile 4500 San Pablo Rd South Jacksonville, FL 32224  <b>Please identify 17J05731 on the check.</b>	Call the Mayo Clinic Registrar at 800-462-9633  <i>Do not send credit card information via          email or fax.</i>

**NOTE:** There may be additional charges depending on the meeting location (power, internet access, etc).  
 Please list additional requests here:

Exhibitor Representative	Name	Signature
Mayo Clinic Representative	Name	Signature

**Mayo Clinic Multidisciplinary Spine Care Conference**  
**The Ritz-Carlton Amelia Island**  
**November 10-11, 2017**

<b>Friday, November 10, 2017</b>	
7:15 a.m.	Registration and Continental Breakfast
7:45	Welcome and Pre-Test <i>Selby G. Chen, M.D., H. Gordon Deen, M.D. &amp; Mark A. Pichelmann, M.D.</i>
<b>Emerging Treatments</b>	
8:00	Spine Overview: What Has Changed in the Last 40 Years? <i>H. Gordon Deen, M.D.</i>
8:30	MIS # 1 <i>Selby G. Chen, M.D.</i>
9:00	Emerging Trends in MIS <i>Mohamad Bydon, M.D.</i>
9:30	Cervical Kyphotic Deformity <i>Eric W. Nottmeier, M.D.</i>
10:00	Q&A Panel <i>H. Gordon Deen, M.D., Selby G. Chen, M.D., Mohamad Bydon, M.D., Eric W. Nottmeier, M.D.</i>
10:15	Break and Exhibits
<b>Controversies</b>	
10:30	Lumbar Fusion <i>H. Gordon Deen, M.D.</i>
11:00	Past, Present and Future of Interbody Fusion Implants <i>Stephen Pirris, M.D.</i>
11:30	Cervical Disk Arthroplasty vs ACDF <i>Selby G. Chen, M.D.</i>
11:45	Q&A Panel <i>H. Gordon Deen, M.D., Stephen Pirris, M.D., &amp; Selby G. Chen, M.D.</i>
12:00 p.m.	Buffet Lunch
<b>Complications</b>	
1:00 p.m.	Bad Ideas in Spine Surgery <i>William E. Krauss, M.D.</i>
1:30	Rod Breakage and other Complications in Deformity Surgery <i>Mark A. Pichelmann, M.D.</i>
2:00	Complications in MIS Surgery <i>Selby G. Chen, M.D.</i>
2:30	Q&A Panel <i>William E. Krauss, M.D., Mark A. Pichelmann, M.D., &amp; Selby G. Chen, M.D.</i>
2:45	Break and Exhibits
3:00	Wrong-level Surgery <i>H. Gordon Deen, M.D.</i>
3:30	Cerebrospinal Fluid Leak <i>H. Gordon Deen, M.D.</i>
4:00	Complications in Spine Tumor Surgery <i>Michelle J. Clarke, M.D.</i>
4:30	Q&A Panel <i>H. Gordon Deen, M.D. &amp; Michelle J. Clarke, M.D.</i>
4:45	Adjourn

Program schedule is subject to change without notice.

**Mayo Clinic Multidisciplinary Spine Care Conference**  
**The Ritz-Carlton Amelia Island**  
**November 10-11, 2017**

<b>Saturday, November 11, 2017</b>	
7:30	Continental Breakfast
<b>Non-operative Spine Care</b>	
8:00	Role for Physiatrist <i>Peter T. Dorsher, M.D.</i>
8:30	Spinal Cord Stimulation and Drug Pumps <i>Ronald Reimer, M.D.</i>
9:00	Acupuncture: Getting the Point <i>Ronald Reimer, M.D.</i>
9:30	Where Does the Neurologist Fit In? <i>J. D. Bartleson, M.D.</i>
10:00	Q&A Panel <i>Peter T. Dorsher, M.D., Ronald Reimer, M.D., &amp; J. D. Bartleson, M.D.</i>
10:15	Breaks & Exhibits
<b>Outcomes</b>	
10:30	Quality and Outcomes in Neurosurgery: Where Do We Stand in 2017? <i>H. H. Gordon Deen, M.D.</i>
11:00	Registries and Databases <i>Mohamad Bydon, M.D.</i>
11:30	Obesity in Spinal Surgery: Does it Matter? <i>H. Gordon Deen, M.D.</i>
12:00 p.m.	Q&A Panel <i>H. Gordon Deen, M.D. &amp; Mohamad Bydon, M.D.</i>
12:15	Buffet Lunch
<b>Socio-economics</b>	
1:15	Billing and Coding Pearls <i>Susan L. Mathews-Valet, RHIT &amp; Deborah C. Brewer</i>
1:45	How to Build a Spine Center <i>Clarence B. Watridge, M.D.</i>
2:15	Socio-Economic Issues: What is the Future of Spine Surgery? <i>Clarence B. Watridge, M.D.</i>
2:45	Q&A Panel <i>Clarence B. Watridge, M.D., Susan L. Mathews-Valet, RHIT &amp; Deborah C. Brewer</i>
3:00	Adjourn

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**Mayo Clinic Multidisciplinary Spine Care Conference**  
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**November 10-11, 2017**

<b>Saturday, November 11, 2017</b>	
<b>Allied Health Track</b>	
	Moderators: Christina Smith, ARNP
7:30 a.m.	Continental Breakfast
8:00	Spinal Anatomy and Localization <i>J. D. Bartleson, M.D.</i>
8:30	Interpretation of Spinal Imaging <i>David A. Miller, M.D.</i>
9:00	Pre- operative Workup of a Complex Spine Patient <i>Mark A. Pichelmann, M.D.</i>
9:30	Spine Case Studies <i>Steven R. Edwards, A.R.N.P.</i>
10:00	Q&A Panel <i>J. D. Bartleson, M.D., David A. Miller, M.D., Mark A. Pichelmann, M.D. &amp; William W. Horn, Jr. A.R.N.P.</i>
10:15	Break & Exhibits
10:30	Clearing the Cervical Spine <i>William (Bill) E. Clifton, III M.D.</i>
11:00	Post-operative Management <i>William W. Horn, Jr. A.R.N.P.</i>
11:30	Post-operative Complications <i>Selby G. Chen, M.D.</i>
12:00	Q&A Panel <i>William (Bill) E. Clifton, III M.D., Steven R. Edwards, A.R.N.P. &amp; Selby G. Chen, M.D.</i>
12:15 p.m.	Buffet Lunch
1:15	Adjourn or Join Main Group

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