



**Mayo Clinic School of Continuous
Professional Development**

13400 East Shea Boulevard

Scottsdale, Arizona 85259

Telephone: (480) 301-4580

Dear Representative,

We, and the Mayo Clinic and Mayo Clinic School of Continuous Professional Development, would like to invite you to exhibit at our **13th Annual Practical Course in Dermoscopy & Update on Malignant Melanoma**, being held at the Westin Kierland Resort & Spa in Scottsdale, Arizona, on December 7-9, 2018. We expect approximately 250 attendees, including dermatologists, surgeons, oncologists, physicians in internal medicine, family practice, and general practice, physician assistants and nurse practitioners.

The program includes a multidisciplinary review of standard of care management practices and state-of-the-art advances in care of the patient with cutaneous melanoma. The first day will focus on epidemiology, prevention, pathology, surgical treatment and advances in systemic therapy for patients with melanoma. The last two days are an in-depth immersion into dermoscopy for imaging of melanocytic and nonmelanocytic skin lesions. Throughout the course, **6.25 hours have been protected as dedicated exhibitor time for attendees and industry to visit one-on-one.**

The fee to exhibit at this course is \$3,000. Space is limited; early registration is encouraged. To maintain a clear separation of promotion from education, all exhibits will be held in a different room/location than where the general sessions are held. Exhibits are open from registration until the conclusion of the final lecture on the last day. The basic exhibit fee will include a 6' skirted table for a table top display; the attendee list including name, degree, city, state to be distributed at the course; and an acknowledgement with signage and announcements during the course.

****NEW – Mayo Clinic now offers a variety of sponsorship opportunities for industry support! Please refer to the attached sponsorship description page for available opportunities!**

A signed and returned exhibitor agreement (attached) will confirm your exhibit space. Payment may be completed by sending your check made payable to (Mayo Clinic Arizona), Mayo Clinic School of Continuous Professional Development, Attn: Kristy Badder, 13400 East Shea Boulevard, Scottsdale, AZ 85259. Please denote course activity# **18S05225** on all correspondence. The Mayo Clinic Tax ID number is 86-0800150.

If you have any questions about our program or need additional information, please don't hesitate to contact us directly at 480-301-4580 or send an e-mail to Kristy Badder, exhibits manager, at Exhibits@Mayo.edu.

Our programs provide valuable information on unmet needs to the medical community. It is not possible to hold these meetings without significant contributions from industry like yours. We sincerely appreciate your consideration of this opportunity to join us for a truly unique educational program.

Sincerely,

David L. Swanson, MD
Mayo Clinic
Assoc. Professor of Dermatology

James W. Jakub, MD
Mayo Clinic
Assoc. Professor of Surgery

Aaron R. Mangold, MD
Mayo Clinic
Asst. Professor of Dermatology