



2022 MAYO CLINIC

Advancements in Surgical & Medical Management of the Spine

SPONSORSHIP PROSPECTUS

February 19-23, 2022

WELCOME

Greetings,

On behalf of the Mayo Clinic School of Continuous Professional Development, we are pleased to announce the upcoming **2022 Mayo Clinic Advancements in the Surgical & Medical Management of the Spine** course to be held at the [Fairmont Orchid](#), Kohala Coast, Big Island, Hawaii, on February 19 - 23, 2022.

Course Description

This 5-day course will address the spectrum of spine diseases via didactics, case studies, and panel discussions, whether it is secondary to trauma, deformity, or common degenerative conditions. A unique split curriculum covers strategies for both surgical spine management and nonoperative approaches, including epidemiology, clinical anatomy, biomechanics, clinical assessment, and spine imaging review. Spinal injection strategies for various common spinal conditions, safety, and efficacy will be examined, as well as, post traumatic surgical management, adjacent segment disease issues, and comparison between various surgical techniques such as motion preserving and fusion. An emphasis on differential diagnosis and the global burden of spine disease will be discussed and debated. One session will be devoted to methods of pain control in patients with spinal disorders, satisfying state requirements for prescriber opioid education.

This course is designed for Orthopedic surgeons, Neurosurgeons, Neurologists, Physical Medicine and Rehabilitation Specialists, Primary Care Physicians, Sports Medicine, Pain Specialists, Physician Assistants, Nurse Practitioners, Residents, Fellows, Postdocs, and Medical/Health Professional Students. The anticipated audience for this educational program is expected to exceed 100 attendees.

Course Highlights

- Evidence-based surgical and non-operative management of vertebral fragility fractures, spinal stenosis, deformity and trauma
- Osteoporosis: Diagnosis, imaging, management and complications associated with surgical care
- Spine curve ball - Interactive multidisciplinary daily case conference focusing on the unknown!

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,

Lisa Winter, CME Specialist
Mayo Clinic School of Continuous Professional Development

DATES AND LOCATION

Meeting Dates:

February 19-23, 2022

Meeting Location:

[The Fairmont Orchid](#)

1 N Kaniku Drive

Kohala Coast – Big Island, Hawaii

Phone: 1-800-885-2000

COURSE DIRECTORS AND KEY CONTACTS

Course Directors

[Brett A. Freedman, M.D.](#)

Assistant Professor of Orthopedics

[Arjun S. Sebastian, M.D.](#)

*Assistant Professor of Neurosurgery and
Orthopedics*

[Randy A. Shelerud, M.D.](#)

*Assistant Professor of Physical Medicine
and Rehabilitation*

Key Contacts

Lisa Winter

CME Specialist

Direct Line: 507-284-8214

E-mail: winter.lisa@mayo.edu

Jenni Bertschinger

Education Administration Coordinator

Direct Line: 507-422-6716

E-mail: bertschinger.jennifer@mayo.edu

CONFERENCE HIGHLIGHTS

Topics and speakers are carefully chosen to provide quality, practical and evidence-based sessions.

Presentation Topics for 2022 Include:

- Trauma
- Deformity
- Tumor
- Osteoporosis
- General Spine Topics
 - Pain
 - Non-Operative Therapies
 - Diagnostics

WHY SPONSOR?

Technical and educational exhibits provide a professional and educational environment in which physicians can receive demonstrations, view products and services and discuss the clinical and surgical uses of these products and services, including how they may improve the quality of care and the management of the medical/surgical practice. Additionally, the exhibits enhance the educational content of the meeting helping to provide quality continuing medical education.

Benefits of Sponsorship:

- Interact face-to-face with numerous medical professionals
- 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

ADVERTISING OPPORTUNITIES

Overview:

This course offers a quality selection of marketing and advertising opportunities. These are designed to help companies further engage, network and connect with attendees during the annual conference. Mayo Clinic staff can help maximize exposure through additional advertisement opportunities.

Don't see what you are looking for?

Contact us and we would be happy to discuss additional advertisement opportunities with you.

Reception - \$20,000

The evening reception for attendees and guest families will take place at the Fairmont.

Family Refreshment Room - \$20,000

Host the family refreshment room, where families can grab a quick snack or beverage.

Educational Forum - \$10,000

Invite attendees to join you in an educational forum after the course adjourns each day (one opportunity per sponsor/day). All planning, marketing and setup will be the responsibility of the sponsor.

Coffee Break - \$7,500

Hotel Key Card - \$7,500.00 (Exclusive)

Personalize hotel guest room keys with your company's logo or product promotion for immediate exposure to attendees. Use this as a great way to introduce yourselves to our attendees upon checking into the host hotel.

- Artwork/content must be provided by sponsoring company and approved by the planning committee prior to commitment.

Name Badge Lanyards - \$7,500 (Exclusive)

All attendee badges will be distributed with a lanyard to display the badge throughout the conference. The lanyard will prominently display your company name and logo. Your company will provide 500 lanyards with your company logo.

- Artwork must be approved by planning committee prior to commitment.

Internet - \$5,000.00 (Exclusive)

Help attendees stay connected with their office and home while away at the course. Sponsor the wireless internet access in the meeting space for course attendees. The supporter will be recognized throughout the meeting in signage and electronic communications.

GENERAL EXHIBIT INFORMATION

EXHIBIT CONTACT:

Jenni Bertschinger
Mayo Clinic
200 First Street SW, Plummer 2-60
Rochester, MN 55905
Phone: 507-422-6716
E-mail: bertschinger.jennifer@mayo.edu

BOOTH FEE: \$5,000

Includes:

- (1) 6' table with (2) chairs
- Access to networking opportunities throughout the course.

EXHIBIT SCHEDULE

Vendors will be allowed to exhibit during all meal and break times throughout the course.

The program schedule will be available on our [course website](#).

**Schedule subject to change*

REQUIRED EXHIBIT PAPERWORK

Sign and return Letter of Agreement to bertschinger.jennifer@mayo.edu to confirm your exhibit space.

PAYMENT:

Make check payable to:
Mayo School of Continuous Professional Development
200 First St SW, Plummer 2-60
Rochester, MN 55905
Please indicate: **Spine 2022 /22R00871** on check

HOTEL ACCOMMODATIONS

Guest rooms have been reserved for attendees and their guests with special course rates at the [Fairmont Orchid](#). See below for the various rates being offered. In order to receive the special rates, reservations must be made before the room block is filled or before the **expiration date of January 17, 2022**, whichever comes first. After January 17, 2022, reservations will be taken based on space and rate availability. Each attendee is allowed one guest room at the special course room rate.



Fairmont Garden View	\$370.00
Partial Ocean View	\$390.00
Ocean View	\$455.00

There is no charge for children younger than eighteen (18) years of age sharing the same room with their parents and utilizing existing bedding. There will be an additional charge of \$75.00 per night, plus tax beginning with the third adult (18 years or older) in a room. The maximum number of persons per room is four (4) adults or two (2) adults and two (2) children.

Please identify yourself as a participant of the Mayo Clinic Spine Course when making your reservation. Call 1-800-845-9905 to make your reservation.

The daily resort charge is reduced to \$15.00 per room per night plus tax for all attendees staying at the resort and includes:

- Unlimited basic internet access in guest rooms and resort public areas
- Self-parking for one vehicle per room
- Local, domestic long distance and 1-800 access calls from your guest room
- On-demand shuttle transportation within the Mauna Lani Resort area
- Snorkel equipment rental (based on up to two sets per room, per day – resort use only)
- 10% discount on published pricing for Fairmont Orchid Luau
- Hui Holokai Activities
- Hawaiian Crafts & Culture

Lodging arrangements are the sole responsibility of the individual registrant. Mayo Clinic School of CPD is not responsible for expenses incurred by an individual who is not confirmed and for whom space is not available at the meeting. Costs incurred by the registrant such as airline or hotel fees or penalties are the responsibility of the registrant.



Mayo Clinic School of Continuous Professional Development (MCSCP) Sponsorship Agreement

Activity Title	Mayo Clinic Advancements in Surgical & Medical Management of the Spine
Activity Number	22R00871
Location	Kohala Coast, Big Island, Hawaii
Dates	February 19-23, 2022

Agreement between ACCREDITED PROVIDER: Mayo Clinic College of Medicine and Science – MCSCP AND:

Company Name (as it should appear on printed materials)	
Sponsoring Company Contact Name	
Address	
Telephone	
Email	
Sponsorship Levels	
<input type="checkbox"/> Reception	\$ 20,000
<input type="checkbox"/> Family Refreshment Room	\$ 20,000
<input type="checkbox"/> Educational Forum	\$ 10,000
<input type="checkbox"/> Coffee Break	\$ 7,500
<input type="checkbox"/> Hotel Key Card	\$ 7,500
<input type="checkbox"/> Name Badge Lanyards	\$ 7,500
<input type="checkbox"/> Internet	\$ 5,000
<input type="checkbox"/> Exhibit - Booth	\$ 5,000
Total Amount:	\$

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

TERMS AND CONDITIONS

- EXHIBITOR agrees to abide by ACCME Standards for Commercial Support as stated at 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." "For 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 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 exhibit fees 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 EXHIBITOR is obligated to provide full payment of all amounts due under this agreement 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.
- If this agreement is cancelled by either party forty-five (45) days or more in advance of the Activity Date, PROVIDER will refund the Exhibit Fee less a \$300 processing fee. If this agreement is cancelled by EXHIBITOR less than forty-five (45) days in advance of the Activity Date, the total amount due under this Agreement shall be immediately due and payable to PROVIDER.
- 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.

All exhibitors must be approved by MCSCPD and this agreement is not binding until both parties have signed. MCSCPD maintains the right to refuse any exhibitor.

By signing below, I agree to the “Terms and Conditions” outlined on Page 1 of this Exhibitor Agreement (including ACCME Standards for Commercial Support):

The person signing below is authorized to enter into this agreement:

Exhibitor Representative Name	Signature	Date
Mayo Clinic Representative Name	Signature	Date

PAYMENT INFORMATION

Please indicate your method of payment:

Mayo Clinic Federal Tax ID number is 41-6011702.

<input type="checkbox"/> Check	<input type="checkbox"/> Credit Card or Wire Transfer
Make check payable to: Mayo Clinic School of Continuous Professional Development 200 First St SW, Plummer 2-60 Rochester, MN 55905 *Please identify 2022 Spine Course 22R00871 on the check stub.	For payment by credit card or wire transfer, please call the MCSCPD Registrar at 800-323-2688 <i>Do not send credit card information via email or fax.</i>

Complete and return this form along with your payment information **before January 31, 2022**

Jenni Bertschinger
 200 First St SW, Plummer 2-60
 Rochester, MN 55905
 T: 507-422-6716 Email: bertschinger.jennifer@mayo.edu