



SPONSORSHIP PROSPECTUS

May 17 – 18, 2021

DATES AND LOCATION

Meeting Dates:

May 17-18, 2021

Meeting Location:

Livestream from Rochester, MN

Additional Course Details:

Additional course details can be found on the [conference website](#).

COURSE DIRECTORS AND KEY CONTACTS

Course Director

[Bradley J. Erickson, M.D., Ph.D.](#)

Professor of Radiology

Mayo Clinic

Rochester, MN

Key Contacts

Lisa M. Winter

CME Specialist

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Crystal Schacht

Education Administration Coordinator

Direct Line: 507-422-5323

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WELCOME

Greetings,

On behalf of the Mayo Clinic School of Continuous Professional Development, we are pleased to announce the upcoming **Artificial Intelligence Symposium 2021** to be held via livestream from Rochester, MN on May 17-18, 2021.

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,

Crystal Schacht
Education Administration Coordinator
Mayo Clinic School of Continuous Professional Development

SPONSORSHIP OPPORTUNITIES

This course offers limited exclusive marketing and advertising opportunities. The sponsorships are designed to help companies provide a higher level depiction of their products to attendees during the conference.

Technical and educational exhibits provide a professional and educational environment in which the participants can receive demonstrations, view information on 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 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

GOLD SPONSOR

Cost: \$7,500

- Recognition at the event as a Gold-level sponsor
- Premium space on the virtual exhibit hall page
- Access for 3 company representatives to attend the general session as an observer
- Additional advertisement to conference attendees via break slides and announcements

SILVER SPONSOR

Cost: \$5,000

- Recognition at the event as a Silver-level sponsor
- Premium space on the virtual exhibit hall page
- Access for 2 company representative to attend the general session
- Additional advertisement to conference attendees via break slides

BRONZE SPONSOR

Cost: \$2,500

- Recognition at the event as a Bronze-level sponsor
- Premium space on the virtual exhibit hall page
- Access for 1 company representative to attend the general session
- Additional advertisement to conference attendees via break slides

GENERAL EXHIBIT INFORMATION

VIRTUAL EXHIBIT BOOTH

Cost: \$1,000

Includes:

- Your company logo with link to your company website and access to contact information
- Up to 2 PDF documents
- Short 2-3 minute video featuring a product/service you would like to promote
- Attendee list (Name/City/State) distributed first day of symposium
- Exhibit booth information is “open” from registration until the conclusion of the final lecture, and will remain accessible to registered attendees for one year.

EXHIBIT CONTACT:

Crystal Schacht
Mayo Clinic School of Continuous Professional Development
200 First Street SW Rochester, MN 55905
Phone: 507-422-5323
E-mail: schacht.crystal@mayo.edu

If interested in sponsoring or exhibiting for this event, please complete the [Letter of Agreement](#)

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, 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 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.