



Mayo Clinic School of Continuous Professional Development
200 First Street SW
Rochester, MN 55905

September 15, 2021

Dear Exhibitor,

On behalf of Course Directors Ronald C. Petersen, M.D., Ph.D. and Angela M. Lunde, M.A., we hope you will consider a virtual exhibit opportunity at our **Mayo Clinic Conference on Brain Health and Dementia 2021 – LIVESTREAM** held on **October 29, 2021**. Minnesota in collaboration with the Minnesota-North Dakota Alzheimer's Association and AARP of Minnesota. The course is offered livestream enrollment option and we expect around 600 medical professionals, patients, caregivers and families.

This year's theme "A Brighter Path Forward" will focus on lessons learned that have deepened our understanding of the dementia experience, challenged our perspectives, and inspired us like never before toward greater empathy, inclusivity, innovative reforms, and a better world for those impacted by dementia. You may find additional course details on the course website as they become available: <https://ce.mayo.edu/brainhealth2021>

The Virtual Exhibit Hall maximizes a company's visibility, while providing unique customization of your messaging. You can showcase your products/services, share company videos and podcasts, provide informational brochures, photos and literature and offers access to your key organization contacts and website links.

Virtual Exhibit Benefits:

- Promotion available from the time a company signs the LOA is made until the last day of the course on October 29, 2021. Registered attendees will have access to the virtual exhibit hall for a year post-course
- Listing in exhibitor directory linked to your company website and landing page (listing will be alphabetical)
- Exhibit virtual booth customization, options include PowerPoint slide, PDF handout or video
- Post course report providing analytics on page traffic
- An attendee list including: registered attendee's name, degree, specialty, city, state, and demographics distributed post course
- An acknowledgement on the online syllabus and break slide announcements during the course

If you choose to participate as a virtual exhibitor, the fee is **\$1,500**.

Mayo Clinic, an integrated, not-for-profit group practice, is committed to meeting its responsibility as a national medical education resource. In support of improving patient care, Mayo Clinic College of Medicine and Science is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC) to provide continuing education for the healthcare team. 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,

Susan Reigel
CME Specialist
reigel.susan@mayo.edu

For payment by credit card or wire transfer, please call the MCSCPD Registrar at 800-323-2688.

Make checks payable to:

Mayo Clinic CPD
Attn: Corinne Irish, 21R01067
200 First Street SW
Plummer Building 2-60
Rochester, MN 55905