

Trauma and Acute Care Surgery Symposium 2023



August 23-26, 2023

Mayo Clinic | Leighton Auditorium - Siebens Medical Education Building
Rochester, MN

WELCOME

Greetings,

On behalf of course directors and the Mayo Clinic School of Continuous Professional Development, we are pleased to announce the upcoming **Trauma and Acute Care Surgery Symposium**. This symposium is being held at Mayo Clinic's Leighton Auditorium - Siebens Medical Education Building in Rochester, Minnesota, as well as livestreamed August 23-26, 2023.

Course Overview

Acute Care Surgery is an evolving specialty that takes the principals of trauma care (organized teams, evidence-based processes and procedures, and continuous quality improvement) and applies them to patients with other urgent, time-sensitive surgical conditions. Acute care surgery involves three central components: trauma, critical care and emergency surgery. Over the last 20 years, acute care surgical services have become increasingly responsible for the management of emergency general surgery across the country. As this surgical field continues to expand, so does the utilization of advanced practitioners within it. Mayo Clinic is uniquely positioned to share expert knowledge in this expanding specialty field. This course is designed to ensure that advanced practitioners enhance both knowledge and skill sets in acute care surgery.

Sponsorship Information

We have a variety of sponsorship opportunities for you to consider. Each of the opportunities is explained in further detail throughout this prospectus. If you don't see what you're looking for, contact us and we will be happy to discuss additional opportunities.

Course Website ce.mayo.edu/tacs2023

Target Audience

This course is designed for advanced practice providers including physician assistants and nurse practitioners. In addition, military members, physicians, clinical nurse specialists, nurse educators and nursing staff in trauma, acute care surgery, emergency medicine, and hospital medicine may benefit from this course.

We look forward to the success of the Trauma and Acute Care Surgery Symposium 2023! If you have any questions, please feel free to contact us. Thank you in advance for your consideration!

Sincerely,

Course Directors

Stephanie F. Heller, M.D.

Erica A. Loomis, M.D.

Kyle S. Rader, P.A.-C.

Brianna M. Skrukruud, APRN, C.N.P.

Alec J. Williams, APRN, C.N.P., D.N.P.

Key Contacts

Shannon Halvorson

*Continuing Medical Education (CME) Specialist, Mayo Clinic School
of Continuous Professional Development*

Direct Line: 507-293-2103

E-mail: halvorson.shannon@mayo.edu

Jessica Sorensen

*Education Administration Coordinator, Mayo Clinic School of
Continuous Professional Development*

Direct Line: 507-422-5323

E-mail: sorensen.jessica@mayo.edu

EXHIBIT OPPORTUNITY

(Limited Exhibit Spaces Available)

Technical and educational exhibits provide a professional and educational environment in which learners 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, thereby helping to provide quality continuing medical education.

Exhibit Fee:

\$ 1,500

Exhibit Benefits:

- Includes one 6 ft table and two chairs.
- Interact face-to-face with course attendees.
- Exhibitors are invited to participate in all food and beverage events, including breakfast, lunch, and refreshment breaks.
- A sponsorship acknowledgement on the break slide announcements during the course, in the electronic course syllabus, and during opening/closing remarks.
- Receive an attendee list including registered attendee's name, credentials, city, state at the conclusion of the event.
- Complimentary access for two to the conference livestream link (no credit can be claimed and no access to course materials).
- Build visibility for your company in a competitive marketplace.
- Expand your customer base and strengthen existing customer relationships.
- Introduce new products and services.

Exhibit Hours:

August 23: 7:00 AM – 5:00 PM

August 24: 7:00 AM – 5:00 PM

August 25: 7:00 AM – 5:00 PM

August 26: 7:00 AM – 11:40 AM

Each day includes dedicated breaks to interact with company representatives.

SPONSORSHIP OPPORTUNITIES

Overview:

This event offers limited exclusive marketing and advertising opportunities. These are designed to help companies further expose themselves to attendees during the symposium.

AM OR PM BREAK

Cost: \$3,000 each (Seven Available)

Coffee is provided to attendees on a continuous basis throughout the entire symposium. Prominently display your company name and logo by each coffee station throughout the break. Choose to sponsor one break or be an exclusive sponsor for an entire day. Sponsor receives acknowledgement on slide announcements during the course, in the electronic course syllabus, and during opening/closing remarks. Sponsoring company receives two complimentary symposium registrations and a list of conference attendees. Artwork must be received by sponsoring company by June 1, 2023.

BREAKFAST OR LUNCH

Cost: \$7,000 (Seven Available)

Breakfast and lunch are provided to attendees each day of the symposium. Prominently display your company name and logo by each meal buffet and recognize your company's sponsorship. Sponsor receives acknowledgement on slide announcements during the course, in the electronic course syllabus, and during opening/closing remarks. Sponsoring company receives two complimentary symposium registrations and a list of conference attendees. Artwork must be received by sponsoring company by June 1, 2023.

60-MINUTE PRODUCT THEATER

Cost: \$10,000 (Three Available)

Provide a live 60-minute non-CME presentation to attendees one evening after the symposium adjourns for the day. A limited number of these opportunities are available; topic is subject to Trauma Symposium planning committee approval. Sponsor receives acknowledgement on slide announcements during the course, in the electronic course syllabus, and during opening/closing remarks. Sponsoring company receives two complimentary symposium registrations, one complimentary exhibit space, and a list of conference attendees.

Product Theater Guidelines:

- Attendees must be notified that these events are optional, not for CME credit, and are being provided in support of the Mayo Clinic Course on behalf of the Commercial Interest.
- Mayo Clinic staff, faculty, course directors may not serve as moderators, facilitators, speakers or participate in any other capacity than attending a product theater.
- Sponsor is responsible for providing speaker(s), program invitations and advertisements for the product theater.
- Sponsor is logistically and financially responsible for any/all meeting space/room reservations and audiovisual needs for the product theater.
- Product theater may be promoted at the sponsoring company's exhibit table.

Food and Beverage Guidelines

Option 1:

- MCSCPD organizes and pays for food for product theater attendees if event is held in a venue requiring a Food and Beverage minimum.
- CME Specialist will provide Commercial Interest (or Course Directors, if preferred) with menu options and will coordinate with venue.

Option 2:

- All food and beverage arrangements must be made by Commercial Interest.

RULES AND REGULATIONS

In applying for exhibit space, exhibitors agree to abide by the following regulations:

Exhibit Regulations:

- Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its assigned space.
- Attire of exhibit personnel should be consistent with the professional atmosphere of the conference.
- 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 space.
- Canvassing or distribution of advertising material by an exhibitor is not permitted outside of the exhibitor's space.
- Canvassing or marketing of any products or services in any part of the 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.

- Exhibit 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 that have paid a conference registration fee may 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:

Mayo Clinic School of Continuous Professional Development, the employees thereof, nor their representatives, nor any member of the Conference Committee or Hilton Hotel, Rochester Mayo Clinic Area shall be responsible for injury, loss, or damage that may occur to the Exhibitor or their 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 Hilton Hotel, Rochester Mayo Clinic Area 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 participants, Exhibitor shall not perform any procedures on or provide any services to conference participants that are either invasive or are customarily performed in a practitioner’s office.



Mayo Clinic School of Continuous Professional Development (MCSCPD) Exhibitor Agreement

Activity Title	Trauma and Acute Care Surgery Symposium
Activity Number	23R00704
Location	Mayo Clinic, Rochester, MN
Dates	August 23-26, 2023

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

Company Name (Exhibitor) (as it should appear on printed materials)	
Exhibit Contact and email address (if different then exhibit Rep.)	
Name and email address of Representative(s) exhibiting: (Maximum of two representatives allowed per exhibit)	
Address	
Telephone	
Fax	
The named exhibitor wishes to exhibit at the above-named activity for the amount of	\$1,500

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

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.

Note: 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:

PROVIDER **Federal Tax ID number is 41-6011702.**

Please remit check payable to: Mayo Clinic- Mayo Clinic School of CPD. Please identify name of course on the check stub.

<input type="checkbox"/> Check	<input type="checkbox"/> Credit Card or Wire Transfer
Make payable to: Mayo Clinic Mayo Clinic School of Continuous Professional Development 200 First St SW, Plummer 2-60 Rochester, MN 55905 Please identify Trauma & Acute Care Surgery Symposium 2023 on the check.	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 made to Mayo Clinic, Federal Tax ID# 41-6011702 before **June 1, 2023** to:

Jessica Sorensen
 200 First St SW, Plummer 2-60
 Rochester, MN 55905
sorensen.jessica@mayo.edu

EVENT SPONSORSHIP AGREEMENT

This Event Sponsorship Agreement is made effective as of _____, 2023 (“**Effective Date**”), by and between _____, a _____ corporation with offices located at [COMPANY ADDRESS] (“**Company**”) and Mayo Clinic, on behalf of the Mayo Clinic College of Medicine and Science, a Minnesota non-profit corporation with a principal place of business of 200 First Street SW, Rochester, Minnesota 55905 (“**Mayo**”).

WHEREAS, Mayo is a provider of continuing medical education recognized by the Joint Accreditation and is providing a CME activity, “Trauma and Acute Care Surgery Symposium 2023, August 23-26, 2023” which shall be provided in a hybrid format with in-person at Leighton Auditorium - Siebens Medical Education Building in Rochester, MN. and virtual options (“**Event**”).

WHEREAS, Company desires to serve as a sponsor of the Event.

NOW, THEREFORE, in in consideration of the mutual covenants and promises contained in this Agreement and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. **Company Sponsorship.** Company shall serve as a sponsor of the Event and Mayo shall provide Company with the sponsorship benefits on Exhibit A.
2. **Sponsorship Fee.** Company will pay Mayo the sum of \$ _____ USD (“**Sponsorship Fee**”) for the sponsorship of the Event. Company will pay Mayo the Sponsorship Fee on or before June 1, 2023. Payment shall be made payable to Mayo Clinic – Mayo Clinic School of Continuous Professional Development (Federal Tax ID Number is 41-6011702). Payment may be remitted to Mayo by check, credit card or wire transfer as follows:
 - For payment by credit card or wire transfer, please call the MCSCPD Registrar at 800-323-2688. Do not send credit card information via email or fax.
 - For payment by check, Company shall identify “Trauma and Acute Care Surgery Symposium 2023” on the check stub and send payment to:

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

3. **Term and Termination.** This Agreement shall commence on the Effective Date and automatically terminate on August 27, 2023. This Agreement may be terminated (i) by either party at any time and for any reason upon 30 days written notification to the other party; or (ii) by Mayo, immediately, if in Mayo’s reasonable discretion, Mayo’s continued association with Company may, in any material respect, harm the reputation of Mayo or any of its affiliates, or harm the practice of medicine at Mayo or its affiliates.

4. **Cancellation Fees.** In the event this Agreement is terminated by either party 45 days or more in advance of the Event, Mayo agrees to refund to Company the Sponsorship Fee less a \$300 processing fee for which Company has not received full performance from Mayo (“**Payment**”).

Refund”). Further, if this Agreement is terminated by Company less than 45 days in advance of the Event, the total amount due under this Agreement shall be immediately due and payment to Mayo and no refunds shall be issued to Company. Mayo shall provide Company with the Payment Refund within 30 days from the date of early termination of this Agreement.

5. Use of Name. Company shall not use the names or trademarks of Mayo or any of Mayo's affiliated entities in any news release, advertising, publicity, endorsement, promotion, or commercial communication unless Mayo has provided prior written consent for the particular use contemplated. All requests for approval pursuant to this Section must be submitted to the Mayo Clinic Business Relations Group, at the following E-mail address: BusinessRelations@mayo.edu at least 7 business days prior to the date on which a response is needed. The terms of this Section survive the termination, expiration, non-renewal, or rescission of this Agreement.

6. Accreditation Standards. Company 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. Organization cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity.”

7. Independent Contractor. It is mutually understood and agreed that the relationship between the parties is that of independent contractors. Neither party is the agent, employee, or servant of the other. Except as specifically set forth herein, neither party shall have nor exercise any control or direction over the methods by which the other party performs work or obligations under this Agreement. Further, nothing in this Agreement is intended to create any partnership, joint venture, lease, or equity relationship, expressly or by implication, between the parties.

8. Indemnification. Company shall defend, indemnify, and hold harmless Mayo and its directors, officers, employees, contractors and agents from and against any liabilities, losses, investigations, inquiries, claims, suits, damages, costs, expenses, and reasonable attorneys' fees Mayo may incur or suffer by reason of or arising out of any third party claim attributable to Company's failure to perform in accordance with, or breach of, this Agreement or the negligence or intentional acts or omissions of Company. Mayo shall have no obligation to indemnify Company hereunder. The indemnification provisions contained in this Section shall survive the termination of this Agreement.

9. Limitation of Liability. MAYO WILL NOT BE LIABLE TO COMPANY FOR ANY INDIRECT, SPECIAL, CONSEQUENTIAL, PUNITIVE, EXEMPLARY, INCIDENTAL DAMAGES, INCLUDING ANY LOST PROFITS OR LOSS OF BUSINESS ARISING OUT OF OR RELATED TO THIS AGREEMENT OR ITS SUBJECT MATTER, HOWEVER CAUSED AND ON ANY THEORY OF LIABILITY (INCLUDING NEGLIGENCE), EVEN IF SUCH PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES OR LOSS.

10. Insurance. Each party will, at its own expense, maintain in effect throughout the term of this Agreement appropriate general liability insurance or a program of self-insurance to cover any liability of such party and its employees arising out of performance of this Agreement.

11. Governing Law and Venue. This Agreement and the rights and obligations of the parties hereunder shall be governed by the laws of the State of Minnesota, except that no Minnesota conflicts of law or choice of law provision shall apply to this Agreement. The exclusive fora for actions between the parties in connection with this Agreement are the State District Court sitting in Olmsted County, Minnesota, or the United States Court for the District of Minnesota. Each party agrees unconditionally that it is personally subject to the jurisdiction of such courts. This Agreement is made and performed in the State of Minnesota.

12. Assignment. This Agreement may not be assigned by either party without the prior written consent of the other party; provided that Mayo may assign this Agreement without the prior written consent of the other party to any Mayo affiliate or other entity that controls, is controlled by or is under common control with Mayo. Any purported assignment in violation of this clause is void. Such written consent, if given, shall not in any manner relieve the assignor from liability for the performance of this Agreement by its assignee.

13. Force Majeure. Neither party shall be liable or be deemed in default of this Agreement for any delay or failure to perform caused by acts of God, war, disasters, strikes, pandemic or any similar cause beyond the control of either party.

14. Notices. For purposes of this Agreement, the following individuals shall serve as points of contact for both Company and Mayo and any and all notices, demands, requests or other communications shall be in writing and shall be deemed to have been duly give on the date of service, if personally served; on the business day after notice is delivered to a courier or mailed by express mail, if sent by courier delivery service or express mail for next day delivery; and on the third day after mailing, if mailed to the party to whom notice is to be given by first class mail, certified with return receipt requested, and addressed as follows:

Sponsor: _____
Attn: _____

Mayo Clinic
Attn: Manager Operations, Education
200 First Street S.W.
Rochester, MN 55905
Email: mmarolt@mayo.edu

With a copy to:
Mayo Clinic
Attn: General Counsel
200 First Street SW
Rochester, MN 55905

15. Additional Terms. This Agreement sets forth the entire understanding of the parties with respect to its subject matter, supersedes all prior negotiations and agreements between the parties concerning the subject matter and may be modified or amended only by a written instrument signed

by each party. No representations have been made or relied on by either party, other than those expressly provided for. No agent, employee or other representative of either party is empowered to alter any of its terms, unless done in writing and signed by an authorized officer or agent of the appropriate party. A waiver by either party of any of the terms or conditions of this Agreement in any instance will not be deemed or construed to be a waiver of such term or condition for the future, or of any subsequent breach thereof. This Agreement may be executed in any number of counterparts which, when taken together, will constitute one original, and photocopy, facsimile, electronic or other copies shall have the same effect for all purposes as an ink-signed original.

IN WITNESS WHEREOF, the parties have executed this Agreement on the dates set forth below

[COMPANY]_____

MAYO CLINIC

By: _____

By: _____

Printed Name: _____

Printed Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

EXHIBIT A

Sponsorship Benefits

AM or PM Break Sponsor - \$3,000

Mayo will provide the following benefits to Company at the AM/PM Break sponsorship level:

- Prominently display your company name and logo by each coffee station throughout the break. Artwork must be received by sponsoring company by June 1, 2023.
- Sponsorship acknowledgement on slide announcements during the course, in the electronic course syllabus, and during opening/closing remarks with Company's approved name.
- Two complimentary symposium registrations.
- List of conference attendees.

Company's approved name (as it should appear on the materials and referenced in announcements):

Breakfast or Lunch Sponsor - \$7,000

Mayo will provide the following benefits to Company at the Breakfast/Lunch sponsorship level:

- Prominently display your company name and logo by each meal buffet and recognize your company's sponsorship. Artwork must be received by sponsoring company by June 1, 2023.
- Sponsorship acknowledgement on slide announcements during the course, in the electronic course syllabus, and during opening/closing remarks with Company's approved name.
- Two complimentary symposium registrations.
- List of conference attendees.

Company's approved name (as it should appear on the materials and referenced in announcements):

60 Minute Product Theater - \$10,000

Mayo will provide the following benefits to Company at the Product Theater sponsorship level:

- Company will provide a live 60-minute non-CME presentation to attendees one evening after the symposium adjourns for the day.
- receives acknowledgement on slide announcements during the course, in the electronic course syllabus, and during opening/closing remarks with Company's approved name.
- Two complimentary symposium registrations.
- One complimentary exhibit space.
- List of conference attendees.

Company's approved name (as it should appear on the materials and referenced in announcements):
