



# Neurology in Clinical Practice

July 18 – 21, 2024 in Chicago, Illinois



**SPONSORSHIP PROSPECTUS**





## CONTENTS

Welcome	3
Dates, Location, and Website	4
Key Contact	5
Sponsorship Opportunities	5-8
Hotel Accommodations	9
Event Sponsorship Agreement	10-14
Exhibit A	15-16



---

## WELCOME

Dear Potential Sponsor,

On behalf of course directors Neeraj Kumar, M.D. and Derek Stitt, M.D. and the Mayo Clinic School of Continuous Professional Development, I am pleased to announce the **2024 Neurology in Clinical Practice** conference at the Westin Chicago River North, July 18-21, 2024.

This well-established conference provides a review and update on the clinical presentation, workup, and management of neurological diseases that neurologists, internists, family practitioners, physician assistants and nurse practitioners are most likely to encounter. This course is an intensive, practical review that emphasizes evidence-based approaches to problems that span the realm of neurology. Didactic sessions include the use of interactive polling, case presentations, and question and answer panel discussions.

The complete program schedule can be viewed on the [conference website](#) when it is available. We anticipate in excess of 150 attendees for the in person course and an additional 50-75 via livestream.

We invite your company to join us in supporting this conference. Based on the level of support you are interested in providing, we can offer various levels of recognition. Companies that support this Mayo Clinic conference are acknowledged several ways, including the opportunity for an onsite exhibit, signage at the conference, and featured in conference announcements and course website. Ample opportunities are provided during the conference for sponsors and exhibitors to network with attendees and to showcase their products and services.

If you are interested in supporting the **2024 Neurology in Clinical Practice conference** or if you have questions, please contact Kathy Fuqua at [FUQUA.KATHY@mayo.edu](mailto:FUQUA.KATHY@mayo.edu) or 507-266-9815.

We appreciate your interest and enthusiasm in joining us for the **2024 Neurology in Clinical Practice** in Chicago.

Sincerely,  
*Julie Reed*, CME Specialist, Mayo Clinic

## Date, Location, and Website

### Conference Date:

July 18-21, 2024

### Meeting Location:

Westin Chicago River North  
320 N. Dearborn St  
Chicago, IL 60654  
United States

### Conference Website:

<https://ce.mayo.edu/neurocp2024>

## Course Directors

Neeraj Kumar, M.D.  
Derek Stitt, M.D.

## Primary Sponsorship/Exhibit Contact

Kathy Fuqua, Education Administration Coordinator [FUQUA.KATHY@mayo.edu](mailto:FUQUA.KATHY@mayo.edu) 507-266-9815

## General Sponsorship Information

### Contact

Kathy Fuqua  
 Mayo Clinic School of Continuous  
 Professional Development (MCSCPD)  
 200 First St SW, Plummer 2-60  
 Rochester, MN 55905  
[FUQUA.KATHY@mayo.edu](mailto:FUQUA.KATHY@mayo.edu)  
 507-266-9815

### Sponsorship Opportunities

Premier Sponsorship Opportunities	Platinum \$40,000	Gold \$30,000	Silver \$15,000	Bronze \$5,000	Exhibit Only \$3,000
Non-CME Promotional Symposium	X	X			
Acknowledgement on signage at a breakfast or refreshment break	X	X	X		
Number of complimentary full registration – no CME credit	4 persons	3 persons	2 persons	1 person	n/a
Exhibit Table	(2) 6' table	(2) 6' table	(1) 6' table	(1) 6' table	(1) 6' table
Verbal recognition in opening remarks	X	X	X	X	X
Support signate prominently displayed at the conference	1 <sup>ST</sup> Priority Placement	2 <sup>nd</sup> Priority Placement	3 <sup>rd</sup> Priority Placement	4 <sup>th</sup> Priority Placement	
Limited Attendee List	X	X	X	X	X

See the following pages for information regarding what is included with each sponsorship level.



## Sponsorship Opportunities

### Platinum Sponsorship, 1 Available \$40,000

- 30-minute luncheon Non-CME Promotional Symposium
  - Meal is provided for attendees by Mayo Clinic as part of participant registration fee
  - Sponsor is responsible for providing program invitations
  - Mayo Clinic will arrange AV equipment (screen, projector, microphone, podium) for the luncheon
    - Sponsor is responsible to provide laptop for presentation
- Recognition signage at the entrance to the promotional symposium
- Four complimentary conference registrations (no CME credit)
- Complimentary exhibit space (two tables, four chairs, electrical access, Wi-Fi)
- Marketing (signage and recognition at the conference)
- Conference attendee list

**Gold Sponsorship, 4 Available**  
**\$30,000**

- 30-minute breakfast or luncheon Non-CME Promotional Symposium
  - Meal is provided for attendees by Mayo Clinic as part of participant registration fee
  - Sponsor is responsible for providing program invitations
  - Mayo Clinic will arrange AV equipment (screen, projector, microphone, podium) for the luncheon
    - Sponsor is responsible to provide laptop for presentation
- Recognition signage at the entrance to the promotional symposium
- Three complimentary conference registrations (no CME credit)
- Complimentary exhibit space (two tables, four chairs, electrical access, Wi-Fi)
- Marketing (signage and recognition at the conference)
- Conference attendee list

**Silver Sponsorship**  
**\$15,000**

- Two complimentary conference registrations (no CME credit)
- Complimentary exhibit space (one table, two chairs, electrical access, Wi-Fi)
- Marketing (signage and recognition at the conference)
- Conference attendee list

**Bronze Sponsorship**  
**\$5,000**

- One complimentary conference registration (no CME credit)
- Complimentary exhibit space (one table, two chairs, electrical access, Wi-Fi)
- Marketing (signage and recognition at the conference)
- Conference attendee list

**If you would like to sponsor the conference at one of the above sponsorship levels, please complete the Event Sponsorship Agreement as well as Exhibit A at the end of this packet.**

**Exhibitor Only**  
**\$3,000**

- One 6' tabletop exhibit table (two chairs, electrical access, Wi-Fi)
- Marketing (signage and recognition at the conference)
- Conference attendee list

If you are interested in exhibiting, please complete the online [exhibitor registration and letter of agreement](#) before June 15, 2024. If you do not have a profile/account you will first need to create one before completing the online form.



## Lodging Accommodations

### Westin Chicago River North

320 N. Dearborn St

Chicago, IL 60654

United States

+1 (888) 627-8359



The Westin River North has reserved a limited block of traditional rooms at a special group rate of \$275 (USD), single or double occupancy, run of house, per night, for course participants and guests. Group rates apply three days prior to and three days after the course dates, based on group room availability. To ensure accommodations at the discounted rate, make your reservations directly with the hotel before the block is full or by June 24, 2023, whichever comes first.

Reservations can be made [directly in the room block online](#) or by calling 1-888-627-8359. Specify that you are requesting a room in the Mayo Clinic Neurology in Clinical Practice block.

Parking charges are the responsibility of the participant and cannot be validated.

All travel and lodging expenses are the sole responsibility of the individual registrant.

## EVENT SPONSORSHIP AGREEMENT

This Event Sponsorship Agreement (“**Agreement**”) is made effective as of \_\_\_\_\_, 202\_ (“**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 (“**CME**”) recognized by the Joint Accreditation and is providing a CME activity “NEUROLOGY IN CLINICAL PRACTICE” JULY 18-21, 2024 which shall be provided in a hybrid format with in-person at the WESTIN CHICAGO RIVER NORTH in CHICAGO, ILLINOIS 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 May 15, 2024. 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 the Event as “NEUROLOGY IN CLINICAL PRACTICE – 24R01725” 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 JULY 22, 2024. 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 Joint Accreditation requirements including ACCME Standards for Integrity and Independence in Accredited Continuing Education (“Standards”) as stated at [www.accme.org](http://www.accme.org).

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: [cme@mayo.edu](mailto:cme@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: \_\_\_\_\_  
Printed Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

By: \_\_\_\_\_  
Printed Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

**EXHIBIT A**

Sponsorship Options, select your preference.

**Platinum Sponsorship, \$40,000, 1 Available**

- 30-minute breakfast or luncheon Non-CME Promotional Symposium
  - Meal is provided for attendees by Mayo Clinic as part of participant registration fee
  - Sponsor is responsible for providing program invitations
  - Mayo Clinic will arrange AV equipment (screen, projector, microphone, podium) for the symposium
  - Sponsor is responsible to provide laptop for presentation
- Recognition signage at the entrance to the promotional symposium
- Four complimentary conference registrations (no CME credit)
- Complimentary exhibit space (two tables, four chairs, electrical access, Wi-Fi)
- Marketing (signage and recognition at the conference)
- Conference attendee list

Rank preferred date/time of Promotional Symposium:

_____ Thursday Lunch	_____ Saturday Breakfast
_____ Friday Breakfast	_____ Saturday Lunch
_____ Friday Lunch	

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

**Gold Sponsorship, \$30,000, 4 Available**

- 30-minute breakfast or luncheon Non-CME Promotional Symposium
  - Meal is provided for attendees by Mayo Clinic as part of participant registration fee
  - Sponsor is responsible for providing program invitations
  - Mayo Clinic will arrange AV equipment (screen, projector, microphone, podium) for the symposium
  - Sponsor is responsible to provide laptop for presentation
- Recognition signage at the entrance to the promotional symposium
- Three complimentary conference registrations (no CME credit)
- Complimentary exhibit space (two tables, four chairs, electrical access, Wi-Fi)
- Marketing (signage and recognition at the conference)
- Conference attendee list

Rank preferred date/time of Promotional Symposium:

_____ Thursday Lunch	_____ Saturday Breakfast
_____ Friday Breakfast	_____ Saturday Lunch
_____ Friday Lunch	

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

**Silver Sponsorship - \$15,000**

- Two complimentary conference registrations (no CME credit)
- Complimentary exhibit space (one table, two chairs, electrical access, Wi-Fi)
- Marketing (signage and recognition at the conference)
- Conference attendee list

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

**Bronze Sponsorship - \$5,000**

- One complimentary conference registration (no CME credit)
- Complimentary exhibit space (one table, two chairs, electrical access, Wi-Fi)
- Marketing (signage and recognition at the conference)
- Conference attendee list

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