



School of Continuous
Professional Development

Sponsorship Prospectus

Updates in Palliative Care 2024



May 1-4, 2024

Fairmont Olympic Hotel
Seattle, Washington, US

COURSE DESCRIPTION

Updates in Palliative Care is a multidisciplinary CME course designed to build and enhance your palliative care knowledge. Experts from the Mayo Clinic Center for Palliative Care provide clinically relevant pearls for palliative care providers and clinicians from primary care, hematology/oncology, hospital medicine, critical care and related specialties. If you care for patients with serious illness and are looking to broaden your skills beyond the basics, this is the course for you.

TARGET AUDIENCE

Targeted clinician specialties (MD, NP, PA-C) including clinicians from general internal medicine, family medicine, hospital medicine, oncology, hospice and palliative care, critical care, geriatrics, nephrology and cardiology.

ce.mayo.edu/palliativecare2024

Course sponsorship

OVERVIEW

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!



COURSE DIRECTORS AND KEY CONTACTS

Course directors

Frank (Andy) A. Bock, D.O.

Molly A. Feely, M.D.

Jacob J. Strand, M.D.

Key contacts

Lisa Winter, CME Specialist

507-284-8214

winter.lisa@mayo.edu

Joe Chanhthee, Education Administration Coordinator

507-422-6458

chanhthee.joe@mayo.edu

CONFERENCE HIGHLIGHTS

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

Presentation topics for 2024 include:

- Palliative medicine
- Family medicine
- Internal medicine

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

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ADVERTISING OPPORTUNITIES

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.



Coffee Break
\$7,500



Internet
\$5,000 (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

Joe Chanhthee

Mayo Clinic

200 First Street SW, Plummer 2-60

Rochester, MN 55905

507-422-6716

chanhthee.joe@mayo.edu

Booth fee

\$2,500, 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

Exhibit – If you are interested in exhibiting, please click to complete: [Letter of Agreement](#)

ce.mayo.edu/family-medicine/content/updates-palliative-care-2024-exhibitor-loa

Sponsor – If you are interested in sponsoring, please click to complete: [Letter of Agreement](#)

ce.mayo.edu/family-medicine/node/153189/webform/components?cid=27

PAYMENT

Make check payable to:

Mayo School of Continuous Professional Development

200 First St SW, Plummer 2-60

Rochester, MN 55905

Please indicate **Palliative 2024/24R01105** on check