



# Wound Symposium: The Edges of Wound Care

February 28 - March 1, 2024

Hilton Hotel, Rochester Mayo Clinic Area

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 **Mayo Clinic Wound Symposium: The Edges of Wound Care 2024**. This symposium is being held at the Hilton Hotel, Rochester Mayo Clinic Area, Rochester, MN, as well as livestream February 28 - March 1, 2024.

## **Course Overview**

This three-day course is designed to provide the latest diagnostic and treatment strategies for comprehensive wound management. The program is multidisciplinary with faculty representing various wound-related fields. Multiple educational formats are used, including didactic sessions, hands-on demonstrations, and case presentations that offer comprehensive wound-management strategies (from basics to high-level). The course meets the continuing education needs of a range of wound care providers, from novices to experts.

## **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/wound2024](https://ce.mayo.edu/wound2024)

## **Target Audience**

This multidisciplinary course is intended for healthcare providers who care for patients with wounds. Disciplines include physicians, podiatrists, podiatrists, advanced practice providers (NP/PA), wound/ostomy/continence nurses, clinical nurse specialists, registered nurses, licensed practical nurses, physical therapists, dietitians, medical trainees (medical students, residents, fellows, etc.) and others who care for patients with wounds.

We look forward to the success of the 2024 Wound Symposium! If you have any questions, please feel free to contact us. Thank you in advance for your consideration!

Sincerely,

#### **Course Directors**

Karen L. Andrews, M.D.  
*Associate Professor of Physical Medicine and Rehabilitation,  
Mayo Clinic College of Medicine and Science*

Kelly M. Derby, APRN, CNS  
*Clinical Nurse Specialist*

M. Mark Melin, M.D.  
*Senior Associate Consultant*

Brianna M. Skrukrud, APRN, C.N.P.  
*Instructor in Surgery, Mayo Clinic College of Medicine and Science*

Danielle T. Vlazny, P.A.-C., M.S.  
*Assistant Professor of Medicine, Mayo Clinic College of Medicine and Science*

#### **Key Contacts**

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# EXHIBIT OPPORTUNITY

~~(Limited Exhibits Available)~~

~~To secure your exhibit space, please complete the online exhibit [agreement](#) before February 1, 2024.~~ (fulfilled)

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:

~~\$ 2,500~~

## Exhibit Benefits:

- Includes one 6 ft table and two chairs.
- Interact face-to-face with course attendees.
- Exhibitors are invited to participate in 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 webinar 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:

February 28: 7:00 AM – 5:00 PM

February 29: 7:00 AM – 5:00 PM

March 1: 7:00 AM – 3:00 PM

Exhibit hours/program schedule subject to change. Each day includes dedicated breaks to interact with company representatives.

# SPONSORSHIP OPPORTUNITIES

To secure your sponsorship, please complete the online sponsorship [agreement](#) before February 1, 2024.

## **Overview:**

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

## **Don't see what you are looking for?**

Mayo Clinic staff is available to help maximize exposure through additional advertisement opportunities. Contact us and we would be happy to discuss additional advertisement opportunities with you.

## AM OR PM BREAK

### **Cost: \$3,000 per day (Five 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 day. Choose to sponsor coffee one day or be an exclusive sponsor for the entire symposium. Artwork must be provided by sponsoring company by December 1, 2023.

## TOTE BAGS

### **Cost: \$5,000**

Sponsorship is available as a logo on the bag. The tote bag is managed by the course and the registration fee will cover the cost of the bag.

## BREAKFAST OR LUNCH

### **Cost: \$7,000 (Six Available)**

Breakfast and lunch is 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. Artwork must be provided by sponsoring company by December 1, 2023.

## NAME BADGE LANYARDS

### Cost: \$9,000 (Exclusive)

All attendee badges will be distributed with a lanyard to display the badge throughout the symposium. Personalize lanyards with your company's name and logo for immediate exposure to attendees. Lanyards will be provided for attendees to wear all three days of the symposium. Your company will provide lanyards for each learner with your company logo. Artwork must be approved by planning committee prior to commitment. Lanyards must be delivered to Mayo Clinic by January 1, 2024.

## 45-MINUTE PRODUCT THEATER

### Cost: \$12,000 (~~One Available: February 29 7:00-7:45 AM~~) (fulfilled)

Provide a live 45-minute non-CME presentation to attendees one morning before the symposium begins. A limited number of these opportunities are available; topic is subject to Wound 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.

## LODGING ACCOMODATIONS

A limited number of guest rooms have been reserved with special course rates at the following downtown Rochester hotels. In order to receive the special rate (plus applicable taxes and fees), **reservations must be made before the room blocks are filled or before the cutoff date of February 6, 2024, whichever comes first.** After February 6, 2024, reservations will be taken based on space and rate availability. Lodging arrangements are the sole responsibility of the individual registrant. Please identify yourself as a participant of the 2024 Mayo Clinic Wound Symposium when making your reservation.

### [Hilton Rochester Mayo Clinic Area](#)

10 East Center Street

Rochester, MN 55904

507-258-5757

Rate: \$229/night (standard room)

### [Hotel Indigo Rochester](#)

220 South Broadway Ave

Rochester, MN 55904

507-252-8200

Rate: \$129/night (standard room)

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

## 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.

