

8th Annual **SKIN: Practical Dermatology for the Generalist**

**The Ballantyne, a Luxury Collection Hotel
Charlotte, NC**



Thursday-Saturday, April 25-27, 2024

Dear Potential Exhibitor,

On behalf of the 8th Annual SKIN: Practical Dermatology for the Generalist course and the Mayo School of Continuous Professional Development, we are pleased to announce our upcoming course, to be held April 25-27, 2024, at The Ballantyne, a Luxury Collection Hotel located in Charlotte, NC.

The 8th Annual SKIN: Practical Dermatology for the Generalist is taught by expert dermatologists from the three Mayo Clinic national practices in Minnesota, Florida, and Arizona with the goal of teaching practical dermatology to the non-dermatologist. Additional course details can be found on the course web site:

<https://ce.mayo.edu/skin2024>

Exhibitor - \$1,500

Mayo Clinic recognizes these types of educational programs would not be possible without your support. We invite you to participate at this educational activity with an exhibit in the amount of **\$1,500**. This fee is for exhibit space only. Industry exhibitors are provided a draped table with two chairs. In support of ACCME guidelines, exhibitors will be in a separate area from the educational activity. Exhibit space is limited and located near the food and beverage area for optimal contact during breakfast, breaks, and lunch.

Product Theatre - \$19,500 (two spots available)

30-minute Product Theatre on April 25th or 26th from 12:15pm – 12:45pm

Includes an exhibit table for two representatives for the length of the conference.

Marketing materials must be provided by organization.

Organization is responsible for costs of speakers, travel costs, and any other materials.

To exhibit at this course:

- Complete and return the provided Exhibitor Agreement form. This agreement may be substituted with your company's standard Letter of Agreement form.
- Submit payment before April 6, 2024. Please make payment payable to Mayo Clinic and send payment to my attention at the address below. For your convenience, our Federal tax identification number is 41-6011702.

We look forward to the success of the SKIN: Practical Dermatology for the Generalist course and hope you will be able to join us in Charlotte, NC in April. If you have any questions or your company requires completion of a web-based application, please feel free to contact me.

Sincerely,

Cathy Schilling
Education Administration Coordinator
Mayo School of Continuous Professional Development 200
First Street SW
Rochester, MN 55905
Schilling.catherine@mayo.edu
Phone: 507-266-7484

Exhibitor Information

Overview

The 8th Annual SKIN: Practical Dermatology for the Generalist is taught by expert dermatologists from the three Mayo Clinic national practices in Minnesota, Florida, and Arizona with the goal of teaching practical dermatology to the non-dermatologist. The course will consist of interactive lectures covering multiple aspects of dermatology including management of moles, skin infections, cancers, rashes, lumps and bumps, and simple dermatologic procedures. The information presented will be relevant to a broad range of non-dermatologists and primary care providers, including physician assistants, generalists, internists, and nurse practitioners; it will allow these practitioners to feel comfortable caring for patients with skin conditions.

Audience

We expect 125+ in-person and 50+ livestream attendees at the 8th Annual SKIN: Practical Dermatology for the Generalist. This course was designed with MDs, PAs, NPs, Advance Practice Nurses, and RNs in general practice.

Dates

Thursday-Saturday, April 25-27, 2024

Course Highlights

- Pharmacology content
- General dermatology skills for Primary care physician and non-dermatologists
- Case-based format
- Evidence-based lectures
- Led by Mayo Clinic experts
- Topics may include: moles, skin infections, cancers, rashes, lumps and bumps, and simple dermatologic procedures

Website

<https://ce.mayo.edu/skin2024>

Location

The Ballantyne, a Luxury Collection Hotel
10000 Ballantyne Commons Pkwy
Charlotte, NC 28277

Price

See above in the Exhibitor letter for pricing.

Attendee List

Exhibitors will be provided an attendee list, via email, with the following attendee information:

- First/Last Name
- Credentials
- City, State

Set-Up

To be determined

Hours

To be determined



Mayo School of Continuous Professional Development (MSCPD) Exhibitor Agreement

Activity Title	8 th Annual SKIN: Practical Dermatology for the Generalist
Activity Number	24R00240
Location	The Ballantyne, a Luxury Collection Hotel
Dates	April 25-27, 2024

Agreement between: ACCREDITED PROVIDER: Mayo Clinic College of Medicine – MSCPD AND:

Company Name (Exhibitor) (as it should appear on printed materials)	
Exhibit Contact (if different then exhibit Rep.)	
Name(s) of Representative(s) exhibiting: (Maximum of two representatives allowed per exhibit)	
Address	
Telephone	
Fax	
Email	
Special Requests (power, dietary restrictions)	
Exhibitor	\$1,500
Product Theatre – Thursday, April 25th or Friday 26th, 2024	\$19,500
The named exhibitor wishes to exhibit at the above named activity for the amount of for	\$

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 payment is due and collectible 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.
- 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.

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 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 School of Continuous Professional Development 200 First St SW, Plummer 2-60 Rochester, MN 55905 Please identify SKIN2024 on the check.	For payment by credit card or wire transfer, please call the MSCPD 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 **April 6, 2024** to:
 Cathy Schilling, EAC
 200 First St SW, Plummer 2-60
 Rochester, MN 55905
 T: 507-266-7484 F: 507-538-7234 E: Schilling.catherine@mayo.edu