



**Transforming Community and Rural Healthcare 2024:
Inspiring Partnerships and Scaling Collaborative Impact**

October 21 – 22, 2024

Rochester, MN

Transforming Community and Rural Healthcare 2024: Inspiring Partnerships and Scaling Collaborative Impact
Commercial Support Prospectus



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Greetings!

On behalf of the course directors, planning committee, and the Mayo Clinic School of Continuous Professional Development, we are pleased to announce that the very successful 2023 CE course from Mayo Clinic Health System is returning in 2024! Please join us at the Transforming Community and Rural Healthcare 2024: Inspiring Partnerships and Scaling Collaborative Impact, October 21-22, 2024, in Rochester, MN.

This two-day symposium brings together multidisciplinary healthcare leaders, providers, administrators, researchers, and educators to discuss critical issues impacting the health of community and rural populations. Sessions focus on addressing challenges faced across rural communities including, but not limited to, workforce, comprehensive cancer care, behavioral health, community partnerships, digital health and AI, and health equity. This symposium is designed for allied health professionals, administrative professionals, community organizations, government representatives, healthcare executives, general internists, nurse practitioners, nurses, physicians, physician assistants, university faculty and staff, residents, and students. We anticipate 250 attendees for the course in 2024.

We invite your company to join us along with the world-renowned faculty and support 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. Ample opportunities are provided during the conference for sponsors and exhibitors to network with attendees and to showcase their products and services. Mayo Clinic recognizes these types of educational programs would not be possible without your support. We invite you to participate in this educational activity with a sponsorship. Details are listed below. In support of ACCME guidelines, commercial support will be in a separate area from the educational activity. This event is open to multiple pharmaceutical companies.

To receive a guaranteed space for exhibiting and/or course sponsorship, please complete our letter of agreement Monday, September 9, 2024. For your convenience, Mayo Clinic's Tax ID is 41-6011702.

If you have any questions, please feel free to contact us.

Sincerely,
Mallory Hedquist
CME Specialist

Date, Location, Website, and Key Contacts

Dates

Monday, October 21 through Tuesday, October 22, 2024

Location

Mayo Civic Center
30 Civic Center Drive SE
Rochester, MN 55904

Course Website

[CE.MAYO.EDU/RURAL24](https://ce.mayo.edu/rural24)

Course Directors

- Jason Beckermann, M.D.
- Sarah B. Harper, M.A., M.B.A.
- S. Anjum Khan, M.D.
- Jennifer Livingston Thompson

Planning Committee

- James R. Cerhan, M.D., Ph.D.
- Cheristi Cognetta-Rieke, D.N.P., R.N.
- Susan K. Cooper, M.S.N., M.H.A., R.N.
- Victoria M. Hanson
- Karen Helfinstine
- Kelly M. Kiker, M.S.N., R.N.
- Janice Krieger, Ph.D.
- Amy L. Mittlestadt
- Becky M. Ness, P.A.-C.
- John T. Padjen, M.H.A.
- Maggie T. Peinovich, Pharm.D.
- Erik K. St. Louis, M.D.
- Jenny A. Weis, M.A.N.

Key Contact

KRIS JONES

Mayo Clinic School of Continuous Professional Development
(MCSCPD)

200 First St SW, Plummer 2-60
Rochester, MN 55905

JONES.KRISTEN@MAYO.EDU

Benefits of Exhibiting and Sponsoring

Technical and educational exhibits provide a professional and educational environment in which healthcare providers 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 mechanical ventilation. Additionally, the exhibits enhance the educational content of the meeting helping to provide quality continuing medical education.

Benefits:

- Interact face-to-face with influential decision makers and numerous medical professionals in the field,
- 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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Sponsorship Opportunities

PLATINUM	GOLD	SILVER	BRONZE
\$20,000	\$15,000	\$10,000	\$5,000
<p><i>Attendee Reception Sponsor (Exclusive Opportunity)</i> Company signage and representation at attendee reception.</p> <p>Attendee Reception Sponsorship Already Secured</p>	<p>Charging Station Sponsor <i>(Two Available)</i> Company signage at one of two charging stations.</p>	<p>Breakfast Sponsor <i>(Two Available)</i> Company signage at one of the breakfasts.</p>	<p>Refreshment Break Sponsor <i>(Four Available)</i> Company signage at one of the refreshment breaks.</p>
<p>Platinum sponsors may opt to support the <i>Attendee Reception</i> or be acknowledged as a <i>General Sponsor</i> of the course.</p>	<p>Gold sponsors may opt to support a <i>Charging Station</i> or be acknowledged as a <i>General Sponsor</i> of the course.</p>	<p>Silver sponsors may opt to support a <i>Breakfast</i> or be acknowledged as a <i>General Sponsor</i> of the course.</p>	<p>Silver sponsors may opt to support a <i>Refreshment Break</i> or be acknowledged as a <i>General Sponsor</i> of the course.</p>
<p>Platinum sponsors will receive:</p> <ul style="list-style-type: none"> • Four complimentary registrations, • One piece of promotional literature in attendee packet (no larger than 8.5"x11"), • One 6' exhibit table for two representatives, • Sponsorship acknowledgement at course through signage and announcements, • Access to networking opportunities throughout the course, • Receive a list of conference attendees on the first day of the course. 	<p>Gold sponsors will receive:</p> <ul style="list-style-type: none"> • Three complimentary registrations, • One piece of promotional literature in attendee packet (no larger than 8.5"x11"), • One 6' exhibit table for two representatives, • Sponsorship acknowledgement at course through signage and announcements, • Access to networking opportunities throughout the course, • Receive a list of conference attendees on the first day of the course. 	<p>Silver sponsors will receive:</p> <ul style="list-style-type: none"> • Two complimentary registrations, • Signage near breakfast on designated day, • One 6' exhibit table for two representatives, • Sponsorship acknowledgement at course through signage and announcements, • Access to networking opportunities throughout the course, • Receive a list of conference attendees on the first day of the course. 	<p>Bronze sponsors will receive:</p> <ul style="list-style-type: none"> • One complimentary registration, • Signage near specified refreshment break, • One 6' exhibit table for two representatives, • Sponsorship acknowledgement at course through signage and announcements, • Access to networking opportunities throughout the course, • Receive a list of conference attendees on the first day of the course.

Sponsorships range from \$5,000 to \$20,000 and feature various perks please email and Kris Jones, jones.kristen@mayo.edu, for more information on alternative opportunities.

A signed letter of agreement is required to secure your sponsorship, this agreement form will be sent after sponsorship details are agreed upon. Email Kris Jones, jones.kristen@mayo.edu, to secure your sponsorship.

Non-CME Educational Session (Product Theater)

\$25,000 *One Available*

A Non-CME Educational Session or Product Theater provides an opportunity for an organization to speak to attendees and faculty of the course during a break time. These sessions may be focused on either a product/device or an educational topic that is relevant to both the course and the company.

Accepted sessions will feature a 30-minute opportunity to speak on Tuesday, October 22, during lunch. This is a Promotional Symposium (Non-CME Event). Mayo Clinic will provide food and beverage for the product theater. Nonaccredited programs such as these are independently developed and directly sponsored by industry and are presented in an educational format that will provide insight on new or controversial developments.

All sessions will receive the following:

- Four complimentary registrations,
- One piece of promotional literature in attendee packet (no larger than 8.5"x11"),
- One 6' exhibit table for two representatives,
- Sponsorship acknowledgement at course through signage and announcements,
- Access to networking opportunities throughout the course,
- Receive a list of conference attendees on the first day of the conference.

The Planning Committee reserves the right to review all submissions before final agreements have been executed. Companies are encouraged to speak on educational topics in addition to products. Please note, audio/visual equipment and fees are the responsibility of the industry supporter.

A signed letter of agreement is required to secure your product theater, this agreement form will be sent after details are agreed upon. Email Kris Jones, jones.kristen@mayo.edu, for information and to confirm your session.

Exhibit Opportunity

\$2,000.00

Exhibit tables offer an opportunity for company representatives to engage with attendees and faculty during break times of the course. All exhibits include:

- One 6' exhibit table for two representatives,
- Sponsorship acknowledgement at course through signage and announcements,
- Access to networking opportunities throughout the course,
- Receive a list of conference attendees on the first day of the course.

[Click here to secure your exhibit table](#)

A signed letter of agreement is required to secure your exhibit space, space is limited.

Exhibit Hours

Set Up: Sunday, October 20 – TBD

Monday, October 21 – Breakfast, Refreshment Breaks, Lunch, *exact schedule forthcoming.*

Tuesday, October 22 – Breakfast, Refreshment Breaks, Lunch, *exact schedule forthcoming.*

Tear Down: Monday, October 21, any time after lunch. All materials must be removed by 5:30pm on Tuesday, October 22.

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Payment Information

Make check payable to:

Mayo Clinic – MCSCPD
200 First St SW, Plummer 2-60
Attn: Kris Jones
Rochester, MN 55905
Reference: RURAL HEALTH 2024

Credit Card payments:

To pay by credit card, [use this form](#) or call 800-323-2688.
Reference: RURAL HEALTHCARE 2024 – 24R01842

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type. See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Mayo Clinic

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC C Corporation S Corporation Partnership Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ▶ **501 (c)(3) tax-exempt non-profit organization**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any) 1
Exemption from FATCA reporting code (if any) A
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
200 First Street Sw

6 City, state, and ZIP code
Rochester, MN 55905

7 List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

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or

Employer identification number

4	1	-	6	0	1	1	7	0	2
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Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ▶ *Kelly M. Huneke* Date ▶ 1/2/2024

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.