



**34<sup>th</sup> Biennial Dermatology Symposium:  
The O'Leary Meeting 2025**

September 26-27, 2025

Rochester, MN

34<sup>th</sup> Biennial Dermatology Symposium: The O'Leary Meeting 2025  
Commercial Support Prospectus

Greetings!

On behalf of course directors Dr. Afsaneh Alavi, Dr. Rochelle Torgerson, the Mayo Clinic Dermatology Division, and the Mayo Clinic School of Continuous Professional Development we are pleased to announce our upcoming course [34<sup>th</sup> Biennial Dermatology Symposium: The O'Leary Meeting 2025](#). This symposium is being held at The Kahler Grand Hotel, Rochester, MN, as well as livestream, September 26-27, 2025.

**Course Description**

The 34<sup>th</sup> Biennial Dermatology Symposium: The O'Leary Meeting 2025 aims to provide an update on dermatological conditions, new therapeutics, and devices for the dermatologist and dermatological team. The 2025 meeting highlights dermatology crossing paths with other disciplines such as oncology, rheumatology, gastroenterology, surgery, and cosmetics. This symposium consists of a multimedia approach to updating physicians about the current and future care of dermatology patients with both common and rare diseases. Traditional lecture format and interactive panel formats with faculty representation from all three Mayo Clinic sites are used. The information presented is relevant to dermatopathologists, surgical dermatologists, general dermatologists, and pediatric dermatologists.

**Target Audience**

This course is designed for dermatologists, physician assistants, nurses and other healthcare practitioners in dermatology or the other highlighted specialty areas of care. We anticipate an attendance of 150 in 2025.

**Exhibit Information**

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, August 18, 2025. 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

34<sup>th</sup> Biennial Dermatology Symposium: The O'Leary Meeting 2025  
Commercial Support Prospectus

**Date, Location, Website, and Key Contacts**

**Dates**

Friday, September 26, 2025  
Saturday, September 27, 2025

**Location**

The Kahler Grand Hotel  
20 2<sup>nd</sup> Ave SW  
Rochester, MN 55902

**Course Website**

[CE.MAYO.EDU/OLEARY25](https://ce.mayo.edu/oleary25)

**Course Directors**

- Afsaneh Alavi, M.D.  
*Professor of Dermatology,  
Mayo Clinic College of Medicine and Science*
- Rochelle R. Torgerson, M.D., Ph.D.  
*Professor of Dermatology,  
Mayo Clinic College of Medicine and Science*

**Key Contact**

Jessica Sorensen  
Mayo Clinic School of Continuous Professional Development  
(MCSCPD)  
200 First St SW, Plummer 2-60  
Rochester, MN 55905  
[Sorensen.jessica@mayo.edu](mailto:Sorensen.jessica@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. 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.



## Sponsorship Opportunities

PLATINUM	GOLD	SILVER	BRONZE
\$15,000	\$10,000	\$7,500	\$5,000
Platinum sponsors may be acknowledged as a <i>General Sponsor</i> of the course.	<b>Charging Station Sponsor</b> <i>(Two Available)</i> Company signage at one of two charging stations.	<b>Wi-Fi Sponsor</b> <i>(One Available)</i> Company signage with Wi-Fi sign on instructions.	<b>Refreshment Break Sponsor</b> <i>(Four Available)</i> Company signage at one of the refreshment breaks.
	Gold sponsors may opt to support a <i>Charging Station</i> or be acknowledged as a <i>General Sponsor</i> of the course.	Silver sponsors may opt to support <i>Wi-Fi</i> or be acknowledged as a <i>General Sponsor</i> of the course.	Bronze sponsors may opt to support a <i>Refreshment Break</i> or be acknowledged as a <i>General Sponsor</i> of the course.
Platinum sponsors will receive: <ul style="list-style-type: none"> <li>• <b>Four</b> complimentary registrations,</li> <li>• One 6’ exhibit table for two representatives,</li> <li>• Sponsorship acknowledgement at course through signage and announcements,</li> <li>• Access to networking opportunities throughout the course,</li> <li>• Receive a list of conference attendees on the first day of the course.</li> </ul>	Gold sponsors will receive: <ul style="list-style-type: none"> <li>• <b>Three</b> complimentary registrations,</li> <li>• Signage near charging stations,</li> <li>• One 6’ exhibit table for two representatives,</li> <li>• Sponsorship acknowledgement at course through signage and announcements,</li> <li>• Access to networking opportunities throughout the course,</li> <li>• Receive a list of conference attendees on the first day of the course.</li> </ul>	Silver sponsors will receive: <ul style="list-style-type: none"> <li>• <b>Two</b> complimentary registrations,</li> <li>• Signage with Wi-Fi connection instructions,</li> <li>• One 6’ exhibit table for two representatives,</li> <li>• Sponsorship acknowledgement at course through signage and announcements,</li> <li>• Access to networking opportunities throughout the course,</li> <li>• Receive a list of conference attendees on the first day of the course.</li> </ul>	Bronze sponsors will receive: <ul style="list-style-type: none"> <li>• <b>One</b> complimentary registration,</li> <li>• Signage near specified refreshment break,</li> <li>• One 6’ exhibit table for two representatives,</li> <li>• Sponsorship acknowledgement at course through signage and announcements,</li> <li>• Access to networking opportunities throughout the course,</li> <li>• Receive a list of conference attendees on the first day of the course.</li> </ul>

Sponsorships range from \$5,000 to \$15,000 and feature various perks please email Jessica Sorensen, [sorensen.jessica@mayo.edu](mailto:sorensen.jessica@mayo.edu), for more information on alternative opportunities.

[Click here to secure your sponsorship.](#)

*A signed letter of agreement is required to secure your sponsorship as space is limited.*

## Non-CME Educational Session (Product Theater)

**\$18,000 – Breakfast** (*one available*)

~~**\$22,500 – Lunch**~~ (*Both Fulfilled*)

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 at either breakfast on Saturday, September 27 or during lunch on either ~~Friday, September 26 or Saturday, September 27~~. 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 6' exhibit table for two representatives,
- 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.

Please email the following information to Jessica Sorensen, [sorensen.jessica@mayo.edu](mailto:sorensen.jessica@mayo.edu), and Mallory Hedquist, [Hedquist.mallory@mayo.edu](mailto:Hedquist.mallory@mayo.edu), to receive a Letter of Agreement:

- Company name
- Company contacts (include name and email)
- Summary of Session including any invited speakers.

## **Exhibit Opportunity**

**\$3,500.00**

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

- 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 on the first day of the course.
- Build visibility for your company in a competitive marketplace.
- Expand your customer base and strengthen existing customer relationships.
- Introduce new products and services.

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

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

### **Exhibit Hours**

Set Up: Thursday, September 25 – TBD

Friday, September 26 – 7:00 AM – 5:10 PM

Saturday, September 27– 7:00 AM – 3:05 PM

Tear Down: All materials must be removed by 5:00pm on Saturday, September 27.

### **Payment Information**

Make check payable to:

Mayo Clinic – MCSCPD

ATTN: Jessica Sorensen

200 First St SW, Plummer 2-60

Rochester, MN 55905

Reference: O'LEARY 2025 – 25R00827

Credit Card payments:

To pay by credit card, [use this form](#) or call 800-323-2688.

34<sup>th</sup> Biennial Dermatology Symposium: The O'Leary Meeting 2025  
Commercial Support Prospectus

Reference: O'LEARY 2025 – 25R00827



## **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.

34<sup>th</sup> Biennial Dermatology Symposium: The O'Leary Meeting 2025  
Commercial Support Prospectus

**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.



34<sup>th</sup> Biennial Dermatology Symposium: The O'Leary Meeting 2025  
Commercial Support Prospectus