



**2026 MAYO CLINIC**

## **Advancements in Surgical & Medical Management of the Spine**

**SPONSORSHIP PROSPECTUS**

February 22-26, 2026

# WELCOME

Greetings,

On behalf of the Mayo Clinic School of Continuous Professional Development, we are pleased to announce the upcoming [2026 Mayo Clinic Advancements in the Surgical & Medical Management of the Spine](#) course to be held at the [Hyatt Regency Maui](#), Lahaina, Maui, Hawaii on February 22 - 26, 2026.

## **Course Description**

This 5-day course will address the spectrum of spine diseases via didactics, case studies, and panel discussions, whether it is secondary to trauma, deformity, or common degenerative conditions. A unique split curriculum covers strategies for both surgical spine management and nonoperative approaches, including epidemiology, clinical anatomy, biomechanics, clinical assessment, and spine imaging review. Spinal injection strategies for various common spinal conditions, safety, and efficacy will be examined, as well as post traumatic surgical management, adjacent segment disease issues, and comparison between various surgical techniques such as motion preserving and fusion. An emphasis on differential diagnosis and the global burden of spine disease will be discussed and debated.

This course is designed for Orthopedic surgeons, Neurosurgeons, Neurologists, Physical Medicine and Rehabilitation Specialists, Primary Care Physicians, Sports Medicine, Pain Specialists, Physician Assistants, Nurse Practitioners, Residents, Fellows, Postdocs, and Medical/Health Professional Students. The anticipated audience for this educational program is expected to exceed 150 attendees.

## **Course Highlights**

- Evidence-based surgical and non-operative management of vertebral fragility fractures, spinal stenosis, deformity and trauma
- Osteoporosis: Diagnosis, imaging, management and complications associated with surgical care

## **Sponsorship Information**

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!

Sincerely,

Lisa Winter, CME Specialist  
Mayo Clinic School of Continuous Professional Development

## DATES AND LOCATION

### Meeting Dates:

February 22-26, 2026

### Meeting Location:

[Hyatt Regency Maui](#)

200 Nohea Kai Dr.

Lahaina, Maui, Hawaii

Phone: 1-808-661-1234

## COURSE DIRECTORS AND KEY CONTACTS

### Course Directors

**Brett A. Freedman, M.D.**

Orthopedics

**Arjun S. Sebastian, M.D.**

Orthopedics

**Jane Konidis, M.D.**

Physical Medicine and Rehabilitations

**Toure Barksdale, M.D.**

Physical Medicine and Rehabilitations

### Key Contacts

Lisa Winter

*CME Specialist*

E-mail: [winter.lisa@mayo.edu](mailto:winter.lisa@mayo.edu)

Heather Schultz

*Education Administration Coordinator*

E-mail: [schultz.heather5@mayo.edu](mailto:schultz.heather5@mayo.edu)

## CONFERENCE HIGHLIGHTS

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

### **Presentation Topics for 2026 Include:**

- Trauma
- Deformity
- Tumor
- Osteoporosis
- General Spine Topics
  - Pain
  - Non-Operative Therapies
  - Diagnostics

### **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

# ADVERTISING OPPORTUNITIES

## Overview:

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 advertising opportunities.

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

Contact us and we would be happy to discuss additional advertising opportunities with you.

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### SPONSORSHIP OPPORTUNITY 1

#### Educational Forum/Product Theater - \$20,000 (3 spots)

Showcase your product offerings to attendees with a product theater.

- 60-minute luncheon session with complimentary meeting room space. **Food and beverages will now be provided by Mayo Clinic.**
- Attendee list after the event, networking opportunities, and acknowledgment and recognition at the conference
- Sponsor is responsible for providing speakers, program invitations and advertisements for the product theatre.
- Sponsor is logistically and financially responsible for any/all audiovisual needs for the product theater.

### SPONSORSHIP OPPORTUNITY 2

#### Educational Forum/Product Theater + Exhibit - \$26,000

Showcase your product offerings to attendees with a product theater.

- 60-minute luncheon session with complimentary meeting room space. **Food and beverages will now be provided by Mayo Clinic.**
- Attendee list after the event, networking opportunities, and acknowledgment and recognition at the conference
- Sponsor is responsible for providing speakers, program invitations and advertisements for the product theatre.
- Sponsor is logistically and financially responsible for any/all audiovisual needs for the product theater.
- (1) 6' table with (2) chairs
- Access to networking opportunities throughout the course.

### SPONSORSHIP OPPORTUNITY 3

#### Coffee Break - \$7,500

#### **SPONSORSHIP OPPORTUNITY 4**

##### **Hotel Key Card - \$7,500 (Exclusive)**

Personalize hotel guest room keys with your company's logo or product promotion for immediate exposure to attendees. Use this as a great way to introduce yourselves to our attendees upon checking into the host hotel.

- Artwork/content must be provided by the sponsoring company and approved by the planning committee prior to commitment.

#### **SPONSORSHIP OPPORTUNITY 5**

##### **Name Badge Lanyards - \$7,500 (Exclusive)**

All attendee badges will be distributed with a lanyard to display the badge throughout the conference. The lanyard will prominently display your company name and logo. Your company will provide 500 lanyards with your company logo.

- Artwork must be approved by planning committee prior to commitment.

#### **SPONSORSHIP OPPORTUNITY 6**

##### **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 meetingspace for course attendees. The supporter will be recognized throughout the meeting in signage and electronic communications.

## **REQUIRED SPONSORSHIP PAPERWORK**

If you are interested in sponsoring, please complete the [Sponsorship Letter of Agreement](#).

If you are interested in sponsoring and exhibiting, please complete both the [Sponsorship Letter of Agreement](#) and the [Exhibit Letter of Agreement](#).

## GENERAL EXHIBIT INFORMATION

### EXHIBIT CONTACT:

Heather Schultz  
Mayo Clinic  
200 First Street SW, Plummer 2-60  
Rochester, MN 55905  
E-mail: [schultz.heather5@mayo.edu](mailto:schultz.heather5@mayo.edu)

### BOOTH FEE: \$6,000

#### 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

If you are interested in exhibiting, please complete the [Exhibit Letter of Agreement](#) to secure your spot.

### PAYMENT:

Make check payable to:  
Mayo School of Continuous Professional Development  
200 First St SW, Plummer 2-60  
Rochester, MN 55905  
Please indicate: **Spine 2026/26R00871** on check

