



Transforming Community and Rural Healthcare 2025: Bold Innovation and Partnerships

October 27 – 28, 2025

Rochester, MN



Contents

- Welcome
- Dates, Location, Website, Key Contacts
- Benefits of Exhibit and Sponsorship
- Sponsorship Details
- Product Theater Details
- Exhibit Details
- Payment Information

Transforming Community and Rural Healthcare 2025: Bold Innovation and Partnerships

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 2024 CE course from Mayo Clinic Health System is returning in 2025! Please join us at the Transforming Community and Rural Healthcare 2025: Bold Innovation and Partnerships, October 27 – 28, 2025 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, access, AI and automation, cancer care, financial stability, population health, and workforce. 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 300+ attendees for the course.

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 by Monday, September 15, 2025. For your convenience, Mayo Clinic's Tax ID is 41-6011702.

If you have any questions or need any company-specific forms related to this activity, please feel free to contact us.

Sincerely,

Julie Reed
CME Specialist
Reed.julie1@mayo.edu

Kathy Fuqua
Education Administrative Coordinator
Fuqua.kathy@mayo.edu

Date, Location, Website, and Key Contacts

Dates

Monday, October 27

Tuesday, October 28

Location

Mayo Civic Center

30 Civic Center Drive SE

Rochester, MN 55904

Course Website

[CE.MAYO.EDU/RURAL25](https://ce.mayo.edu/rural25)

Course Directors

- Jason Beckermann, M.D.
- Andrew D. Calvin, M.D.
- S. Anjum Khan, M.D.
- Jennifer Livingston Thompson

Planning Committee

- Melissa A. Barr, M.A.
- Nanci C. Hawley
- Christopher C. Johnson, M.D.
- Janice Krieger, Ph.D.
- Steven J. Kunz, M.H.S.A.
- Kathy A. Madden
- Emily Molden, M.H.A.
- Becky M. Ness, P.A.-C.
- Amy I. Olson, D.N.P., M.S.N., R.N., NPD-BC
- John T. Padjen, M.H.A.
- Maggie T. Peinovich, Pharm.D., R.Ph.
- Erik K. St Louis, M.D.
- Carey A. Stanton

Key Contact

KATHY FUQUA

Mayo Clinic School of Continuous Professional Development
(MCSCPD)

200 First St SW, Plummer 2-60

Rochester, MN 55905

FUQUA.KATHY@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. 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
\$20,000	\$15,000	\$10,000	\$5,000
Attendee Reception Sponsor <i>(Exclusive Opportunity)</i> Company signage and representation at attendee reception.	Charging Station Sponsor <i>(Two Available)</i> Company signage at one of two charging stations.	Breakfast Sponsor <i>(Two Available)</i> Company signage at one of the breakfasts.	Refreshment Break Sponsor <i>(Four Available)</i> Company signage at one of the refreshment breaks.
Platinum sponsors may opt to support the <i>Attendee Reception</i> or be acknowledged as a <i>General Sponsor</i> of the course.	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>Breakfast</i> or be acknowledged as a <i>General Sponsor</i> of the course.	Silver 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"> • Four complimentary conference registrations • 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 approximately 3 weeks prior to the course 	Gold sponsors will receive: <ul style="list-style-type: none"> • Three complimentary conference registrations • 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 approximately 3 weeks prior to the course 	Silver sponsors will receive: <ul style="list-style-type: none"> • Two complimentary conference 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 approximately 3 weeks prior to the course 	Bronze sponsors will receive: <ul style="list-style-type: none"> • One complimentary conference 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 approximately 3 weeks prior to the course

A signed letter of agreement is required to secure your sponsorship. If you wish to sponsor at one of the above levels, email Kathy Fuqua, FUQUA.KATHY@mayo.edu to express desired opportunity and determine availability. An online form will be sent to you to complete, once confirmed.

Non-CME Educational Symposium

\$25,000 *One Available*

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

The accepted session will feature a 30-minute opportunity to speak on Monday, October 27, during lunch. This is a Symposium (Non-CME Event). Mayo Clinic will provide food and beverage for the product symposium. 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.

This session includes the following:

- Four complimentary conference registrations
- 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 approximately three weeks prior to the course

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 this Non-CME Education Session. If you wish to sponsor this session, email Kathy Fuqua, FUQUA.KATHY@mayo.edu to express interest and determine availability. An online form will be sent to you to complete, once confirmed.

Exhibit Opportunity

\$2,200.00

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 approximately three weeks prior to the course

A signed letter of agreement is required to secure this Non-CME Education Session. If you wish to sponsor an Exhibit ONLY session, email Kathy Fuqua, FUQUA.KATHY@mayo.edu to express interest and determine availability. An online form will be sent to you to complete, once confirmed.

Exhibit Hours

Set Up: Sunday, October 26 – Time TBD

Monday, October 27 – Breakfast, Refreshment Breaks, Lunch, *exact schedule forthcoming*.

Tuesday, October 28 – Breakfast, Refreshment Breaks, Lunch, *exact schedule forthcoming*.

Tear Down: All materials must be removed by 4:30pm on Tuesday, October 28.

Payment Information for All Sponsorship Opportunities/Exhibits – DO NOT proceed to initiate payments until a counter-signed agreement is received

Make checks payable to:

Mayo Clinic – MCSCPD

200 First St SW, Plummer 2-60

Attn: Kathy Fuqua

Rochester, MN 55905

Reference: *RURAL HEALTH - 25R01842*

Credit Card payments:

To pay by credit card, indicate that method on the letter of agreement; an online link will be provided in a follow-up email.