



School of Continuous
Professional
Development

Exhibitor and Sponsorship Prospectus



Meaning and Medicine 2026

DATES AND LOCATION

Meeting Dates:

October 15, 2026 to October 17, 2026

Meeting Location:

The Coeur d'Alene Resort
115 S 2nd St
Coeur d'Alene, ID 83814

Additional Course Details:

Additional course details can be found on the [conference website](#).

COURSE DIRECTORS AND KEY CONTACTS

Course Directors

Shelly S. Noland, M.D.
Hand Surgeon

Jon C. Tilburt, M.D.
Internist

Key Contacts

Kristy Badder
Education Administrator Coordinator
Direct Line: 480-574-5739
E-mail: badder.kristol@mayo.edu

WELCOME

Greetings,

On behalf of the Mayo Clinic School of Continuous Professional Development, we are pleased to announce the upcoming **Meaning and Medicine 2026** to be held at the Coeur d'Alene Resort, Coeur d'Alene, ID on October 15-17, 2026.

Course Highlights

The Mayo Clinic Cardiology Update course features an overview of current diagnosis and management strategies across a broad spectrum of cardiovascular diseases including:

- Review the state of the science regarding physician burnout.
- Assess the stories of other physicians who have struggled with their sense of meaning in their career.
- Apply tools to foster deeper reflection about the meaning of one's career in medicine.
- Construct behavior change goals to find renewal in the practice of medicine.
- Identify professional support networks that can aid in overcoming burnout.
- Assess the role of mentorship in enhancing meaning and resilience in medical practice.

Target Audience

The intended audience includes practicing cardiologists, cardiovascular and internal medicine trainees, emergency medicine physicians, internal medicine physicians, family medicine specialists and trainees, physician assistants, nurse practitioners, nurses, and any staff with a cardiovascular interest. We anticipate 75-100 attendees joining this course in person.

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 an exhibit table in the amount of \$2,400 or with a sponsorship opportunity. 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.

Mayo Clinic's Tax ID is 86-0800150

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 do not see what you are looking for, contact us and we will be happy to discuss additional advertising opportunities.

We appreciate your consideration of this request and hope you will join us in Coeur d'Alene in October.

Sincerely,

Kristy Badder
Education Administrator Coordinator, MCSCPD

SPONSORSHIP OPPORTUNITIES

Overview: This course offers limited exclusive marketing and advertising opportunities. These are designed to provide exposure to attendees and presenters during the annual conference.

Lanyards \$2,000 (*Sponsor-provided, pre-printed lanyards; limited to one organization*)

Every attendee is required to wear a name badge, so what better way to advertise your company than with your logo on a lanyard! (Quantity to be determined 60 days before course.)

Conference Bags \$3,000 (*Sponsor-provided, pre-printed drawstring bags; limited to one organization*)

Help keep course attendees organized by providing them with a drawstring bag to carry their course materials in with your company's logo on it! Drawstring bags to be provided by sponsor; artwork and bag are subject to MCSCPD approval. (Quantity to be determined 60 days before course.)

Non-CME Lunch Product Theatre on October 16 \$6,100 (*Limited to one organization*)

These non-accredited programs, independently developed and directly sponsored by industry, are presented in an educational format that will provide insight into new or controversial developments. Product theatre may not conflict with course content. We recommend that company provide information such as flyer/invitation handouts and posters to display for better exposure. (Lunch will be provided. Does Not Include audio/visual equipment - No CME credit.) Participating companies are responsible for providing flyer/invitation and posters.

Morning Movement - \$1,500 (three opportunities available)

Encourage attendees to start the morning off right with a yoga session outside each morning. Yoga mats and instruction included.

Film Night - \$3,500 (*Limited to one organizations*)

Thursday, October 15 at 7:30 pm. Sponsor a fun-filled movie evening in the general session hall complete with movie snacks and beverages for all to enjoy.

S'Mores Evening \$5,500 (*Limited to one organization*)

Friday, October 16 at 8:15 pm. Sponsor a fun evening under the stars filled with singing and s'mores on outside. Firepits and all the fixin's included.

Exhibit Opportunities - \$2,400

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.

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

All exhibit sponsorships include:

- Includes a 6ft table, two chairs and linen at the course
- Promotion at the live four-day course
- Exhibitors are provided with the same meals and beverages provided to registered attendees
- Attendees are encouraged daily by the course moderator to visit and connect with the exhibitors
- An attendee list including registered attendee's name, degree, specialty, city, state, and demographics distributed week of course
- Vendor recognition in online course syllabus for all registered attendees to access
- Acknowledgement in announcements and on the rolling break slides throughout the course
- Access to networking opportunities throughout the course

Payment Details:

Credit Card payments (preferred method):

Pay online at link provided upon completion of exhibitor agreement, or please call 800-323-2688.

Reference: 26S02221 - MeaningandMed2026

ACH Payment Details provided upon request (preferred method).

Make checks payable to: **Mayo Clinic School of Continuous Professional Development**

Mail to:

Mayo Clinic

PO Box 4006

Rochester, MN 55903

Reference: 26S02221 – MeaningandMed2026