



Transforming Community, Regional, and Rural Healthcare

October 12-13, 2026

Rochester, MN

Transforming Community, Regional, and Rural Healthcare



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Transforming Community, Regional, and Rural Healthcare

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 2025 conference from Mayo Clinic Health System is returning in 2026! Please join us for **Transforming Community, Regional, and Rural Healthcare**, October 12-13, 2026 in Rochester, MN.

This one-and-a-half-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 digital transformation, 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 200 attendees for the symposium.

We invite your organization 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. Organizations 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 as a sponsor. 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 organizations including pharmaceutical companies.

To receive a guaranteed space for exhibiting and/or course sponsorship, please complete our letter of agreement by Monday, September 14, 2026. 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 12

Tuesday, October 13

Location

Mayo Civic Center

30 Civic Center Drive SE

Rochester, MN 55904

Course Website

<http://ce.mayo.edu/RURAL26>

Course Directors

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

Planning Committee

- Christopher C. Johnson, M.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.
- Jim D. Wilson

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

Educational and pharmaceutical 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 conference, 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
\$30,000	\$20,000	\$15,000	\$7,500
<p>Attendee Reception Sponsor <i>Exclusive Opportunity</i> Company signage and representation at attendee reception.</p>	<p>Breakfast Sponsor <i>Two Available</i> Company signage at one of the breakfasts.</p>	<p>Refreshment Break Sponsor <i>Three 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>Silver sponsors may opt to support <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 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 (name and city/state only) 	<p>Gold sponsors will receive:</p> <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 (name and city/state only) 	<p>Silver sponsors will receive:</p> <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 (name and city/state only) 	<p>Bronze sponsors will receive:</p> <ul style="list-style-type: none"> • One complimentary conference registration • 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 (name and city/state only)

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

\$40,000 *One Available*

A Non-CME Educational Symposium provides an opportunity for an organization to speak to attendees and conference presenters during lunch on Monday. This session 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 12, during lunch. This is a non-CME Symposium. Mayo Clinic will provide food and beverage for the product symposium. Non-accredited 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.

Mayo Clinic will provide:

- 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
- Meal is provided for attendees by Mayo Clinic as part of participant registration fee
- Receive a list of conference attendees approximately three weeks prior to the course

Sponsoring Organization will provide/arrange:

- Secure space at the Mayo Civic Center for their individual session
- Program invitations and all promotional materials (poster display, flyers, etc)
- Arrange and pay for AV equipment (screen, projector, microphone, podium, laptop) for the luncheon

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.

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

\$2,500.00

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

- One 6' exhibit table for two representatives
- Exhibit acknowledgement at course through 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.

Non-Profit Exhibit Opportunity

Non-profit organizations play a critical role in all aspects of rural and community healthcare. The course directors for **Transforming Community, Regional, and Rural Healthcare 2026** would like to extend a special invitation for non-profits organizations to be part of the exhibit hall.

Benefits:

- Interact face-to-face with numerous medical professionals and other community organizations and employees
- Build visibility for your company in a competitive marketplace
- Expand your customer base and strengthen existing customer relationships
- Advertisement opportunities to expand reach and further socialize with attendees.

Enhanced	Standard
\$775	\$575
Enhanced Non-Profit Exhibitors will receive: <ul style="list-style-type: none">• Three complimentary conference 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 approximately 3 weeks prior to the course	Standard Non-Profit Exhibitors will receive: <ul style="list-style-type: none">• Two complimentary conference 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 approximately 3 weeks prior to the course

A counter-signed letter of agreement is required to secure your sponsorship, please complete the [letter of agreement here](#). Agreements are not considered final until you receive the counter-signed agreement.

Non-Profit Organizations are also invited to review the Sponsorship and Non-CME Education Session levels of support. Sponsorships range from \$7,500 to \$35,000 and feature various perks. Please see details on pages 6-7 for these opportunities. Contact Kathy Fuqua at Fuqua.kathy@mayo.edu for with any questions.

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Exhibit Hours

Set Up: Sunday, October 11 – Time TBD

Monday, October 12 – Breakfast, Refreshment Breaks, Lunch, *exact schedule forthcoming*.

Tuesday, October 13 – Breakfast, Refreshment Break, *exact schedule forthcoming*.

Tear Down: All materials must be removed by 11:00 am on Tuesday, October 13.

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

Payment details will be provided once an agreement is received and will be provided with a returned countersigned agreement.