

Mayo Clinic Surgical Pathology Update 2027



February 25-27, 2027
Phoenix, AZ & Livestream



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Mayo Clinic Surgical Pathology Update 2027 | Industry Support Prospectus

Greetings!

On behalf of Course Directors Kelsey E. McHugh, M.D., Yasmeen M. Butt, M.D., and Xiaoyan Cui, M.D., Ph.D., we invite you to consider exhibiting at the [11th Mayo Clinic Surgical Pathology Update 2027](#), taking place February 25–27, 2027, at the Mayo Clinic Integrated Education and Research Building in Phoenix, Arizona.

This premier continuing medical education course will be offered in both live and livestream formats and is expected to attract more than 50 healthcare professionals, including pathologists, pathology assistants, pathology fellows and residents, allied health professionals, surgeons, and oncologists with a strong interest in diagnostic pathology and emerging pathologic staging criteria.

Recognized for its high-quality, practical content and efficient format, this course has consistently received outstanding participant evaluations. Exhibiting provides a valuable opportunity to engage directly with a highly specialized audience, showcase your products and services, strengthen existing relationships, and increase visibility among key decision-makers and clinical experts in pathology and related disciplines.

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 in 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 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, February 1, 2027. For your convenience, Mayo Clinic's Tax ID is 86-0800150.

If you have any questions, please feel free to contact us.

Sincerely,

Diana Reyes, CMES

Reyes.diana@mayo.edu

KC Casey, EAC

Casey.Katlyn@mayo.edu

Letter of Agreement Link

Dates, Location, Key Contacts, and Travel Information

Dates

Thursday, February 25
Friday, February 26
Saturday, February 27

Location

Mayo Clinic Integrated Education and Research
Building
5951 E Mayo Blvd
Phoenix, AZ 85054
United States

Course Website

ce.mayo.edu/pathupdate2027

Course Directors

- [Kelsey E. McHugh, M.D.](#)
- [Yasmeen M. Butt, M.D.](#)
- Xiaoyan Cui, M.D., Ph.D.

Key Contact

KC Casey
Education Administration Coordinator
4500 San Pablo Road,
Vincent A. Stabile Building, 7 Floor
Jacksonville, FL 32224
Casey.Katlyn@mayo.edu

Travel Information

Room Block at Residence Inn Phoenix Desert View at Mayo Clinic

You can call 480-563-1500 and reference the courses' name at the Residence Inn Phoenix Desert View at Mayo Clinic to make their reservations at the group rate of \$269.00 per night.
You may also book directly online by using the [link](#)

Reservations must be made by Wednesday, January 27th, 2027, to receive the group rate of \$269.00 per night plus applicable state and local taxes.

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 in the field. Additionally, the exhibits enhance the educational content of the meeting, helping to provide quality continuing medical education.

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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,
- Introducing new products and services,
- Additional advertising opportunities to expand reach and further socialize with attendees.

Live Exhibit Benefits:

- Promotion available throughout the live three-day course
- Exhibitors are provided with the same meals and beverages provided to registered attendees
- Exhibitors may attend the general sessions to listen to talks of interest if space is available (all company logos must be removed and not visible when entering the education space)
- Two representatives are allowed onsite at any given time but can be rotated throughout the conference
- Includes a 6ft table, two chairs and linen at the course
- An attendee list including registered attendee's name, degree, specialty, city, state, and demographics distributed pre course
- Vendor recognition in online course syllabus for all registered attendees to access
- Acknowledgement of rolling announcements during the course and on signage at the course

Course information:

The exhibit fee includes an attendee list including name, degree, specialty, city, state to be distributed at the course, and an acknowledgment on the on-line syllabus and break slide announcements during the course.

Mayo Clinic, an integrated, not-for-profit group practice, is committed to meeting its responsibility as a national medical education resource. In support of improving patient care, Mayo Clinic College of Medicine and Science is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC) to provide continuing education for the healthcare team. Our programs provide valuable information on unmet needs to the medical community. We sincerely appreciate your consideration and hope you will take the opportunity to join us for a truly unique educational program.

Sponsorship Opportunities

Premier Sponsorship Opportunities	Gold \$4,750 (2 Available)	Silver \$3,750 (3 available)	Bronze \$2,750 (5 available)	Live Exhibit Booth \$2,000
PM Break Sponsor <i>Includes signage on meal tables</i>	✓			
AM Break Sponsor <i>Includes signage on meal tables</i>	✓			
Complimentary full registration – No CME credit	2	2	1	
Support Signage prominently displayed on-site at the conference	✓	✓	✓	
Exhibit Table	2 - 6 ft. tables (premium location)	1 - 6 ft. tables (premium location)	1 - 6 ft. table (premium location)	1 - 6 ft. table
Verbal recognition at opening session	✓	✓	✓	✓
Attendee List	✓	✓	✓	✓

Symposium/Product Theatre Opportunities

Non-CME Product Promotional Breakfast Symposium- \$6,000 (2 Available)

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. Promotional symposia information may not conflict with course content. This will take place during breakfast. Presentations are subject to approval by course directors (No CME credit offered).

Please note that ALL audio/visual equipment and fees are the responsibility of the industry supporter

Non-CME Product Promotional Lunch Symposium- \$8,000 (2 Available)

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. Promotional symposia information may not conflict with course content. This will take place during a lunch meal. Presentations are subject to approval by course directors (No CME credit offered). **Please note that ALL audio/visual equipment and fees are the responsibility of the industry supporter**

Advertising Sponsorships

Pens - \$4,000 – (Exclusive -Quantity to be determined 60 days before course)

Display your company's logo prominently for all attendees to see and highlight your presence at the conference. Sponsors are responsible for designing, printing, and producing their own pens featuring their logo. The sponsoring company must provide and deliver the pens directly to the course venue in advance of the meeting. Please note that all artwork and materials are subject to MCSCPD approval prior to production and distribution. The Mayo Clinic logo and brand elements may not be used on sponsor-produced materials, including pens.

Conference Bags - \$3,000 – (Exclusive to 1 Company)

Display your company's logo prominently for all attendees to see and highlight your presence at the conference. Sponsors are responsible for designing, printing, and producing their own conference bags featuring their logo. The sponsoring company must provide and deliver the bags directly to the course venue in advance of the meeting. Please note that all artwork and materials are subject to MCSCPD approval prior to production and distribution. The Mayo Clinic logo and brand elements may not be used on sponsor-produced materials, including conference bags.

Lanyards - \$2,000 (Exclusive to 1 Company)

All attendee badges will be distributed with a lanyard to display the badge throughout the conference. The sponsoring company must provide and deliver the lanyards directly to the course venue in advance of the meeting. Please note that all artwork and materials are subject to MCSCPD approval prior to production and distribution. The Mayo Clinic logo and brand elements may not be used on sponsor-produced materials, including lanyards.

Conference Bag Inserts - \$1,500

Conference bag inserts are a great opportunity to invite attendees to your booth, announce your booth participation or conference-related event. Your company will provide 200 copies of the flyer or advertisement (no larger than 8 ½ x 11, no more than one page) and MCSCPD will stuff them into the official conference bags. (Quantity of fliers/advertisements to be determined 60 days before course.)

As an industry supporter, if you have a sponsorship opportunity idea that isn't mentioned on this page, please contact Diana Reyes at Reyes.Diana@mayo.edu to discuss.

The Planning Committee reserves the right to review all submissions before final agreements have been made. Companies are encouraged to speak on educational topics in addition to products. Please note that audio/visual equipment and fees are the responsibility of the industry supporter.

A signed Letter of Agreement is required to secure your product theater, please complete **Letter of Agreement**. Email KC Casey at Casey.Katlyn@mayo.edu with any questions.

Exhibit Hours

Set Up: Thursday February 25 at 6am
Thursday, February 25 – Breakfast, Lunch, and Refreshment Breaks.
Friday, February 26 – Breakfast, Lunch, and Refreshment Breaks.
Saturday, February 27 – Breakfast and Refreshment Break.

Tear Down: All materials must be removed by 12pm on Saturday, February 27, 2027.

Payment Information

[Check Payments Mail to:](#)

Attn: KC Casey
Reference: Pathupdate2027/27S02240
MayoClinic
P.O. Box 4006
Rochester, MN 55903

[Credit Card Payments](#)

By Phone - Call our customer service team at 800-323-2688
By secured payment link with no additional fees associated pay [here](#)
Please reference Pathupdate2027/ 27S02240

Rules and Regulations

In applying for exhibit space and sponsorship opportunities, company representatives 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.

- The 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 exhibitors must not interfere in or compete in any way 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.

Liability:

Mayo Clinic School of Continuous Professional Development, the employees thereof, nor their representatives, nor any member of the Conference Committee or Hotel, 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 Hotel and their employees, volunteers, and committees from any and all claims of loss, damage, or injury. Exhibitors are encouraged to insure themselves against property loss or damage, and against both general and personal liability.

The Exhibitor understands and agrees that, for the safety of conference participants, the 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.