

35th Biennial Dermatology Symposium: The O'Leary Meeting 2027

October 8-9, 2027

Rochester, MN US

Greetings!

On behalf of course directors Dr. Afsaneh Alavi, Dr. Rochelle Torgerson, the Mayo Clinic Dermatology Division, and the Mayo Clinic School of Continuous Professional Development, we are pleased to announce the upcoming *35th Biennial Dermatology Symposium: The O'Leary Meeting 2027*. This symposium is being held at The Mayo Civic Center, Rochester, MN, as well as livestream, October 8-9, 2027.

Course Description
The 35th Biennial Dermatology Symposium: The O'Leary Meeting 2027 aims to provide an update on dermatological conditions, new therapeutics, and devices for the dermatologist and dermatological team. The 2027 meeting highlights dermatology crossing paths with other disciplines such as oncology, rheumatology, gastroenterology, surgery, and cosmetics. This symposium consists of a multimedia approach to updating physicians about the current and future care of dermatology patients with both common and rare diseases. Traditional lecture format and interactive panel formats with faculty representation from all three Mayo Clinic sites are used. The information presented is relevant to dermatopathologists, surgical dermatologists, general dermatologists, and pediatric dermatologists.

Target Audience
This course is designed for dermatologists, physician assistants, nurses and other healthcare practitioners in dermatology or the other highlighted specialty areas of care. A special welcome to the alumni from the Mayo Clinic Dermatology Department alumni from Arizona, Florida, and Minnesota. We expect 150 in-person attendees for 2027.

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 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 September 1, 2027. For your convenience, Mayo Clinic's Tax ID is 41-6011702.

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

Sincerely,
Cami Greden CME Specialist
Jessica Sorensen EAC

Date, Location, Website, and Key Contacts

Dates
Friday, October 8, 2027
Saturday, October 9, 2027

Location

Mayo Civic Center
30 Civic Center Dr SE
Rochester, MN 55904

Course Website
35th Biennial Dermatology Symposium: The O'Leary Meeting 2027

Course Directors

- Afsaneh Alavi, M.D.
  Professor of Dermatology,
  Mayo Clinic College of Medicine and Science

- Rochelle R. Torgerson, M.D., Ph.D.
  Professor of Dermatology,
  Mayo Clinic College of Medicine and Science

Key Contact

Jessica Sorensen
Mayo Clinic School of Continuous Professional Development (MCSCPD)
200 First St SW, Plummer 2-60
Rochester, MN 55905
Sorensen.jessica@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 and discuss the clinical and surgical uses of these products and services, including how they may improve the quality of care. 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.

Non-CME Educational Session (Product Theater)

$20,000 Breakfast
$25,000 Lunch

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

Accepted sessions will feature a 30-minute opportunity.
Select from the following:
Breakfast: Saturday October 9th
Lunch: Friday October 8th
Lunch: Saturday October 9th

*This is a Promotional Symposium (Non-CME Event).
Mayo Clinic will provide food and beverage for each product theater. 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.

All sessions will receive the following:

- **Four** complimentary 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 on the first day of the conference.

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.

Please email the following information to Jessica Sorensen, sorensen.jessica@mayo.edu, and Cami Greden, greden.cami@mayo.edu, to receive a Letter of Agreement:

- Company name
- Company contacts (include name and email)
- Summary of Session including any invited speakers.

Sponsorship Opportunities

PLATINUM	GOLD	SILVER	BRONZE
$20,000	**$15,000**	**$10,000**	**$5,000**
Platinum sponsors may be acknowledged as a *General Sponsor* of the course.	**Charging Station Sponsor** *(Two Available)* Company signage at one of two charging stations.	**Wi-Fi Sponsor** *(One Available)* Company signage with Wi-Fi sign on instructions.	**Refreshment Break Sponsor** *(Four Available)* Company signage at one of the refreshment breaks.
	Gold sponsors may opt to support a *Charging Station* or be acknowledged as a *General Sponsor* of the course.	Silver sponsors may opt to support *Wi-Fi* or be acknowledged as a *General Sponsor* of the course.	Bronze sponsors may opt to support *a Refreshment Break or* be acknowledged as a *General Sponsor* of the course.
Platinum sponsors will receive: • **Four** complimentary 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 on the first day of the course.	Gold sponsors will receive: • **Three** complimentary registrations, • Signage near charging stations, • 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 on the first day of the course.	Silver sponsors will receive: • **Two** complimentary registrations, • Signage with Wi-Fi connection instructions, • 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 on the first day of the course.	Bronze sponsors will receive: • **One** complimentary 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 on the first day of the course.

Sponsorships range from $5,000 to $15,000 and feature various perks please email Jessica Sorensen, sorensen.jessica@mayo.edu, for more information on alternative opportunities.

Click here to secure your sponsorship.

A signed letter of agreement is required to secure your sponsorship as space is limited.

Exhibit Opportunity

$3,500.00

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

- Includes one 6 ft table and two chairs.
- Interact face-to-face with course attendees.
- Exhibitors are invited to participate in food and beverage events, including breakfast, lunch, and refreshment breaks.
- A sponsorship acknowledgement on the break slide announcements during the course, in the electronic course syllabus, and during opening/closing remarks.
- Receive an attendee list including registered attendee's name, credentials, city, state on the first day of the course.
- Build visibility for your company in a competitive marketplace.
- Expand your customer base and strengthen existing customer relationships.
- Introduce new products and services.

Click here to secure your exhibit table

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

Exhibit Hours

Set Up: Thursday, October 7 – TBD
Friday, October 8 – 7:00 AM – 5:10 PM
Saturday, October 9 – 7:00 AM – 3:05 PM
Tear Down: All materials must be removed by 5:00pm on Saturday, October 9th.

Payment Information

Check Payment: An invoice will be emailed to the contact identified on this form. Remit payment by check to the address on the invoice.
Credit Card payments: To pay by credit card, please contact Mayo Clinic School of Continuous Professional Development at 1-800-323-2688.
Reference: O'LEARY 2027 – 5327R00827

RULES AND REGULATIONS

In applying for exhibit space, exhibitors 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.
• 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 exhibits must not interfere or in any way compete 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 The Mayo Civic Center 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 The Mayo Civic Center and their employees, volunteers, and committees from any and all claims for loss, damage, or injury. Exhibitors are encouraged to insure themselves against property loss or damage, and against both general and personal liability.

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



Form **W-9**
(Rev. March 2024)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Go to *www.irs.gov/FormW9* for instructions and the latest information.

Give form to the requester. Do not send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See ***Specific Instructions*** on page 3.

1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)

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2 Business name/disregarded entity name, if different from above.

3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor ☐ C corporation ☐ S corporation ☐ Partnership ☐ Trust/estate

☐ LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) . . . . .

Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.

☑ Other (see instructions) **501 (c) (3) Tax-exempt Nonprofit Corporation**

3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions . . . . . ☐

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) **1**

Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) **A**

(Applies to accounts maintained outside the United States.)

5 Address (number, street, and apt. or suite no.). See instructions.

200 First Street SW

6 City, state, and ZIP code

Rochester, MN 55905

Requester's name and address (optional)

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

			–		–				

or

Employer identification number

4	1	–	6	0	1	1	7	0	2

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here **Signature of U.S. person** Katy Domaille **Date** 1/2/2026

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to *www.irs.gov/FormW9*.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they