

**Heart Failure Up North: Practical Approaches to the  
Management of Congestive Heart Failure**



**EXHIBITOR PROSPECTUS**

## DEAR EXHIBITOR,

On behalf of Mayo Clinic Department of Cardiovascular Medicine, we are pleased to announce the **Heart Failure Up North**. The program will be offered as a live in-person and a livestream learning opportunity.

Conference details are available at: [cveducation.mayo.edu](https://cveducation.mayo.edu)

The program highlights heart failure to keep the practitioner current, with an emphasis on cases, updates, and clinical guidelines in daily clinical practice. The program will be primarily case based with a few supplemental lectures covering the bread and butter for heart failure, novel therapies, hospital readmission and advanced heart failure. This activity has been approved for *9.25 AMA PRA Category 1 Credits™*.

Product exhibits will be available during the conference on **August 17-18, 2024**. Exhibitors will be able to have displays during breakfasts and morning breaks. We are anticipating 100 participants for this medical education program focusing on heart failure.

Your company is invited to participate in the conference by providing an exhibit fee in the amount of \$2,500. This fee does not include attendance at the lectures, and exhibitor representatives wishing to participate in the lectures must register for the conference separately. All exhibitors will be acknowledged in conference materials and at the conference. As an organization approved by the Accreditation Council for Continuing Medical Education (ACCME) to provide accredited continuing medical education (CME), Mayo Clinic conducts such programs in accordance with the policies and guidelines of that organization. As indicated in the ACCME Standards for Commercial Support, live promotional activities will be kept separate from the CME.

If you are interested in exhibiting at this conference, please see the additional information included in this prospectus and complete and return the letter of agreement by **June 15, 2024**. The funds (made payable to Mayo Clinic, Federal ID # 41-6011702) may be received **no later than July 1, 2024**. If there is an additional person at your organization with whom we should correspond, please let us know.

Mayo Clinic  
ATTN: Charlene Tri  
200 1<sup>st</sup> Street SW - SN 3-302 CVCE  
Rochester, MN 55905

Email: [ctri@mayo.edu](mailto:ctri@mayo.edu)

We are excited about this program and hope that you will join us in 2023. If you have any questions about this conference or need additional information, please contact:

**Charlene Tri** | 507-284-1986 | [ctri@mayo.edu](mailto:ctri@mayo.edu) |

Sincerely,  
Course Directors

Daniel Borgeson, M.D.

Shannon Dunlay, M.D.

# EXHIBITOR INFORMATION

## EVENT INFORMATION

<b>Exhibit Contact</b>  <b>Charlene Tri</b> Education Specialist Mayo Clinic Cardiovascular Medicine CME Phone: 507-284-1986 Email: <a href="mailto:ctri@mayo.edu">ctri@mayo.edu</a>		<b>Event Location</b>  Grand View Lodge 23521 Nokomis Ave Nisswa, MN 56468  <a href="#">Lodging</a>
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## EXHIBIT FEES

### Standard Table Top Exhibit: \$2,500

- One 6' table and one chair
- General exhibit hall lighting and heating
- Wi-Fi
- Access to networking opportunities throughout the conference
- Company logo and link on meeting website under exhibits

### Exhibitor Assignments

Booth space assignments are based on first-come, first-served, space-available basis (following receipt of completed application/agreement).

In case of conflicting requests, priority will be determined on the basis of:

1. Date the application was received by Mayo Cardiovascular CME.
2. Amount of space requested.
3. Special needs of the exhibitors.

## ADDITIONAL PROMOTIONAL OPPORTUNITIES

### **Internet- \$5,000.00 (Exclusive)**

Help attendees stay connected with their office and home while away at the conference. Sponsor the wireless internet access in the meeting space for Meeting attendees. The supporter will be recognized throughout the meeting in signage and electronic communications.

### **Product Theater - \$20,000**

Non-CME product theater will give your company the opportunity to bring in an expert speaker, present directly to attendees and educate them on your latest and greatest products, devices and pharmaceuticals. Contact the education specialist for detailed information.

## EXHIBIT LOCATION & HOURS

Exhibits will be held in ballroom foyer near the general session. Refreshments and continental breakfast will be held in the meeting space. Storage space is limited to what can fit under your skirted table.

### Friday, August 17, 2024

6:00 p.m. – 8:00 p.m.

Exhibit Set-up

### Saturday, August 18, 2024

7:00 a.m. – 8:00 a.m.

Exhibit Hours

9:30 – 10:30 a.m.

### Sunday, August 19, 2024

7:00 a.m. – 8:00 a.m.

Exhibit Hours

9:30 – 10:30 a.m.

10:30 a.m.

Exhibit Tear Down

## EXHIBITOR INFORMATION & LOGISTICS

### Shipping

Packages may be shipped directly to the hotel but may not arrive more than three(3) days prior to the meeting. Package charges will apply at the hotel.

Grand View Lodge  
23521 Nokomis Ave  
Nisswa, MN 56468

**Conference Name: Mayo Clinic / August 18-19, 2024**

Shipping from the hotel: arrangements must be made directly with the hotel business center.

## Exhibit Policies

Each company may designate up to two persons to be responsible for the exhibit space during the exhibit times. Exhibit representatives are not eligible to enter the educational sessions unless registered as an attendee. Exhibit reps who wish to register as an attendee are not eligible to obtain a syllabus unless they are also a registered healthcare provider.

Exhibits and exhibitors must comply with all relevant Mayo Clinic, American Medical Association, and Accreditation Council for Continuing Medical Education policies.

At the discretion of the meeting organizers, exhibitors may be permitted to attend one or two talks or presentations within the activity without payment of a registration fee. Exhibitor representatives shall not be invited to, or included in, attendee or faculty dinners within the activity program. Mayo Clinic considers including representatives of exhibitor organizations in such events to create a perceived conflict of interest that may negatively influence attendees' view of the event, Mayo Clinic, or Mayo Clinic representatives.

Exhibitors shall not distribute materials of a promotional nature to participants. Providing items for healthcare professionals' use, even if they are practice-related items of minimal value, may foster misperceptions that company interactions with healthcare professionals are not based on informing them about medical and scientific issues. Such non-educational items should not be offered even if they are accompanied by educational materials.

Each exhibitor must make provisions for the safeguarding of their goods, materials, equipment and display at all times. No formal security will be hired for this meeting. It is understood that Mayo Clinic is not liable for any loss or damages to property or personal injury caused by the exhibitor or his agents, representatives, employees, or any other persons. It is further understood and agreed that Mayo Clinic shall not be held liable to an exhibitor for any lost profits, sales, or business opportunities or any other type of direct or consequential damages alleged to be due from a breach of these policies.

### **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 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:**

Neither Mayo Clinic Cardiovascular CME or the hotel, the employees thereof, nor their representatives, nor any member of the Conference Committee shall be responsible for injury, loss, or damage that may occur to the Exhibitor or his 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, Mayo Clinic Cardiovascular CME, and the hotel and their employees, volunteers, and committees from 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 attendees, Exhibitor shall not perform any procedures on or provide any services to conference attendees that are either invasive or are customarily performed in a practitioner's office.