



# EXHIBITOR PROSPECTUS

## Challenges in Clinical Cardiology: A Case-Based Update



This annual course provides new case-based updates on the diagnosis and treatment of commonly encountered challenging cardiovascular conditions. Each year the program has new and refreshed content but continues to focus on various challenging aspects of coronary artery disease, congestive heart failure, pericardial and myocardial disorders, valvular heart disease, congenital heart disease, atrial fibrillation and other heart rhythm disorders, vascular medicine topics, and preventive cardiology. The case-based review will address the relevant guidelines and treatment options for patients with these conditions.

## DEAR EXHIBITOR,

We are pleased to invite you to exhibit at the **Challenges in Clinical Cardiology: A Case-Based Update** to be held **September 20-22, 2024**, at the Sofitel Chicago. You are invited to exhibit at the program to provide a valuable extension of the education content.

The program will provide an update on the diagnosis and treatment of commonly encountered challenging conditions, emphasizing clinical pearls. The program content will highlight coronary artery disease, heart failure, valvular disease, and congenital heart disease. We are anticipating 140-175 participants. This activity has been approved for *17.25 AMA PRA Category 1 Credits™*.

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

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 forms as indicated by **August 1, 2024**. If there is an additional person at your organization with whom we should correspond, please let us know.

We are excited about this program and hope that you will join us in 2024.

If you have any questions about this conference or need additional information, please contact: **Charlene Tri** at email [ctri@mayo.edu](mailto:ctri@mayo.edu).

Sincerely,

Course Directors

Nandan S. Anavekar, M.B., B.Ch.  
Heidi M. Connolly, M.D.  
Abhishek J. Deshmukh, M.B.B.S.  
Darrell B. Newman, 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> <a href="#">Sofitel Chicago Magnificent Mile</a> 20 East Chestnut Street Chicago, IL 60611  <b>Hotel Information:</b> <a href="#">Click here</a>
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## EXHIBIT FEES

### Standard Tabletop 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 based on:

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

## ADDITIONAL PROMOTIONAL OPPORTUNITIES

### Mobile Charging Stations- \$5,000.00

Charging stations will provide attendees an area to charge their mobile device or use their iPad or laptop. Your corporate logo or product on the charging stations will recognize your company's sponsorship and will include your booth location.

### 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.

### Thursday, September 19, 2024

TBD	Exhibit Set-up
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### Friday, September 20, 2024

7:00 a.m. – 8:00 a.m. 9:55 a.m. – 10:20 a.m. 2:25 p.m. – 2:45 p.m.	Exhibit Hours
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### Saturday, September 21, 2024

7:00 a.m. – 8:00 a.m. 9:00 a.m. – 10:30 a.m.	Exhibit Hours
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### Sunday, September 22, 2024

7:00 a.m. – 8:00 a.m. 10:00 a.m. – 10:30 a.m.	Exhibit Hours
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.

### Shipping Address:

[Sofitel Chicago Magnificent Mile](#)

20 East Chestnut Street

Chicago, IL 60611

Mayo Clinic Challenges in CV: Contact Name, Company, Package #

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 always. 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.