

A scenic landscape photograph showing rolling green mountains under a dramatic, colorful sky with a rainbow. In the foreground, there are vibrant pink flowers.

SUCCESS WITH FAILURE

Strategies for the Evaluation and Treatment of Heart Failure

THE GREENBRIER / WHITE SULPHUR SPRINGS, WEST VIRGINIA

AUGUST 2–4, 2019

EXHIBITOR PROSPECTUS

DEAR EXHIBITOR,

On behalf of Mayo Clinic Department of Cardiovascular Medicine, we are pleased to announce the **Success with Failure: Strategies for the Evaluation and Treatment of Heart Failure** conference.

Conference details are available at: cveducation.mayo.edu

This course will feature up-to-date presentations on the evaluation and treatment of heart failure. New diagnostic tools, drugs, and devices will be reviewed along with their role in specific clinical situations. Integration of guidelines and clinical management will be highlighted. The program format includes interactive case based discussions, surgical and medical perspectives to ensure a lively and relevant educational opportunity for all participants.

Product exhibits will be available during the conference on August 2-4, 2019. Exhibitors will be able to have displays during breakfasts and morning breaks. Attendee meal functions will be offered within the exhibit space.

Your company is invited to participate in the conference by providing an exhibit fee in the amount of \$2,200. Included with the exhibit fee is a table (6 ft), chairs, in addition to all meals provided by the conference (breakfast, breaks, lunch, and reception). 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 **July 1**. 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.

If you have any questions about this conference or need additional information, please contact:

Charlene Tri | 507-284-1986 | ctri@mayo.edu |

Sincerely,

Success with Failure Course Directors

Barry A. Borlaug, M.D.

Brooks S. Edwards, M.D.

Barry L. Karon, M.D.

GENERAL EXHIBITOR INFORMATION

Booth Fee: \$2,200

- 6' table
- Chairs
- Wi-Fi
- Access to networking opportunities throughout the conference

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.

Booth Cancellation

Booth space cancellation refunds will be made based on the following schedule:

- Before July 1, 2019: 50% refund of total booth space rental fee
- On or after July 1, 2019: no refund

Questions

CV Education Specialist	Charlene Tri Phone: 507-284-1986 E-mail: ctri@mayo.edu
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EXHIBIT SCHEDULE

Thursday, August 1, 2019	
6:00 p.m. – 9:00 p.m.	Exhibit Set-up
Friday, August 2, 2019	
7:00 a.m. – 8:15 a.m. 10:00 a.m. – 11:00 a.m.	Exhibit Hours
Saturday, August 3, 2019	
7:30 a.m. – 8:30 a.m. 10:00 a.m. – 11:00 a.m.	Exhibit Hours
Sunday, August 4, 2019	
7:00 a.m. – 8:30 a.m. 9:30 a.m. – 10:30 a.m.	Exhibit Hours
10:30 am	Exhibit Tear Down

Lodging

Guest rooms have been reserved for attendees and their guests at The Greenbrier. In order to receive the group rate, reservations must be made before the room block is filled or before the expiration date of **July 1, 2019**, whichever comes first. To secure the group rate, please specify you are with the Mayo Success With Failure conference.

[The Greenbrier](#)
300 West Main Street
White Sulphur Springs, WV 24986
(844) 837-2466

Room Rate: \$239

Check in time at The Greenbrier is 4:00 PM and check out time is 11:00 AM. In the event rooms are not available upon arrival or a guest stays on property after checking out, all recreational, dining and beverage facilities will be available to guests at published Hotel rates. For every third or fourth adult occupant in a guestroom, an additional \$50.00 per night will apply.

RESORT FEE

The following services and amenities are included in The Greenbrier's daily Resort Fee of \$35.00 per room, per day: Morning Coffee Service, Afternoon Tea, Nightly Movies in the Theatre, Historical Tours and Presentations (Bunker Tours excluded), on-property transportation, Resort-Wide wireless internet connectivity, Cyber Café with Complimentary High-Speed Internet, Champagne Toast in the Casino Club, Culinary Demonstrations, Hiking Trails, use of the resort Fitness Center (at Tennis Center or Indoor Pool), use of the resort's indoor and outdoor pools, local and toll free phone charges and entertainment provided by the Casino Club's Beverage Entertainers. These amenities are subject to change based on seasonality or availability. Bellmen, doormen, and others who render intermittent personal services are not included in the resort fee.

TERMS AND CONDITIONS

As a condition of exhibiting and when applying for exhibit space, a conference exhibitor (Exhibitor) agrees to abide by the following:

INDEMNIFICATION AND LIABILITY

Neither party will be liable for delayed performance or inability to perform due to acts of God or the public enemy, war, acts of terrorism, riot, embargo, sabotage, flood, tornado, accident, or any circumstance of similar or different character beyond a party's reasonable control, including without limitation unavoidable fire, explosion, transportation delays, or labor trouble.

Exhibitor assumes full responsibility for the timely, safe, and proper installation, removal, and maintenance of its property, exhibits, equipment, and personal belongings and for the safe and proper occupancy and use of the exhibition premises and any part thereof.

Exhibitor hereby releases and discharges Mayo Clinic, Mayo Clinic Cardiovascular Department CME, meeting venue, and the employees and agents of any of these entities from any and all claims, losses, and damages to person or property arising out of or in connection with Exhibitor's installation, maintenance, and removal of Exhibitor's property, exhibits, equipment, and personal belongings and its occupancy or use of the exhibition premises or any part thereof, except for such loss or damage that is directly caused by the negligence of Mayo Clinic, Mayo Clinic Cardiovascular Department CME, meeting venue, or the agents or employees of any of these entities.

Exhibitor understands and acknowledges that Mayo Clinic, Mayo Clinic Cardiovascular Department CME, and meeting venue, do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain such insurance coverage.

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 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 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.