

Dear Potential Exhibitor:

On behalf of Course Directors, Doctors Heidi Connolly, Fletcher Miller, Rick Nishimura, Sorin Pislaru, Nandan Anavekar, and the Mayo School of Continuous Professional Development, I am inviting you to exhibit at the 30th Annual Cases in Echocardiography, CT and MRI course October 20-23, 2021 in Napa Valley, CA at The Meritage. Each year, we have approximately 225-250 cardiologists, anesthesiologists, surgeons, nurses, and cardiac sonographers.

This advanced course is designed to provide the clinician and advanced sonographer with an update on transthoracic, stress, and transesophageal echocardiography as well as cardiac CT and MRI. It is not a "how-to" course, but instead will concentrate on the application of these modalities to clinical decision making.

The program consists primarily of clinical cases which illustrate the problems cardiovascular specialists commonly encounter. Multiple choice questions addressing the clinical utility and limitations of echocardiography follow each case. In addition, faculty presents "rapid fire" and "unknown" cases. The audience is also encouraged to bring unknown cases which will be shown during the sessions.

In the program we have provided ample time for participants to review the latest updates from your company via live and virtual exhibits. The virtual exhibits will be open for viewing one week prior to the start of the conference and will close 30 days after. Viewing is available during all meal functions.

An exhibit fee of \$2,500 is requested. Funds will be used towards the exhibit space which will include 10x10 space, acknowledgement on signage and on-line syllabus. If you are interested in exhibiting, please complete and return the attached *Written Exhibit Agreement*. Checks can be made payable to Mayo Clinic (Federal ID #41-6011702) and sent to the attention of Sheila Fick, Mayo Clinic, 200 First Street SW/SN 03-302, Rochester, MN 55905.

In order to reserve space at this conference, please reply at your earliest convenience.

- Live Exhibit: \$2,500
- Virtual Exhibit: \$250 (must also purchase live exhibit to have this rate)
- Optional Carrousel add-on for an additional \$500
- Optional Top 3 logo placement, an additional \$500 (limited to the first three submissions)
- This virtual platform will allow for up to 4 reps during this time
- You will also have access to the livestream program

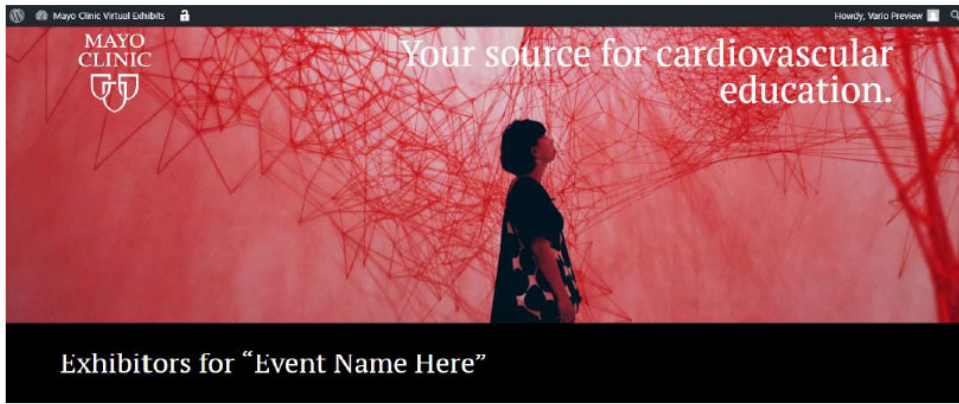
The virtual samples are shown below, or you can visit the demo site linked below.



Mayo Clinic
VirtualDemo CVCME.t

Live Recording of Vario from Mayo Clinic Leadership:

https://mssvideoupload.mayo.edu/media/2021-02-04_Virtual+Exhibit+Platform+Demonstration/1_ofeisqt0



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- Credit Card or Check payable to: **Mayo Clinic (Reference NAPA)**
- Tax ID: **41-6011702**
- Mail this payment to: **Mayo Clinic
ATTN: Sheila Fick
200 1st Street SW/SN 03-302
Rochester, MN 55905**

Please e-mail the attached Letter of Agreement to Sheila Fick at fick.sheila@mayo.edu. Once we receive your confirmation, we will forward instructions for uploading documents to the link. If you have further questions, please feel free to contact me at 507-261-8178. We hope that you will be able to join us in this exciting educational endeavor.

Sincerely yours,

A handwritten signature in black ink that reads "Sheila Fick".

Sheila M. Fick
Mayo Clinic

Enclosures



Mayo School of Continuous Professional Development (MSCPD) Exhibitor Agreement

Agreement between: ACCREDITED PROVIDER: Mayo Clinic College of Medicine and Science – MCSCPD AND:

Activity Title	Cases in Echocardiography, Cardiac CT, and MRI	
Activity Number	21R00511	
Location	Live In-Person & Livestream – The Meritage - Napa, CA	
Dates	October 20-23, 2021	
Company Name (Exhibitor) (as it should appear on printed materials)		
Exhibit Contact (if different then exhibit Rep.)		
Name(s) of Representative(s) exhibiting: (Maximum of two representatives allowed per exhibit)		
Address		
Telephone		
Fax		
Email		
The named exhibitor wishes to exhibit at the above named activity for the amount of	\$2,500	
Livestream Display (\$250)	\$	
Optional: Carrousel Add-On (unlimited) (\$500)	\$	
Optional: Top 3 Logo Placement (limited to 3) (\$500)	\$	
Total Purchase	\$	

NOTE: There may be additional charges depending on the meeting location (power, internet access, etc.).
Please list additional requests here: (please note: additional requests may incur additional fees)

TERMS AND CONDITIONS

- EXHIBITOR agrees to abide by ACCME Standards for Commercial Support as stated at www.accme.org: SCS 4.2: “Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME.” “For live, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during or after a CME activity. **Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity.**”
- EXHIBITOR may only distribute educational promotional materials at their exhibit space. Distribution of non-educational items (pens, notepads, etc.), pharmaceuticals or product samples is prohibited.
- All exhibit fees associated with this activity will be given with the full knowledge of the PROVIDER. No additional payments, goods, services or events will be provided to the course director(s), planning committee members, faculty, joint provider, or any other party involved with the activity.
- Completion of this agreement represents a commitment and EXHIBITOR is obligated to provide full payment of all amounts due under this agreement by the ACTIVITY DATE unless otherwise agreed upon by the PROVIDER. PROVIDER reserves the right to refuse exhibit space to EXHIBITOR in the event of nonpayment or Code of Conduct violation.
- If this agreement is cancelled by either party forty-five (45) days or more in advance of the Activity Date, PROVIDER will refund the Exhibit Fee less a \$300 processing fee. If this agreement is cancelled by EXHIBITOR less than forty-

five (45) days in advance of the Activity Date, the total amount due under this Agreement shall be immediately due and payable to PROVIDER.

- PROVIDER agrees to provide exhibit space and may acknowledge EXHIBITOR in activity announcements. PROVIDER reserves the right to assign exhibit space or relocate exhibits at its discretion.

Note: All exhibitors must be approved by MCSCPD and this agreement is not binding until both parties have signed. MCSCPD maintains the right to refuse any exhibitor.

By signing below, I agree to the “Terms and Conditions” outlined on Page 1 of this Exhibitor Agreement (including ACCME Standards for Commercial Support):

The person signing below is authorized to enter into this agreement:

Exhibitor Representative Name	Signature	Date
Mayo Clinic Representative Name	Signature	Date

PAYMENT INFORMATION

Please indicate your method of payment:

PROVIDER Federal Tax ID number is 41-6011702.

Please remit check payable to: Mayo Clinic. Please identify name of course on the check stub.

<input type="checkbox"/> Check	<input type="checkbox"/> Credit Card or Wire Transfer
Make payable to: Mayo Clinic ATT: Sheila Fick 200 First St SW, SN 03-302 Rochester, MN 55905 Please identify NAPA on the check.	For payment by credit card or wire transfer, please call the CV Registrar, Sheryl Dohrmann at 800-283-6296. <i>Do not send credit card information via email or fax.</i>

Complete and return this form along with your payment made to Mayo Clinic,
Federal Tax ID# 41-6011702 to:

Mayo Clinic
ATT: Sheila Fick
200 First St SW, SN 03-302
Rochester, MN 55905
T: 507-261-8178