



# EXHIBITOR PROSPECTUS

Success With Failure: Strategies for the Evaluation  
and Treatment of Heart Failure



July 25-27, 2024

In-Person or Livestream | Fairmont Tremblant, Mont-Tremblant, QC, Canada

## 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**. The program will be July 25-27, 2024 at the Fairmont Tremblant.

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. This activity has been approved for 14. *AMA PRA Category 1 Credits™*.

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

Exhibits will be available during the conference on **July 25-27, 2024**. Exhibitors will be able to have displays during breakfasts and morning breaks. We are anticipating 120 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 **July 1, 2024**. The funds (made payable to Mayo Clinic, Federal ID # 41-6011702) may be received **no later than July 15, 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 CV CE  
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 2024. If you have any questions about this conference or need additional information, please contact:  
**Charlene Tri** | [ctri@mayo.edu](mailto:ctri@mayo.edu).

Sincerely,

Program Course Directors  
Barry Borlaug, M.D.

Alfredo Clavell, M.D.

Omar Abou Ezzeddine, M.D., SM, MS

# 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="#">Fairmont Tremblant</a> 3045 Chem de la Chapelle Mont Tremblant, QC J8E 1E1 CANADA
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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

### **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.

## Wednesday, July 24, 2024

6:00 p.m. – 8:00 p.m.

Exhibit Set-up

## Thursday, July 25, 2024

7:00 a.m. – 8:00 a.m.

Exhibit Hours

9:30 – 10:30 a.m.

## Friday, July 26, 2024

7:00 a.m. – 8:00 a.m.

Exhibit Hours

9:30 – 11:00 a.m.

## Saturday, July 27, 2024

7:00 a.m. – 8:00 a.m.

Exhibit Hours

9:30 – 10:00 a.m.

10:00 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.

#### [Fairmont Tremblant](#)

3045 Chem de la Chapelle  
Mont Tremblant, QC J8E 1E1  
CANADA

**Conference Name: Mayo Clinic / July 25-27, 2024**

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

## Exhibit 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.

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.