



# EXHIBITOR PROSPECTUS



## **HEART to HEART: Advances in Cardiovascular Critical Care and Resuscitation**

**April 11-14, 2024 | Fairmont Scottsdale Princess**

# DEAR EXHIBITOR,

On behalf of the Mayo Clinic Department of Cardiovascular Medicine, we are pleased to invite you to exhibit at the inaugural **Heart to Heart: Advances in Cardiovascular Critical and Resuscitation** conference on **April 11-14, 2024**, at the Fairmont Scottsdale Princess in Scottsdale, AZ.

This program will highlight the management and new technology utilized in the critical care unit to care for patients admitted. Expert faculty will provide up-to-date education on multifaceted care for patients presenting with myocardial infarction, heart failure, cardiac rhythm disorders, and shock along with appropriate imaging, monitoring, and medical management. The program will have didactic lectures integrated with challenging case discussions to highlight this rapidly growing field of medicine and a novel break-out session addressing optimal team dynamics in resuscitation. This course is intended for providers who work in the intensive care unit including cardiologists, interventional cardiologists, heart failure cardiologists, emergency medicine physicians, pulmonary care, anesthesiologists, surgeons, palliative care specialists, critical care specialists, nurse practitioners, physician assistants, residents, fellows, nurses, EMTs, and therapists who are interested in a contemporary review of cardiovascular critical care. We are anticipating 125–175 participants.

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

Product exhibits will be available during the conference. Exhibitors will be able to have displays during breakfasts, refreshment breaks, and lunches. Attendee meal functions excluding lunch 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 \$2,500. Included with the exhibit fee is a table (6 ft), two chairs, recognition of exhibitors onsite. 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 **March 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.

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  
*Courtney C. Bennett, D.O. and Ayan Sen, M.D.*

Co-Directors:  
*Jacob C. Jentzer, MD and Parag C. Patel, MD*

# 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 Scottsdale Princess</a> 7575 East Princess Drive Scottsdale, AZ 85255  <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

### In-Kind Grant:

- Hands-on workshop will be offered on POCUS and ECMO on Sunday, April 14, 2024. Support of the program for in-kind products is appreciated for successful sessions.

### 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.

## EXHIBIT LOCATION & HOURS

Exhibits will be held in Princess 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.

<b>Wednesday, April 10, 2024</b>	
7:00 p.m. – 8:00 p.m.	Exhibit Set-up
<b>Thursday, April 11, 2024</b>	

7:00 a.m. – 8:30 a.m. 10:00 a.m. – 1:30 p.m.	Exhibit Hours
<b>Friday, April 12, 2024</b>	
7:15 a.m. – 8:00 a.m. 9:30 a.m. – 10:30 a.m.	Exhibit Hours
<b>Saturday, April 13, 2024</b>	
7:15 a.m. – 8:00 a.m. 9:30 a.m. – 10:30 a.m.	Exhibit Hours
10:30 – 11:00 a.m.	Exhibit Tear Down

## EXHIBITOR INFORMATION & LOGISTICS

### Accommodation

A block of guest rooms has been reserved for attendees with special rates:

- The number of discounted rooms is limited
- Discounted rooms are available on a first-come, first-served basis
- The discounted room rate is only available until **March 8, 2024**, or when the block sells out

### 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:  
[Fairmont Scottsdale Princess](#)  
 7575 East Princess Drive  
 Scottsdale, AZ 85255

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

## PROMOTIONAL OPPORTUNITIES

### **Hotel Key Card- \$7,500.00 (Exclusive)**

Personalize hotel guest room keys with your company’s logo or product promotion for immediate exposure to attendees. Use this as a great way to introduce yourselves to our attendees upon checking into the host hotel. (Artwork to be provided by sponsoring company)

### ***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.

### ***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 - \$25,000***

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 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.