



7<sup>th</sup> Annual

# Keys to Cardiac Imaging



September 29 – October 2, 2024

The Ritz-Carlton Key Biscayne, Miami

## EXHIBITOR PROSPECTUS

**Imaging Exhibits:**

Steven Laman, CRAT, RDCS, ACS  
[laman.steven@mayo.edu](mailto:laman.steven@mayo.edu)

**General Information:**

Charlene Tri  
[ctri@mayo.edu](mailto:ctri@mayo.edu)

# DEAR EXHIBITOR,

We are pleased to announce the **Mayo Clinic 7<sup>th</sup> Annual Keys to Cardiac Imaging**. The program will be held **September 29-October 2, 2024**, in Miami, FL. The program will be offered as a live in-person and a livestream learning opportunity. The program directors are Drs. Pragnesh Parikh, Brian Shapiro, Carolyn Landolfo, and Patricia Mergo.

The program will review the spectrum of advanced cardiovascular imaging including echocardiography, MRI, CT, and nuclear cardiology for the providers caring for patients with cardiovascular disease. An expert faculty will discuss the relevant advances in techniques and limitation of each modality. Presentations will provide a comprehensive update on the clinical uses of various imaging modalities in the diagnosis, prognosis, and management of cardiovascular diseases.

## Program topics to feature:

- valvular heart disease
- ischemic heart disease
- myocardial disease
- heart failure
- point of care ultrasound

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

Product exhibits will be available during the conference on **September 29- October 1, 2024**. Exhibitors will be able to have displays during breakfasts and morning breaks. We are anticipating 150 participants for this medical education program focusing on cardiovascular imaging.

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. An opportunity is also available for in-kind grants for imaging hands on sessions.

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 opportunities included in this prospectus. Complete and return the forms as indicated by **August 1, 2024** to confirm participation. 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** | 507-284-1986 | [ctri@mayo.edu](mailto:ctri@mayo.edu).

Sincerely,

Course Directors

*Pragnesh Parikh, M.D.*

*Carolyn Landolfo, M.D.*

*Brian Shapiro, M.D.*

*Patricia Mergo, M.D.*

# EXHIBITOR INFORMATION

## EVENT INFORMATION

Imaging Exhibit Contact	General Information Contact	Event Location
<b>Steven Laman</b> Mayo Clinic Echo Lab Email: <a href="mailto:laman.steven@mayo.edu">laman.steven@mayo.edu</a>	<b>Charlene Tri</b> Education Specialist  Phone: 507-284-1986 Email: <a href="mailto:ctri@mayo.edu">ctri@mayo.edu</a>	<a href="#">The Ritz-Carlton Key Biscayne, Miami</a> 455 Grand Bay Drive Miami, FL 33149 <b>Hotel Information:</b> <a href="#">Click here</a>

## 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

### 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

### **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)

### **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 - \$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.

<b>Saturday, September 28</b>	
3:00 p.m. – 8:00 p.m.	Exhibit Set-up
<b>Sunday, September 29</b>	
6:00 a.m. – 8:00 a.m. 9:30 – 10:30 a.m.	Exhibit Hours
<b>Monday, September 30</b>	
6:30 a.m. – 8:00 a.m. 9:30 – 10:30 a.m.	Exhibit Hours
<b>Tuesday, October 1</b>	
6:30 a.m. – 8:00 a.m. 9:30 – 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.

[The Ritz-Carlton Key Biscayne, Miami](#)

455 Grand Bay Drive

Miami, FL 33149

**Conference Name: Mayo Clinic / Sept. 28**

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 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.