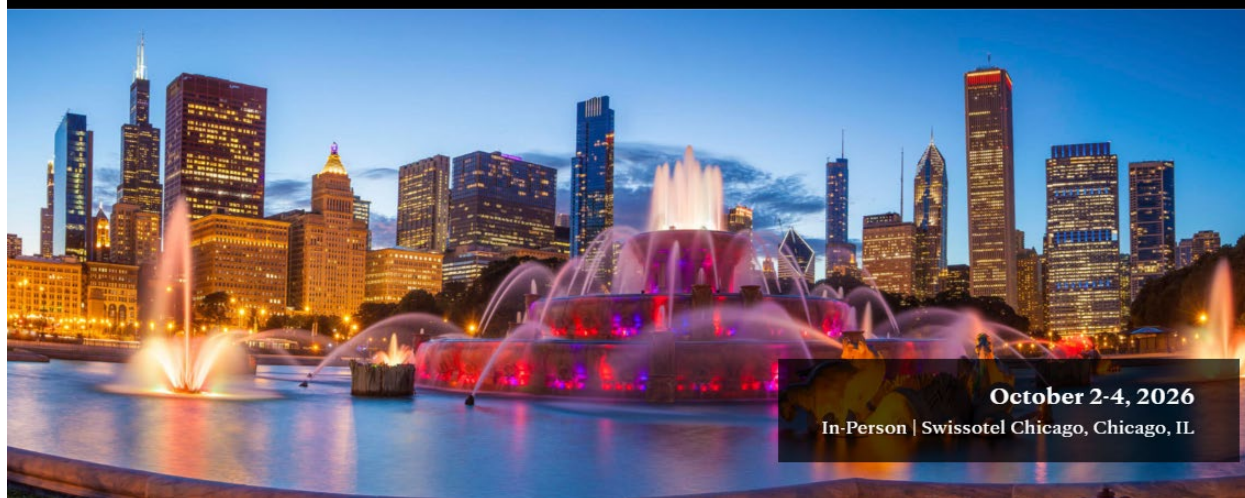




EXHIBITOR PROSPECTUS

Challenges in Clinical Cardiology: A Case-Based Update



This annual course provides new case-based updates on the diagnosis and treatment of commonly encountered challenging cardiovascular conditions. Each year the program has new and refreshed content but continues to focus on various challenging aspects of coronary artery disease, congestive heart failure, pericardial and myocardial disorders, valvular heart disease, congenital heart disease, atrial fibrillation and other heart rhythm disorders, vascular medicine topics, and preventive cardiology. The case-based review will address the relevant guidelines and treatment options for patients with these conditions.

Dear Potential Exhibitor,

On behalf of Mayo Clinic's Department of Cardiovascular Medicine, we invite you to exhibit at the [2026 Challenges in Clinical Cardiology: A Case-Based Update](#) course, which will be held **October 2-4, 2026** at the **Swissôtel Chicago, IL**.

This annual 2.5-day course offers case-based updates on the diagnosis and management of complex cardiovascular conditions, including coronary artery disease, heart failure, myocardial and pericardial disorders, valvular and congenital heart disease, atrial fibrillation and rhythm disorders, vascular medicine, and preventive cardiology. The program features refreshed content each year and is approved for **18.5 AMA PRA Category 1 Credits™**.

Our audience includes cardiologists, internal medicine subspecialists, general internists, physician assistants, nurse practitioners, and other cardiovascular care providers. We anticipate **100–150 in-person participants**.

Mayo Clinic recognizes these types of educational programs would not be possible without your support. We encourage your support through a **\$2,500 exhibit opportunity**.

Exhibit Benefits Include:

- 6 ft. exhibit table for 2.5 days
- Prime placement for maximum traffic
- Recognition in conference materials
- Exposure to the anticipated 100-150 attendees

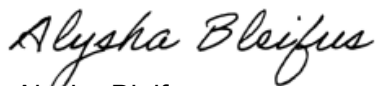
As an ACCME-accredited provider, Mayo Clinic ensures that all exhibit activity remains separate from certified CME content and fully compliant with applicable standards and industry guidelines. The exhibitor fee represents fair market value and will not be used to remunerate individual healthcare professionals or support charitable assistance programs. All payments will be reported as required by federal and state Sunshine laws.

To confirm participation in this program, please complete the attached Exhibitor Agreement, and return to [Alysha Bleifus](#). Payment (made payable to Mayo Clinic, Federal ID #41-6011702) must be received no later than **September 2, 2026**.

We hope you will join us for this long-standing and highly regarded educational event. If you have any questions regarding this meeting, please feel free to contact me at

Bleifus.alysha@mayo.edu

Sincerely,



Alysha Bleifus
Education Specialist

EVENT INFORMATION

Exhibit Contact

Alysha Bleifus

Education Specialist

Mayo Clinic Cardiovascular Medicine CME

Email: Bleifus.alysha@mayo.edu

Event Location

[Swissôtel Chicago](#)

323 W Wacker Dr

Chicago, IL 60601

Lodging

To book your room at the Swissôtel Chicago, online reservations can be made online or by calling the Swissôtel Reservations Department at 1-888-737-9477.

The room block rate is \$269-\$299, depending on room type.

Travel

Airport

The Swissôtel is in the heart of downtown Chicago where the Chicago River meets Lake Michigan with views from Navy Pier to Millennium Park. The hotel is 20 miles from Chicago's O'Hare International and Midway airports.

Parking

The Swissôtel offers self-parking and valet parking options for an additional fee.

EXHIBIT FEES

Exhibit Fee: \$2,500

- 6' table and chair(s)
- Exhibitor Badge(s)
- Vender recognition in the Online Syllabus
- Acknowledgement on the break slides viewed by in-person and virtual learners
- Access to networking opportunities throughout the conference
- Attendee list including registered attendee's name, degree, specialty, city, state, and demographics
- Discounted hotel room rate: reservations must be made before the room block is filled or before the expiration date of **September 9, 2026**; whichever comes first

Exhibitor Location

All sessions will be held at the Swissôtel in the Lucerne Ballroom. Exhibits will be held in the Lucerne Foyer. Main visitations will be during each continental breakfast and refreshment breaks.

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 Schedule

Thursday, October 1, 2026

4:00-8:00 p.m. Exhibit Set-up

Friday, October 2, 2026

7:00-8:00 a.m. Breakfast & Exhibits
10:00-10:20 a.m. Refreshment Break & Exhibits
11:45 a.m.-12:35 p.m. Lunch & Exhibits
2:25-2:45 p.m. Refreshment Break & Exhibits
4:40 p.m. Course Adjourns

Saturday, October 3, 2026

7:15-7:55 a.m. Breakfast & Exhibits
10:35-10:55 a.m. Refreshment Break & Exhibits
12:50-1:35 p.m. Lunch and Exhibits
3:20-3:40 p.m. Refreshment Break & Exhibits
4:30 p.m. Course Adjourns

Sunday, October 4, 2026

7:15-7:30 a.m. Breakfast & Exhibits
10:15-10:35 a.m. Refreshment Break & Exhibits
12:00 p.m. Course Adjourns

Installation and Dismantling

- **Installation** will be on Thursday, October 1 after 4:00 p.m.
- **Dismantling** will be on Sunday, September 28 after 10:35 a.m.

Shipments

To avoid any confusion or misplaced materials:

- Do not ship more than **1 week** prior to the program
- **Number the boxes** "1 of 6", "2 of 6", etc.
- **Address Packages:**
 - Swissôtel Chicago Sarah Beach
 - ATT:** Mayo Clinic Alysha Bleifus
 - Company Name:** XXXX
 - Event Date:** September 26-28, 2025
 - Telephone Number of the Sending Party:** XXX-XXX-XXX
 - Meeting Room Name:** Lucerne Ballroom
 - 323 West Wacker Drive
 - Chicago, IL 60601

ADDITIONAL PROMOTIONAL OPPORTUNITY

Product Theater: \$20,000 base price per session

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 products, devices, and pharmaceuticals.

Product Theater details:

- Program may begin 30 minutes following course adjournment in the same room or separate room than the education event is taking place.
 - It must also allow 30-minutes post lecture before general session begins again.
- Exhibit booth with the CME program additional fee
- Mayo Clinic will arrange a room for your product theater
- Mayo Clinic AV will provide audiovisual support and equipment
 - Product theaters can be livestreamed for virtual attendees. However, please note that we do not record these.
- Education Specialist will assist with banquet event order
- Mayo Clinic CV will not provide alcohol at the event
- Signage and any announcement flyers would be the responsibility of the company
 - **Include language:** This presentation is not for Continuing Medical Education (CME) credit and is being provided in support of the Mayo Clinic activity on behalf of the commercial interest entity.
- Course Directors must review and approve the list of speakers along with a 50-word description of the event
- Request should be submitted to Education Specialist at least four weeks prior to the start of the course
 - Mayo Clinic staff, faculty, course directors may not serve as moderators, facilitators, speakers or participate in any other capacity than attending a product theater
- Mayo Clinic will only offer the Commercial Interest an attendee list, upon request once all attendees have been provided with an option to "opt-out" of being included on the list
- Attendees are notified that these events are optional, not for CME credit, and are being provided in support of the Mayo Clinic Course on behalf of the Commercial Interest.
- The non-CME event may be identified in the final program (no logo), course website, and course welcome slides

Connect with the Exhibit Contact, [Alysha Bleifus](#) for more details.

EXHIBIT POLICIES

Each company may designate up to two people 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 always. No formal security will be hired for this meeting. It is understood that Mayo Clinic is not liable for any loss or damage 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 to a breach of these policies.