



HEART FAILURE MANAGEMENT

for nurse practitioners, physician
assistants, and primary care providers

LAKE BUENA VISTA, FLORIDA

Disney's Grand Floridian Resort

March 22-25, 2027

[CVEDUCATION.MAYO.EDU](https://cveducation.mayo.edu)



EXHIBITOR PROSPECTUS

DEAR EXHIBITOR,

On behalf of Mayo Clinic Department of Cardiovascular Medicine, we are pleased to announce the **Heart Failure Management for NP, PA, and Primary Care Providers** conference.

Conference details are available at: cveducation.mayo.edu

This course provides a comprehensive review of the diagnosis and management of heart failure across its various stages. Heart failure is a widespread and costly condition, often associated with significant symptoms and increased mortality. While cardiac subspecialists play a vital role in testing and treatment, primary care providers manage most aspects of patient care. Through a case-based clinical format, this course will address practical challenges and highlight key management strategies aimed at increasing provider confidence and improving outcomes for patients with heart failure.

Product exhibits will be available during the conference on **March 22 – 25, 2027**. Exhibitors will be able to have displays during breakfasts, morning and afternoon breaks, and lunches. Attendee meal functions excluding lunch will be offered within the exhibit space. We anticipate 175-200 participants.

Your company is invited to participate in the conference by providing an exhibit fee in the amount of \$2,800. Included with the exhibit fee is a table (6 ft) and chairs. 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 **February 1, 2027**.

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.

Sincerely,

Course Directors

Janell Grazzini Frantz, APRN, C.N.P., M.S.N.
Sara B. Severson, APRN, C.N.P., M.S.

Melissa Lyle, M.D.
Lisa Mielniczuk, M.D.

EXHIBITOR INFORMATION

EVENT INFORMATION

Exhibit Contact

Charlene Tri

Education Specialist

Mayo Clinic Cardiovascular Medicine CME

Phone: 507-284-1986

Email: ctri@mayo.edu

Event Location

[Disney's Grand Floridian Resort](#)

4401 Floridian Way

Lake Buena Vista, Florida 32830-8451

Hotel Information:

[Click here](#)

EXHIBIT FEES

Standard Tabletop Exhibit: \$2,800

- One 6' table and one chair
- General exhibit hall lighting and heating
- Wi-Fi
- Access to networking opportunities at the conference

Each company may designate up to two people to be responsible for the exhibit space during the exhibit times. Additional name badges may be purchased for a \$100 administrative processing fee per badge.

Exhibitor Assignments

Booth space assignments are based on first-come, first-served, space-available basis (following receipt of completed application/agreement).

Payment: Mayo Clinic, Federal Tax ID # 41-6011702

Credit Card Payment:

Call: 800-283-6296

Check Send to Address:

200 First Street SW – SCN 3-302CE

Rochester, MN 55905

PROMOTIONAL OPPORTUNITIES

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.

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, [Charlene Tri](#), for detailed information.

- Tuesday, March 23, 2027 - after 1:00 pm
- Wednesday, March 24, 2027 – After 1:00 pm

EXHIBIT LOCATION & HOURS

Exhibits will be held in Salons 6-9 near the general session. Refreshments and a continental breakfast will be held in the exhibit hall. Storage space is limited to what can fit under your skirted table.

Sunday, March 21, 2027

4:00 p.m. – 7:00 p.m.

Exhibit Set-up

Monday, March 22, 2027

7:00 a.m. – 8:00 a.m.

Exhibit Hours

9:30 a.m. – 10:15 a.m.

Tuesday, March 23, 2027

6:45 a.m. – 8:00 a.m.

Exhibit Hours

9:30 a.m. – 10:30 a.m.

Wednesday March 24, 2027

6:45 a.m. – 8:00 a.m.

Exhibit Hours

9:30 a.m. – 10:30 a.m.

Thursday March 25, 2027

7:00 a.m. – 8:00 a.m.

Exhibit Hours

9:30 a.m. – 10:00 a.m.

10:15 a.m.

Exhibit Tear Down

EXHIBITOR INFORMATION & LOGISTICS

Shipping

Packages may be shipped directly to the hotel but may not arrive more than 3 days prior to the meeting. Package charges will apply at the hotel.

Shipping Address:

Disney's Grand Floridian Resort
4401 Floridian Way
Lake Buena Vista, FL 32830

Hold for: Mayo Clinic HFMAN /March 22-25

Exhibiting: Rep On-Site Name, Company, Package #

Return shipments from hotel: arrangements can be made directly with hotel business center.

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 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 in or compete in any way 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.