MAYO CLINIC

2027 Success with Failure:

Strategies for the Evaluation and Treatment of Heart Failure



EXHIBITOR PROSPECTUS

DEAR INDUSTRY COLLEAGUES:

On behalf of Drs. Barry Borlaug, Alfredo Clavell, and Omar Abou Ezzeddine and the Mayo Clinic Department of Cardiovascular Medicine, we are pleased to invite you to join us and exhibit at the **Success with Failure: Strategies for the Evaluation and Treatment of Heart Failure**, July 27-29, 2027, at Tenaya Lodge in Fish Camp, California.

This continuing medical education program will provide timely updates on the evaluation and treatment of heart failure, including new diagnostic tools, pharmacologic therapies, and devices and their application in specific clinical situations. Through expert presentations, interactive case-based discussions, and medical and surgical perspectives, the course will highlight the integration of current guidelines into clinical practice.

We anticipate approximately **140 participants** for this educational program and invite your organization to join us as an exhibitor. Exhibits will be conveniently located near the general session, with opportunities to interact with attendees during continental breakfasts and refreshment breaks.

To exhibit at this course:

- Complete and return the Exhibitor Agreement form provided. Exhibit Fee = $2,800
- Submit payment before July 1, 2027. Please make payment payable to Mayo Clinic and send to the address listed on the attached Letter of Agreement. The Federal Tax Identification number is 41-6011702.

We look forward to another successful program and hope you will be able to join us. If you have any questions or need additional items, please feel free to contact me at the address below.

WHY EXHIBIT?

Connect with healthcare professionals engaged in the evaluation and management of heart failure.

- Build Visibility for your organization, products, and services.
- Connect face-to-face with approximately 140 healthcare professionals
- Strengthen existing relationships and establish new connections
- Engage with attendees during scheduled continental breakfasts and refreshment breaks

AT-A-GLANCE

Dates: July 27-29, 2027
Location: Tenaya Lodge | Fish Camp, CA
Expected Attendance: 140

Exhibit Fee: $2,800
Payment Deadline: July 1, 2027
Exhibit Times: Breakfasts & Refreshments

Program Schedule:

Cveducation.mayo.edu
**Schedule subject to change*

KEY CONTACT

If interested in exhibiting and have questions, please contact:

Charlene Tri
Cardiovascular Education Specialist
Email: ctri@mayo.edu | Phone: 507-284-1986

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

EXHIBITOR OPTIONS

BASIC EXHIBITOR PACKAGE - $2,800

- 6 ft. draped table with two chairs
- 2 exhibitor representatives
- Complimentary breakfast and break refreshments
- Networking opportunities throughout the conference
- Company acknowledgement in applicable conference materials and onsite
- Wi-Fi Access
- Opt-In attendee list, including their name, city, and state.

ADD-ON OPTIONS

Enhance your exhibit presence with the following opportunities:

ADD-ON	AMOUNT	DESCRIPTION	Slots
Breakfast Presentation	$5,000	Showcase your product to course attendees with a dedicated 20-minute presentation during breakfast (7:00 AM - 7:20 AM). This presentation will take place in the dining space separate from the general session. Attendance is optional for course attendees.	2
Product Theater	$25,000	Extend your organization's presence with a dedicated non-CME Product Theater. This separate promotional opportunity provides your organization with dedicated time to feature a speaker and present information about relevant products, devices, pharmaceuticals, or services directly to attendees. Product Theaters are promotional activities, separate and distinct from the accredited CME program.	1

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. Special needs of the exhibitors.

READY TO JOIN US?

To reserve your space, complete and return the Exhibitor Agreement.

Charlene Tri | Cardiovascular Education Specialist ctri@mayo.edu| 507-284-1986