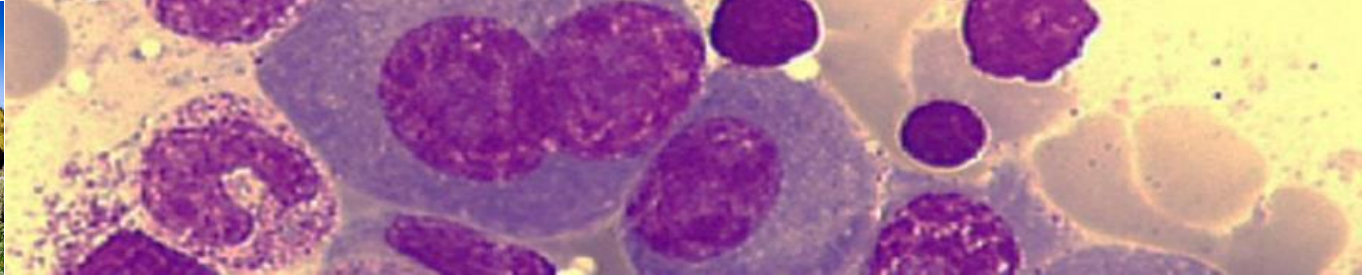


Mayo Clinic Workshop in Plasma Cell Disorders: Robert Kyle Symposium



Welcome

Dear Sponsors & Exhibitors,

On behalf of the Mayo Clinic School of Continuous Professional Development, I am pleased to invite you to participate in the Mayo Clinic Workshop in Plasma Cell Disorders: Robert Kyle Symposium that will be held March 16-17, 2019 at the Mayo Civic Center in Rochester, MN.

The course is designed to provide cutting edge medical knowledge for Physicians, Nurses, Physician Assistants, Nurse Practitioners and other health care professionals who seek enhanced knowledge in Plasma Cell Disorders.

We anticipate 300+ attendees at this program. To view additional course information please go to CE.MAYO.EDU/Plasmacell2019

Sincerely,

Shaji Kumar, M.D.

Prashant Kapoor, M.D.

Wilson Gonsalves, M.D.

Vincent Rajkumar, M.D.

Mayo Clinic Workshop in Plasma Cell Disorders: Robert Kyle Symposium

Dates and Locations

Meeting Date:

Saturday, March 16, 2019 thru Sunday, March 17, 2019

Meeting Location:

Mayo Civic Center
30 Civic Center Drive
Rochester, MN 55904

Course Website:

<https://ce.mayo.edu/hematology-and-oncology/content/mayo-clinic-workshop-plasma-cell-disorders-robert-kyle-symposium-2019#group-tabs-node-course-default1>

Why Exhibit?

Technical and educational exhibits provide a professional and educational environment in which the physician can receive demonstrations, view products and services and discuss the clinical and surgical uses of these products and services, including how they may improve the quality of care and the management of the medical/surgical practice. Additionally, the exhibits enhance the educational content of the meeting helping to provide quality continuing medical education.

Benefits:

- Interact face-to-face with influential decision makers in the field of Hematology and Oncology
- Build visibility for your company in a competitive marketplace
- Expand your customer base and strengthen existing customer relationships
- Introduce new products and services
- Additional advertisement opportunities to expand reach and further socialize with attendees

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Exhibit Hall Schedule

Friday, March 15, 2019

Exhibitor Set-Up. 12:00 PM – 5:00 PM

EXHIBIT HOURS:

Saturday, March 16, 2019 7:00 AM – 5:00 PM

Sunday, March 17, 2019. 7:30 AM – 2:00 PM

Sunday, March 17, 2019

Exhibitor Tear Down. 2:00 PM – 5:00 PM

PRELIMINARY SCHEDULE (Coming soon)

SHIPPING INFORMATION:

All shipping inquires will be expedited by Brede, our onsite booth professionals.

Mayo Clinic Workshop in Plasma Cell Disorders: Robert Kyle Symposium

General Exhibitor Information

EXHIBIT CONTACT:

Susan Reigel
Mayo Clinic School of Continuous Professional Development
200 First St. SW
Plummer 2-60
Rochester, MN 55905
Ph: 507-293-1877
E-mail: reigel.susan@mayo.edu

Mayo Clinic Workshop in Plasma Cell Disorders: Robert Kyle Symposium

Hotel Accommodations

There are multiple hotels to choose from for this conference. Each hotel is offering a discounted room rate for this event. When calling to make a reservation, identify yourself as a participant of the Mayo Clinic Workshop in Plasma Cell Disorders: Robert Kyle Symposium

Rochester Marriott Mayo Clinic Area

\$159 USD/night

20 SW Second Avenue

Rochester, MN 55902

Hotel: 507-280-6200

[Book your group rate for Mayo Clinic Plasma Cell Disorder](#)

Doubletree by Hilton Hotel Rochester – Mayo Clinic Area

\$189 USD/night

150 South Broadway

Rochester, MN 55904

Hotel: 507-281-8000

https://doubletree.hilton.com/en/dt/groups/personalized/R/RSTDTDT-PLA-20190314/index.jhtml?WT.mc_id=POG

Hilton Garden Inn Rochester Downtown

\$159 USD/night

225 South Broadway

Rochester, MN 55904

Hotel: 507-285-1234

https://hiltongardeninn.hilton.com/en/gi/groups/personalized/R/RSTRHGI-PLA-20190314/index.jhtml?WT.mc_id=POG

EARLY RESERVATIONS ARE STRONGLY RECOMMENDED.

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Sponsorship/Exhibitor Opportunities

Platinum Sponsor \$100,000

10 x 20 Booth (Table, 2-Chairs, Waste Container & Electrical access)
Marketing (signage at the event, recognition at the event, Flyer in registration packets)
60 – registrations to the event
20 – tickets to the course reception

Gold Sponsor \$50,000

10 x 10 Booth (Table, 2-Chairs, Waste Container & Electrical access)
Marketing (signage at the event, recognition at the event, Flyer in registration packets)
30 – registrations to the event
10 – tickets to the course reception

Silver Sponsor \$25,000

10 x 10 Booth (Table, 2-Chairs, Waste Container & Electrical access)
Marketing (signage at the event, recognition at the event)
10 – registrations to the event
5 – tickets to the course reception

Exhibitor \$5,000

10x10 Booth (Table, 2-Chairs & Waste Container)

Exhibitor Assignments

Booth assignments will be made when full payment is received. A site map will be available when complete.

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Rules and Regulations

In applying for exhibit space, exhibitors agree to abide by the following regulations:

Exhibit Regulations:

- Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its booth and assigned space.
- Attire of exhibit personnel should be consistent with the professional atmosphere of the convention.
- Demonstrations by exhibitors may not interfere with normal traffic flow nor infringe on neighboring exhibits. Demonstrations are not permitted outside of the exhibitor's assigned booth space.
- Canvassing or distribution of advertising material by an exhibitor is not permitted outside of the exhibitor's booth space.
- Canvassing or marketing of any products or services in any part of the exhibit hall or meeting rooms by anyone representing a non-exhibiting firm is strictly prohibited.
- Subletting of exhibit space is not permitted. Sharing of exhibit space is not permitted unless it is within divisions of the same company.
- It is the responsibility of the exhibitor to have all licenses, permits, and/or registrations required by the venue, city, municipality and/or state. The exhibitor is responsible for compliance with all applicable tax laws.

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.

Liability:

- Neither Mayo Clinic School of Continuous Professional Development nor the Mayo Civic Center, the employees thereof, nor their representatives, nor any member of the Conference Committee shall be responsible for injury, loss, or damage that may occur to the Exhibitor or his property from any cause whatsoever, prior to, during, or subsequent to the period of the Exhibit. The Exhibitor agrees to indemnify, the Mayo Clinic Continuous Professional Development and the Mayo Civic Center and their employees, volunteers, and committees from any and all claims for loss, damage, or injury. Exhibitors are encouraged to insure themselves against property loss or damage, and against both general and personal liability.
- Exhibitor understands and agrees that, for the safety of conference attendees, Exhibitor shall not perform any procedures on or provide any services to conference attendees that are either invasive or are customarily performed in a practitioner's office.

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**We look forward to seeing you.....
at the Mayo Civic Center for the
Mayo Clinic Workshop in Plasma Cell Disorders:
Robert Kyle Symposium
in Rochester, Minnesota**