

Mayo Clinic School of Continuous Professional Development

13400 East Shea Boulevard
Scottsdale, Arizona 85259
480-301-4580

Dear Representative,

We, and the Mayo Clinic and Mayo Clinic School of Continuous Professional Development, would like to invite you to exhibit at our **Clinical Reviews 2018: 29th Annual Family Practice and Internal Medicine Update** course being held at the Omni Montelucia Hotel in Scottsdale, Arizona, on March 21-24, 2018. We expect approximately 325 Family Medicine Physicians, Internal Medicine Physicians, Physician Assistants, Nurse Practitioners, Nurses, General Practice and Primary Care providers to be in attendance.

This four-day live activity features medical updates and management strategies on various diseases. Members of Mayo Clinic staff and Phoenix Children's Hospital are the faculty for this comprehensive program made up of lectures, Q&A panel sessions, Meet the Preceptor luncheons, and in-depth afternoon workshops. Course topics will include: Cardiology, Endocrinology, Neurology, Pediatrics, and Pharmacology. Throughout the course, **6.5 hours have been protected as dedicated exhibitor time for attendees and industry to visit one-on-one.**

The fee to exhibit at this course is \$2,600. Space is limited; early registration is encouraged. To maintain a clear separation of promotion from education, all exhibits will be held in a different room/location than where the general sessions are held. Exhibits are open from registration until the conclusion of the final lecture on the last day. The basic exhibit fee will include a 6' skirted table for a table top display; the attendee list including name, degree, city, state to be distributed at the course; and an acknowledgement with signage and announcements during the course.

****NEW – Mayo Clinic now offers a variety of sponsorship opportunities for industry support! Please refer to the attached sponsorship description page for available opportunities!**

A signed and returned exhibitor agreement (attached) will confirm your exhibit space. Payment may be completed by sending your check made payable to (Mayo Clinic Arizona), Mayo School of Continuous Professional Development, Attn: Kristy Badder, 13400 East Shea Boulevard, Scottsdale, AZ 85259. Please denote course activity# **18S05107** on all correspondence. The Mayo Clinic Tax ID number is 86-0800150.

If you have any questions about our program or need additional information, please don't hesitate to contact us directly at 480-301-4580 or send an e-mail to Kristy Badder, exhibits manager, at Exhibits@Mayo.edu.

Our programs provide valuable information on unmet needs to the medical community. It is not possible to hold these meetings without significant contributions from industry like yours. We sincerely appreciate your consideration of this opportunity to join us for a truly unique educational program.

Sincerely,

Atul Jain, MD, MS
Mayo Clinic Arizona
Assistant Professor of Medicine
General Internal Medicine

Carolyn C. Moats, MD
Mayo Clinic Arizona
Assistant Professor of Family Medicine
Family Medicine



Mayo Clinic School of Continuous Professional Development (MSCPD)
Exhibitor Agreement

Activity Title	Clinical Reviews 2018: 29 th Annual Family Medicine and Internal Medicine Update
Activity Number	18S05107
Location	Omni Montelucia Hotel, Scottsdale, Arizona
Dates	March 21-24, 2018

Agreement between: ACCREDITED PROVIDER: Mayo Clinic College of Medicine – MSCPD AND:

Company Name (Exhibitor) (as it should appear on printed materials)	
Exhibit Contact (if different then exhibit Rep.)	
Name(s) of Representative(s) exhibiting: (Maximum of two representatives allowed per exhibit)	
Address	
Telephone	
Fax	
Email	
The named exhibitor wishes to exhibit at the above named activity for the amount of	\$2,600.00
Additional Sponsorship Opportunities	
<input type="checkbox"/> Lanyards (limited to one organization)	\$2,000
<input type="checkbox"/> Drawstring Bags (limited to one organization)	\$3,000
<input type="checkbox"/> Hotel Key Cards (limited to one organization)	\$4,000
<input type="checkbox"/> Conference Bag Inserts (multiple opportunities available)	\$1,500
Total Amount:	\$

NOTE: There may be additional charges depending on the meeting location (power, internet access, etc.).
Please list additional requests here: (please note: additional requests may incur additional fees)

TERMS AND CONDITIONS

- EXHIBITOR agrees to abide by ACCME Standards for Commercial Support as stated at www.accme.org: SCS 4.2: "Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME." "For live, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during or after a CME activity. **Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity.**"
- EXHIBITOR may only distribute educational promotional materials at their exhibit space. Distribution of non-educational items (pens, notepads, etc.), pharmaceuticals or product samples is prohibited.

- All exhibit fees associated with this activity will be given with the full knowledge of the PROVIDER. No additional payments, goods, services or events will be provided to the course director(s), planning committee members, faculty, joint provider, or any other party involved with the activity.
- Completion of this agreement represents a commitment and payment is due and collectible by the ACTIVITY DATE unless otherwise agreed upon by the PROVIDER. PROVIDER reserves the right to refuse exhibit space to EXHIBITOR in the event of nonpayment or Code of Conduct violation.
- PROVIDER agrees to provide exhibit space and may acknowledge EXHIBITOR in activity announcements. PROVIDER reserves the right to assign exhibit space or relocate exhibits at its discretion.

By signing below, I agree to the “Terms and Conditions” outlined on Page 1 of this Exhibitor Agreement (including ACCME Standards for Commercial Support):

The person signing below is authorized to enter into this agreement:

Exhibitor Representative Name	Signature	Date
Mayo Clinic Representative Name	Signature	Date
Kristy Badder		

PAYMENT INFORMATION

Please indicate your method of payment:

PROVIDER **Federal Tax ID number is 86-0800150.**

Please remit check payable to: **Mayo Clinic Arizona.** Please identify name of course on the check stub.

<input type="checkbox"/> Check	<input type="checkbox"/> Credit Card or Wire Transfer
Make payable to Mayo Clinic Arizona and remit to: Mayo Clinic School of Continuous Professional Development Attn: Kristy Badder 13400 East Shea Blvd. Scottsdale, AZ 85259 Please identify course Activity Number 18S05107 on the check.	For payment by credit card or wire transfer, please call the MSCPDR Registrar at 480-301-4580 <i>Do not send credit card information via email or fax.</i>

Complete and return this form along with your payment made to Mayo Clinic Arizona, Federal Tax ID# 86-0800150 to:

Mayo Clinic School of Continuous Professional Development
 Attn: Kristy Badder
 13400 East Shea Blvd.
 Scottsdale, AZ 85259
 T: 480-301-4580 F: 480-301-9161

Mayo Clinic School of Continuous Professional Development (MCSCPD) Sponsorship Opportunities

Lanyards - \$2,000.00 (sponsor provided pre-printed lanyards; limited to one organization)

Every attendee is required to wear a name badge, so what better way to advertise your company than with your logo on a lanyard! Why ruin a perfectly good shirt with a pin hole from a name badge, when they could be wearing it on your company lanyard! (Quantity to be determined 60 days before course)

Drawstring Bags - \$3,000.00 (sponsor provided pre-printed drawstring bags; limited to one organization)

Help keep course attendees organized by providing them with a drawstring bag to carry their course materials in with your company's logo on it! Drawstring bags to be provided by sponsor; artwork and bag are subject to MCSCPD approval. (Quantity to be determined 60 days before course)

Hotel Key Cards - \$4,000.00 (limited to one organization)

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. Artwork is subject to MCSCPD approval. Artwork due to Mayo Clinic by Feb. 1st)

Conference Bag Inserts - \$1,500.00 each (multiple opportunities available)

Conference bag inserts are a great opportunity to invite attendees to your booth, announce your booth participation or conference-related event. Your company will provide 400 copies of the flyer or advertisement (no larger than 8 ½ x 11, no more than one page) and MCSCPD will stuff them into the official conference bags. A limited number of bag inserts are permitted, so early reservation is encouraged. Artwork is subject to MCSCPD approval.

**** Interested in one of our sponsorship opportunities?! Contact MCSCPD for further information at mca.cme@mayo.edu or 480-301-4580.**



Clinical Reviews 2018: 29th Annual Family Medicine and Internal Medicine Update

Tuesday, March 20, 2018

4-6 p.m. **Early Registration**

Wednesday, March 21, 2018

7:00 a.m. **Registration and Breakfast with Exhibitors**

7:50 **Welcome Announcements**

CARDIOLOGY

8:00 **Management of Coronary Artery Disease - Primary Care Aspect**
R. Todd Hurst, M.D.

8:30 **Diastolic Heart Failure - The New Guidelines.....**
D. Eric Steidley, M.D.

9:00 **In-Flight Emergencies**
Robert R. Orford, M.D.

9:30 **Panel Q & A**

10:00 **Refreshment Break and Exhibits**

GASTROENTEROLOGY

10:20 **Evaluation of Liver Enzymes – NASH.....**
Elizabeth J. Carey, M.D.

10:50 **Prevention of Allergy--Exposure or Not**
Cindy S. Bauer, M.D.

11:20 **New Research and Options in Obesity.....**
Rahul Pannala, M.D.

11:50 **Panel Q & A**

Wednesday, March 21, 2018 (continued)

MEET THE PRECEPTOR LUNCHEONS

12:20 p.m. **Lunch**

1:00 **CONCURRENT SESSIONS**

- **Patient Satisfaction**
John W. Bachman, M.D.

- **Updates in Hospital Medicine**.....
Kenneth J. Mishark, M.D.

- **Case-based Anticoagulation**.....
Fadi E. Shamoun, M.D.

- **Travel Medicine**
Steven S. Krotzer, M.D.

- **Update on Zika Virus**
Roberto L. Patron, M.D.

- **Pain Rehab**
Cynthia O. Townsend, Ph.D., L.P.

2:00 **Refreshment Break and Exhibits**

2:15 **AFTERNOON BREAKOUT SESSIONS**

- **Transgender Medicine - From Adolescent to Adult**
Reeti Chawla, M.D., Vinny Chulani, M.D., Josh Kellison, M.D.

- **Mastering the Muscular Skeletal System – with Injections**
David E. Hartigan, M.D.

4:15 **Course Adjourns**

4:30-6 p.m. **Welcome Reception**

Thursday, March 22, 2018

7:00 a.m. **Continental Breakfast**

7:50 **Announcements**

NEUROLOGY

8:00 **Dementia**.....
Richard J. Caselli, M.D.

9:00 **Office Evaluations of Neuropathy**
Benn E. Smith, M.D.

9:30 **Q & A Panel**

10:00 **Refreshment Break and Exhibits**

POTPOURRI

10:20 **Advances in Primary Care – The Year’s Most Important Papers**.....
Andrea Darby-Stewart, M.D.

10:50 **Updates in Mammography – Dense Breast Tissue**
Roxanne Lorans, M.D.

11:20 **The Itchy Patient: Diagnosis and Management Made Easy**
James A. Yiannias, M.D.

11:50 **Q & A Panel**

Thursday, March 22, 2018 (continued)

MEET THE PRECEPTOR LUNCHEONS

12:20 p.m. **Lunch**

1:00 **CONCURRENT SESSIONS**

- **Hospital Medicine**
Kenneth J. Mishark, M.D.

- **High Altitude Medicine**
Jan Stepanek, M.D.

- **Update on Zika Virus**
Roberto J. Patron, M.D.

- **Travel Medicine**
Steven S. Krotzer, M.D.

- **Case-Based Anticoagulation**
Fadi E. Shamoun, M.D.

- **Pain Rehab**
Cynthia O. Townsend, Ph.D., L.P.

2:00 **Refreshment Break and Exhibits**

2:15 p.m. **AFTERNOON BREAKOUT SESSIONS**

- **Basics of Dermoscopy**
David L. Swanson, M.D.

- **Palliative Medicine Workshop**.....
Mark K. Edwin, M.D. and Fellows

4:15 **Adjourn**

Friday, March 23, 2018

7:15 a.m. **Continental Breakfast**

POTPOURRI

8:00 **Delirium**.....
J. Michael Bostwick, M.D.

8:30 **Medical Marijuana**
J. Michael Bostwick, M.D.

9:00 **Physician Wellness**.....
Robert P. Bright, M.D.

9:30 **Q & A Panel**

10:00 **Refreshment Break and Exhibits**

POTPOURRI

10:30 **When Fatigue is Not an Endocrine Issue**.....
Michael D. Whitaker, M.D.

11:30 **Chronic Kidney Disease – What the Primary Doc Needs to Know**.....
Mira T. Keddiss, M.D.

12:00 p.m. **Q & A Panel**

12:30 **Adjourn**

Friday Afternoon *(OPTIONAL SESSION) Separate Registration and Fee Required*

1:00 p.m. **ABFM Self-Assessment Module**

1:00 **ABIM Maintenance of Certification (MOC)**

5:00 **Adjourn**

Saturday, March 24, 2018

7:15 a.m. **Continental Breakfast**

POTPOURRI

8:00 **Pharmacology Update**
Denise M. Dupras, M.D., Ph.D.

9:00 **Pharmacogenomics in the Primary Care Setting**.....
Christopher B. Grilli, Pharm.D.

9:30 **Q & A Panel**

10:00 **Refreshment Break and Exhibits**

10:30 **Urinary Incontinence**.....
Aqsa A. Khan, M.D.

11:00 **Plasma Cell Disorders and the Primary Care
Physician – The Untold Story**
Joseph R. Mikhael, M.D.

12:00 **Q & A Panel**

12:30 **Adjourn**

Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

Print or type See Specific Instructions on page 2.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Mayo Clinic Arizona	
	2 Business name/disregarded entity name, if different from above	
	3 Check appropriate box for federal tax classification; check only one of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input checked="" type="checkbox"/> Other (see instructions) ▶ 501 (c) (3) tax-exempt nonprofit corporation	
	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) 1 Exemption from FATCA reporting code (if any) A <small>(Applies to accounts maintained outside the U.S.)</small>	
	5 Address (number, street, and apt. or suite no.) 13400 East Shea Boulevard	
	6 City, state, and ZIP code Scottsdale, AZ 85259	
	7 List account number(s) here (optional)	
Requester's name and address (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number									
or									
Employer identification number									
8	6	-	0	8	0	0	1	5	0

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here	Signature of U.S. person ▶	Date ▶ <u>1/9/2017</u>
------------------	----------------------------	------------------------

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.
- If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.
- By signing the filled-out form, you:
1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
 2. Certify that you are not subject to backup withholding, or
 3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
 4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.