



Exhibitor Packet



The course is designed to provide a comprehensive review and update within the various fields of urology. Our breadth of experts will cover topics ranging from urologic oncology, stones, endourology, pediatrics, pelvic reconstruction, incontinence, and general urology. Educational focus will include the evaluation and management of malignant and benign urologic diseases with discussion on innovative technologies and management options to better serve our patients.



FAIRMONT SCOTTSDALE PRINCESS SCOTTSDALE, ARIZONA JANUARY 21–25, 2019

CE.MAYO.EDU/UROLOGYUPDATE2019



Mayo School of Continuous Professional Development 13400 East Shea Boulevard Scottsdale, Arizona 85259

480-301-4580

Dear Representative,

We, and the Mayo Clinic and Mayo School of Continuous Professional Development, would like to invite you to participate at our **2019 Mayo Clinic Urology Review** being held at the Fairmont Scottsdale Princess Resort in Scottsdale, Arizona, on January 21-25, 2019. We expect approximately 100 urologists to be in attendance.

The course is designed to provide a comprehensive review and update within the various fields in urology. Attendees will be educated on malignant and benign urologic disease processes, evaluation, and management options. Our breadth of experts will cover topics ranging from urologic oncology, stones, endourology, pediatrics, pelvic reconstruction, incontinence, and general urology. New, innovative medical and procedural technologies and management options that better serve our patients will be the discussion focus of this program.

Mayo Clinic is proud to offer exhibit and sponsorship opportunities. The fee to exhibit at this course is \$2,500; Sponsorship opportunities are detailed on page 4. Space is limited; early registration is encouraged. To maintain a clear separation of promotion from education, all exhibits and sponsorship opportunities will be distributed and 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. Throughout the course, 6 hours have been protected as dedicated exhibitor time for attendees and industry to visit one-on-one.

A signed and returned Exhibitor and Sponsorship agreement (attached) will confirm your exhibit space and/or sponsorship. 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# 19506374 on all correspondence. The Mayo Clinic Tax ID number is 86-0800150. Payments by wire transfer or credit card are also accepted.

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,

Aqsa A. Khan, MD Mayo Clinic Arizona Assistant Professor of Urology Mark D. Tyson II, MD Mayo Clinic Arizona Assistant Professor of Urology



Mayo Clinic School of Continuous Professional Development (MCSCPD) Exhibitor and Sponsorship Agreement

Activity Title	2019 Mayo Clinic Urology Review
Activity Number	19S06374
Location	Fairmont Scottsdale Princess, 7575 E. Princess Dr., Scottsdale
	AZ 85255
Exhibit Dates	January 21-25, 2019

Agreement between: ACCREDITED PROVIDER: Mayo Clinic College of Medicine and Science – MCSCPD 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:	\$2,500
<u>Sponsor</u>	ship Opportunities	
☐ Lanyards (limited to one organization) SOLD!		SOLD!!
☐ Drawstring Bags (limited to one organization) SOLD!		SOLD!!
☐ Conference Bag Inserts (multiple opportunities available)		\$1,500
☐ Lunch Symposium (product theatre – multiple opportunities available – please choose		\$20,000
which day you would like to sponsor)		
☐ Monday – Prostate Cancer SOLD!!		
☐ Tuesday – Kidney and Testis Cancer		
☐ Wednesday – Urothelial Cancer / Femal	e Pelvic Medicine & Reconstructive	
Surgery		
☐ Thursday - Stones and Endourology		
	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 and sponsorship to EXHIBITOR in the event of
 nonpayment or Code of Conduct violation.
- If this agreement is cancelled by either party forty-five (45) days or more in advance of the Activity Date, PROVIDER will refund the Exhibit and/or Sponsorship Fee less a \$300 processing fee. If this agreement is cancelled by EXHIBITOR less than forty-five (45) days in advance of the Activity Date, the total amount due under this Agreement shall be immediately due and payable to PROVIDER.
- 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.

Note: All companies must be approved by MCSCPD and this agreement is not binding until both parties have signed. MCSCPD maintains the right to refuse any company.

By signing below, I agree to the "Terms and Conditions" outlined on Page 1 of this Exhibitor and Sponsorship 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.

☐ Check	☐ Credit Card or Wire Transfer
Make payable to Mayo Clinic Arizona and remit to:	For payment by credit card or wire transfer, please call the MCSCPD Registrar at 480-301-4580
Mayo Clinic School of Continuous Professional Development Attn: Kristy Badder 13400 East Shea Blvd. Scottsdale, AZ 85259	Do not send credit card information via email or fax.
Please identify course 19S06374 on the check.	

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

SOLD!! 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! Lanyards to be provided by sponsor; artwork is subject to MCSCPD approval. (Quantity to be determined 60 days before course)

SOLD!! 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 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)

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

Conference bag inserts are a great opportunity to invite attendees to your table, announce your table participation or conference-related event. Your company will provide copies of the flyer or advertisement (no larger than 8½ x 11, no more than one page) and MCSCPD will include them with the attendee conference materials. A limited number of bag inserts are permitted, so early reservation is encouraged. Artwork is subject to MCSCPD approval. (Quantity to be determined 60 days before course)

Lunch Symposium - \$20,000 each (product theatre – multiple opportunities available)

Non-CME lunches 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. Only one Lunch Symposium is available per day and will begin immediately following course adjournment (course adjourns early afternoon. Please refer to program for exact times each day. Lunch Symposiums are only available Monday-Thursday). Your Lunch Symposium sponsorship includes:

- Meeting Space that can hold up to 40 attendees.
- Pre-registration: Attendees will be required to register in advance. This will be managed through the Mayo Clinic course registration system.
- Marketing: Lunch Symposium topic title and presenter name will be included in the online program posted on the
 course website and printed in the onsite program. Additional company recognition will be included in onsite signage
 and during conference announcements.
- Food & AV: Mayo Clinic will arrange food and AV set up for you.
- Pre-Conference Attendee List: Receive the list of attendees registered for the course and for your lunch symposium 4-weeks before the conference. Name, credentials, city and state only (if available).

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

^{**} To maintain a clear separation of promotion from education, all lunch symposiums will be held in a different room/location than where the general sessions are held. Lunch Symposiums are NOT CME accredited.



2019 Mayo Clinic Urology Review Program Schedule

Monday, January 21, 2019

Registration & Breakfast with Exhibitors 6:00 a.m.

6:50 **Welcome Announcements**

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PROSTATE CANCER		
7:00	Management of Castrate Resistant Prostate Cancer: What is Appropriate for the Urologist? Alan H. Bryce, M.D.	
7:15	The Latest in Proton Beam Therapy for Prostate Cancer Sameer R. Keole, M.D.	
7:30	Advanced Molecular Imaging in the Diagnosis of Prostate Cancer Ming Yang, M.D.	
7:45	Role of Definitive Therapy in Oligometastatic Prostate Cancer R. Jeffrey Karnes, M.D.	
8:00	Evaluation and Management of Biochemical Relapse of Prostate Cancer Following Prostatectomy Robert G. Ferrigni, M.D.	
8:15	Mechanisms of Resistance to Androgen Receptor Pathway Inhibition Martin Gleave, M.D.	
8:30	Role of Prostate MRI in the Pre-Biopsy Setting Lance A. Mynderse, M.D.	
8:45	Basics of Prostate MRI Akira Kawashima, M.D., Ph.D.	
9:00	Panel Discussion Session Faculty	
9:30	Break with Exhibitors	

Monday, January 21, 2019 (continued)

SURGICAL INNOVATIONS, TECHNIQUES AND COMPLICATIONS

10:00	Role of Robotics in Management of Advanced Urologic Cancers Erik P. Castle, M.D.
10:15	Reconstructive Surgeries Using the Robot (Reimplants, Pyeloplasty, Diversions, Etc) Boyd R. Viers, M.D.
10:30	Prehabilitation for Cystectomy Patients Paul R. Young, M.D.
10:45	Pain Management for the Surgeon: How to Reduce Narcotic Use Christopher S. Wie, M.D.
11:00	Panel Discussion Session Faculty
11:30	Adjourn

OPTIONAL AFTERNOON PROGRAMMING

11:45 a.m. **Product Theatre Lunch Symposium**

Topic: ERLEADATM (apalutamide): For the Treatment of Patients with

Non-Metastatic Castration-Resistant Prostate Cancer (CRPC)

Speaker: Matthew B. Rettig, M.D., Professor in the Department of Medicine, Division of Hematology-Oncology, and the Department of Urology, and Medical Director of the Prostate Cancer Program of the

UCLA Institute of Urologic Oncology

Meeting Room: TBD

NON-CME session; Lunch Provided; Pre-Registration Required

Tuesday, January 22, 2019

10:45

6:15 a.m.	Breakfast with Exhibitors
KIDNEY AND TEST	IS CANCER
7:00	A Primer on Neoadjuvant & Adjuvant Therapies in Kidney Cancer: What the Urologist Should Know Thai H. Ho, M.D., Ph.D.
7:15	Ablative Technologies for Kidney Masses Scott W. Young, M.D.
7:30	Optimal Surveillance After Surgery for Kidney Cancer Scott Cheney, M.D.
7:45	Updates in Systemic Therapy For Metastatic RCC Richard W. Joseph, M.D.
8:00	Challenging Robotic Kidney Cases: Tips and Tricks David D. Thiel, M.D.
8:15	Genetic Evaluation in Patients with Renal Masses and Renal Mass Syndromes Thai H. Ho, M.D., Ph.D.
8:30	Management of Small Renal Masses Paul E. Andrews, M.D.
8:45	Panel Discussion Session Faculty
9:15	Break with Exhibitors
TESTIS	
9:45	Management of Residual Retroperitoneal Masses after Chemotherapy Michael E. Woods, M.D., FACS
10:05	A Primer on Chemotherapy for Testicular Cancer Alan H. Bryce, M.D.
10:25	Role of Robotics in the Management of Testicular Cancer Erik P. Castle, M.D.

 $\label{eq:Role of Radiation for Testicular Cancer} \begin{tabular}{ll} \textbf{Role of Radiation for Testicular Cancer} \\ \textbf{William W. Wong, M.D.} \end{tabular}$

Tuesday, January 22, 2019 (continued)

11:05	Upper Tract Intraoperative Laparoscopic/Robotic Complications Rene Sotelo, M.D.
11:20	Lower Tract Intraoperative Laparoscopic/Robotic Complications Rene Sotelo, M.D.
11:35	Comprehensive Molecular Characterization of MIBC: Role in Clinical Decision Making Seth P. Lerner, M.D.
11:50	Panel Discussion Session Faculty
12:05	Adjourn

Wednesday, January 23, 2019

6:15 a.m.	Breakfast with Exhibitors
UROTHELIAL CAN	CER
7:00	BCG-Unresponsive Non-Muscle Invasive Bladder Cancer Stephen A. Boorjian, M.D.
7:15	Conservative Management of Upper Tract Urothelial Carcinoma: Endoscopy, Lasers, Mitogel Mitchell R. Humphreys, M.D.
7:30	Role of Radiation in the Treatment of Muscle Invasive Bladder Cancer Carlos E. Vargas, M.D.
7:45	Highlights of AUA Guidelines on Bladder Cancer Sam S. Chang, M.D., M.B.A.
8:00	Immunotherapy for Muscle Invasive Bladder Cancer Parminder Singh, M.D.
8:15	Role of Surgery in Oligometastatic Urothelial Cancer (Bladder & Upper Tract) Mark D. Tyson, II M.D., M.P.H.
8:30	Best Urothelial Cancer Papers from 2018 Matthew K. Tollefson, M.D.
8:45	Panel Discussion Session Faculty
9:25	Break with Exhibitors
FEMALE PELVIC M	IEDICINE AND RECONSTRUCTIVE SURGERY
9:55	Evaluation and Management of Neurogenic Bladder Aqsa A. Khan, M.D.
10:15	AUA/SUFU Guidelines on Surgical Treatment of Female Stress Urinary Incontinence Jennifer T. Anger, M.D.
10:35	Female Urethral Stricture Disease Christopher E. Wolter, M.D.
10:55	Tips & Tricks: Artificial Urinary Sphincter Steven P. Petrou, M.D.

Wednesday, January 23, 2019 (continued)

11:15	Vaginal vs. Abdominal Prolapse Repair: How to Decide? Brian J. Linder, M.D.
11:35	New Era of Anticoagulation - Review of New Agents Fadi E. Shamoun, M.D.
11:55	Panel Discussion Session Faculty
12:35 p.m.	Adjourn

Thursday, January 24, 2019

6:15 a.m.	Breakfast with Exhibitors	
STONES AND ENDO	UROLOGY	
7:00	Building a Stone Clinic with Nephrology, Urology, and Nutrition Mira T. Keddis, M.D.	
7:15	What's New in Endourology? Stents, Scopes, Wires, & Tech Sri Sivalingam, M.D.	
7:30	Emerging Robotic & Endoscopic Technologies: Auris, Davinci SP, Augmented Reality Surgery Raymond W. Pak, M.D., M.B.A.	
7:45	Mini PCNL Karen L. Stern, M.D.	
8:00	PCNL: Extreme Makeover for an Old Technique Glenn M. Preminger, M.D.	
8:15	Practical Advice for Medical Stone Management Glenn M. Preminger, M.D.	
8:30	Bilateral Nephrolithiasis Karen L. Stern, M.D.	
8:45	Use of Lasers in Management of GU Conditions (HoLEP, Greenlight, Stones) Mitchell R. Humphreys, M.D.	
9:00	Panel Discussion Session Faculty	
9:30	Break with Exhibitors	
SESSION II		
10:00	The Background and Clinical Utility of Pharmacogenomics Andrew R. Gaspar, R.Ph.	
10:20	Recurrent Urinary Tract Infections in the Era of Antimicrobial Resistance Robert Orenstein, D.O.	
10:40	Surgical Considerations for Patients with Kidney Transplants Winston R. Hewitt, Jr. M.D.	

Thursday, January 24, 2019 (continued)

11:00	Evaluation & Follow-up of the Adrenal Incidentaloma Krupa B. Doshi, M.D.
11:20	Updates on PSA screening: Science, Politics, and Uncertainty David F. Penson, M.D., M.P.H.
11:40	Panel Discussion Session Faculty
12:20 p.m.	Adjourn

Friday, January 25, 2019

6:15 a.m.	Breakfast with Exhibitors
MEN'S HEALTH	
7:00	Hormonal Management in the Setting of Prostate Cancer Jason J. Jameson, M.D.
7:20	What's New in the Management of Erectile Dysfunction? Jason J. Jameson, M.D.
7:40	Male Urethral Stricture Disease Christopher E. Wolter, M.D.
8:00	Peyronie's Disease: When the Patient Needs Surgery Gregory A. Broderick, M.D.
8:20	Tips & Tricks: Penile Prosthesis Gregory A. Broderick, M.D.
8:40	Panel Discussion Session Faculty
9:00	Break with Exhibitors
PEDIATRICS	
9:30	Transitional Urology Gwen M. Grimsby, M.D.
9:50	Pediatric Urologic Emergencies Michael T. Nguyen, MD
10:10	Testicular Torsion: What Every Urologist Needs to Know Patricio C. Gargollo, M.D.
10:30	Undescended Testis: Review of AUA Guidelines & Management Candace F. Granberg, M.D.
10:50	Hydronephrosis: Prenatal/Postnatal/Incidental Michael L. Ritchey, M.D.
11:10	Panel Discussion Session Faculty
11:50	Adjourn

(Rev. November 2017) Department of the Treasury Internal Revenue Service

Request for Taxpayer Identification Number and Certification

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

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

	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Mayo Clinic Arizona												
Print or type. See Specific Instructions on page 3.	2 Business name/disregarded entity name, if different from above												
	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. Individual/sole proprietor or Corporation Socretion Partnership Trust/estate single-member LLC							Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any)					
	Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.							code (if any)					
	13400 East Shea Boulevard 6 City, state, and ZIP code Scottsdale, AZ 85259						ne and address (optional)						
7 List account number(s) here (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 instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i> , later. Note: If the account is in more than one name, see the instructions for line 1. Also see <i>What Name and Number To Give the Requester</i> for guidelines on whose number to enter.				ploye	er ide	r identification number							
Part	II Certification		8	6		0 8	8 0	0	1	5	<u>ا</u>		
	penalties of perjury, I certify that:												
1. The 2. I am Serv	number shown on this form is my correct taxpayer identification number (or I am waiting for a not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I foe (IRS) that I am subject to backup withholding as a result of a failure to report all interest or inger subject to backup withholding; and	have n	ot b	een	notif	ied b	y the I	Intern					
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 corr	ect.										
you hav acquisi other th	ation instructions. You must cross out item 2 above if you have been notified by the IRS that you e failed to report all interest and dividends on your tax return. For real estate transactions, item 2 do ion or abandonment of secured property, cancellation of debt, contributions to an individual retirent an interest and dividends, you are not required to sign the certification, but you must provide your	does no ment an	t app	oly. F emer	or m	ortga RA), a	age inte nd gen	erest perally	paid , pay	, ymer	nts		
Sign Here	Signature of U.S. person ▶ Da	ate ▶	/-	2-	18	÷							
Gen	eral Instructions • Form 1099-DIV (dividends)	dends,	inclu	uding	g tho	se fr	om sto	ocks (or m	utua	al .		

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

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

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-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, later.