

Mayo Clinic School of Continuous Professional Development

Acute Care of the Complex Hospitalized Patient for NPs & PAs

**EXHIBITOR
PROSPECTUS**

February 7-10, 2018

The Scottsdale Plaza Resort

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Acute Care of the Complex Hospitalized Patient for NPs & PAs



Welcome

Dear Exhibitors,

On behalf of the Mayo Clinic School of Continuous Professional Development, I am pleased to invite you to participate in the 6th Annual Mayo Clinic Acute Care of the Complex Hospitalized Patient for NPs and PAs that will take place on February 7-10, 2018 at the Scottsdale Plaza Resort in Scottsdale, Arizona.

This program focuses on acute care of the hospitalized patient and is applicable to physicians, hospitalists, NPs, PAs, advanced practice nurses and RNs, from novice to experienced. The course covers topics in critical care, hospital general medicine, surgery, neurology, cardiology, psychology, pain management and other medical subspecialties. As hospital care models continue to evolve; NPs and PAs are playing an increasingly vital role in the care delivery of hospitalized patients. This conference focuses on providing the most up-to-date, evidence-based guidelines and treatment pathways necessary to optimally care for hospitalized patients. The course features multiple options for skills workshops to further tailor the educational needs of NPs and PAs.

Course Highlights

- Contemporary guideline-based best practices
- Case-based presentations
- Diagnostic and treatment algorithms
- Common clinical dilemmas
- Practicing healthcare provider faculty
- ANCC Credits
- 7.0 hours designated pharmacology content
- Suturing skills workshops
- Critical care workshops
- ECG skills workshops

We anticipate at least 350 attendees at the program. We have 40 faculty members, including practicing NPs, PAs and MDs. To view the entire program and additional information please go to <https://ce.mayo.edu/acutecarenppa2018>

Sincerely,
CME Course Co-Directors

James Newman, M.D., M.S.
*Assistant Professor of History
Of Medicine
Hospital Internal Medicine*

John Park, M.D.
*Assistant Professor of Medicine
Pulmonary and Critical Care
Medicine*

Andrew Herber, P.A.-C.
*Assistant Professor of Medicine
Hospital Internal Medicine*

Marcia Britain, D.N.P.
*Instructor in Nursing
Surgery*

Vicki Loeslie, D.N.P.
*Instructor in Medicine
Medical ICU*



Dates and Location

Meeting Dates:

Wednesday, February 7, 2018- Saturday, February 10, 2018

Meeting Location:

The Scottsdale Plaza Resort
7200 Scottsdale Road
Scottsdale, AZ
Tel. +1 855-516-
1090 <http://www.scottsdaleplaza.com/>

Course Website:

<https://ce.mayo.edu/acutecarenppa2018>

Committee Members and Key Contacts

| Committee Members | | | Key Contacts |
|--|---|--|--|
| James Newman, M.D., M.S. <i>Assistant Professor of History Of Medicine Hospital Internal Medicine</i> | Andrew Herber, P.A.-C. <i>Assistant Professor of Medicine Hospital Internal Medicine</i> | Vicki Loeslie, D.N.P. <i>Instructor in Medicine Medical ICU</i> | Vicki R. Meyer, B.S. <i>CME Specialist Ph: 507-266-7992 Meyer.vicki@mayo.edu</i> |
| John Park, M.D. <i>Assistant Professor of Medicine Pulmonary and Critical Care Medicine</i> | Marcia Britain, D.N.P. <i>Instructor in Nursing Surgery</i> | | Kathy Fuqua <i>CME Education Specialist Ph: 507-266-9815 Fuqua.kathy@mayo.edu</i> |



Conference Highlights

Topics and speakers are carefully chosen to provide quality, practical and evidence-based workshops and plenary sessions.

Presentation Topics for 2018 include:

- Updates in Hospital Medicine
- Stop the Bleeding! Hospital Hematology Pearls
- Antibiotic Update
- Ischemic Stroke: Overview, Management, and Updates
- Inpatient Management of Liver Disease
- Pulmonary HTN for Hospitalist
- COPD: Where do we go from here?
- Acute Coronary Syndrome
- Cases in Hospital Administration
- Overdoses
- Demystifying Hyponatremia and Hypernatremia Disorders VTE Updates
- Cases from the Anticoagulation Consult Service
- Pharmacist Top 10 for Hospitalists
- "The Guidelines Say For You To Shut Up!": Let's Fight About Sepsis
- Diabetes Mellitus, Hyperglycemic, and Hypoglycemic Management for Hospitalized Patients in 2018
- Dude, Where's my Blood
- Palliative Care Pearls
- Critical Care Updates
- Improving Surgical Outcomes
- Direct Oral Anticoagulants
- Hospital Medicine Meets Critical
- Heart Failure Management for Hospitalist
- A Case by Case Approach to Medical Ethics

Why Exhibit?

Technical and educational exhibits provide a professional and educational environment in which NPs, PAs, APNs, RNs, and physicians 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 Hospital Internal Medicine
- 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

General Exhibitor Information

EXHIBIT CONTACT:

Kathy Fuqua

Mayo Clinic School of Continuous Professional Development

Plummer 2-60, 200 1st ST SW, Rochester, MN 55905

Ph: 507-266-9185

E-mail: Fuqua.kathy@mayo.edu

Booth Fee: \$2,000

- The exhibit fee is \$2,000 and includes one 6 foot table and two chairs. Up to two (2) company representatives are invited to participate in all food and beverage events, which include breakfast, lunch, refreshment breaks and reception
- Location preference
- General maintenance of the common areas of the exhibit hall
- Access to networking opportunities throughout the conference and during the Reception

Exhibitor Assignments

Every effort will be made to give exhibitors their first choice of location. In case of conflicting requests, priority will be determined on the basis of: 1) Amount of space requested 2) Date the application was received by MCSCPD 3) Special needs of the exhibitors. Booth assignments will be made when full payment is received. We will contact you with available options.

SHIPPING INFORMATION:

Materials may be shipped to the Scottsdale Plaza Resort but must be labeled with name of the conference and date. All shipments should be received by Monday, February 4th. The shipping information is located below:

Hold for arrival: Attn "Your Name/Company"

Acute Care for the NPPA Course, February 7-10, 2018

The Scottsdale Plaza & Resort

Attn: "Company/Your Name"

7200 Scottsdale Road

Scottsdale, AZ 85253

Advertisement Opportunities

This course offers a quality selection of marketing and advertising opportunities. These are designed to help companies further engage, network and connect with attendees during the annual conference. Mayo Clinic staff are available to help maximize exposure through additional advertisement opportunities.

Don't see what you are looking for?

Contact us and we would be happy to discuss additional advertisement opportunities with you.

Exhibit Hours Schedule

Tuesday, February 6, 2018

Exhibitor Set-Up

5:00 PM – 7:00 PM

Wednesday, February 7, 2018

Thursday, February 8, 2018

Friday, February 9, 2018

Saturday, February 10, 2018

Exhibitor Tear Down

6:30 a.m. – 4:00 p.m.

7:00 a.m. – 12:15 p.m.

7:00 a.m. – 12:30 p.m.

7:00 a.m. – 12:30 p.m.

12:30 p.m. – 1:00 p.m.

Additional Advertisement Opportunities

Mobile Charging Stations- \$5,000.00 each (3 available)

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.

Internet- \$5,000.00 (Exclusive)

Help attendees stay connected with their office and home while away at the Acute Care of the Complex Hospitalized Patient for NPs & PAs. Sponsor the wireless internet access in the meeting space for Annual Meeting attendees. The supporter will be recognized throughout the meeting in signage and electronic communications.

Conference Bags- \$2,500

Personalize conference bags 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 course. Include your booth number to remind them where you'll be throughout the conference. (Artwork to be provided by sponsoring company)

Conference Bag Inserts- \$1,500.00 (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.

Platinum Sponsorship (exclusive) - \$10,000

Internet- Sponsor the wireless internet access in the meeting space

Conference bag logo - Personalize conference bags with your company's logo or product promotion for immediate exposure to attendees.

Conference bag inserts - 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.

Registration at the course for 2 exhibitors.

Exhibitor Table

Gold Sponsorship - \$7,500

Conference bag logo - Personalize conference bags with your company's logo or product promotion for immediate exposure to attendees.

Conference bag inserts - 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.

Registration at the course for 2 exhibitors

Exhibitor Table

Silver Sponsorship - \$5,000

Conference bag inserts - 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.

Registration at the course for one exhibitor.

Exhibitor Table

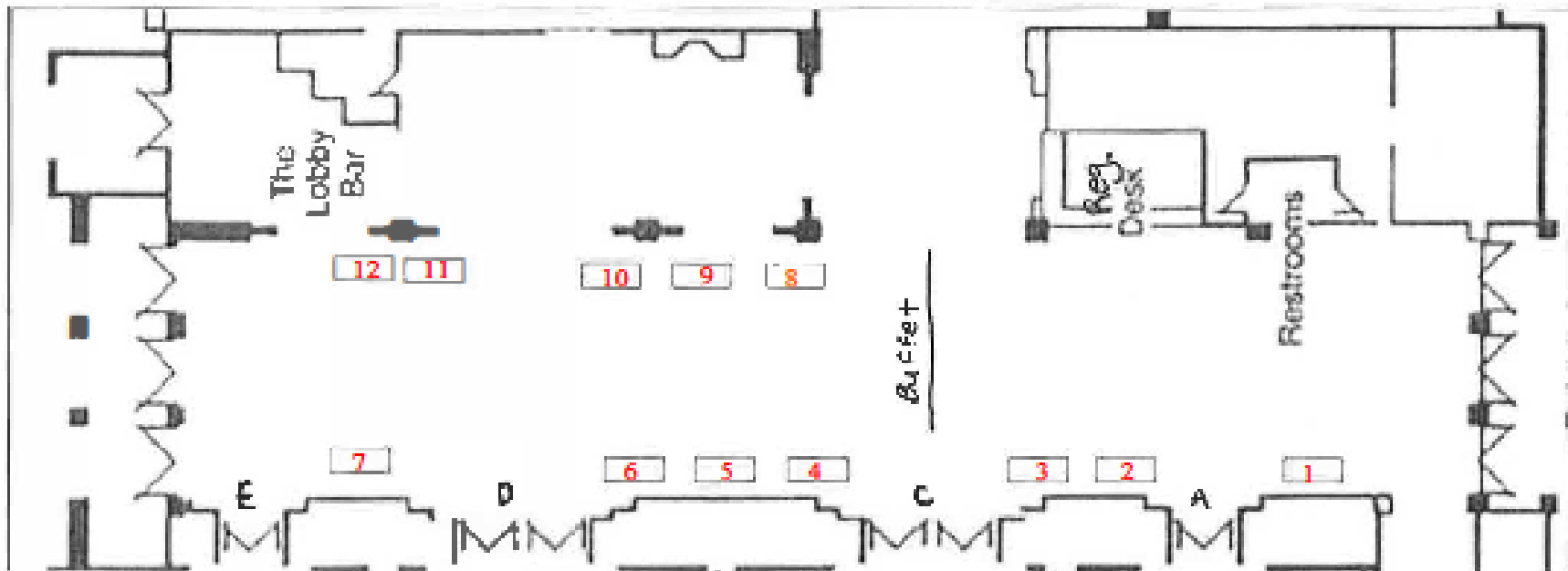
Bronze Sponsorship - \$3,000

Conference bag inserts - 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.

Exhibitor Table

Exhibitor Floorplan

Acute Care
2/6/2018
Convention Foyer 2017
Printed: 9/8/2017 11:30am



Meeting Space

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 course.
- 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 Scottsdale Plaza Resort, 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 Scottsdale Plaza Resort 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.

Hotel Accommodations

The Scottsdale Plaza Resort is offering discounted room rates starting at \$199 per night for a standard room and \$249 for villas/suites, plus tax for attendees and their guests. Children under the age of 18 stay complimentary, parking is free, the resort fee is waived and high-speed internet is included in the room rate. When calling to make a reservation, identify yourself as a participant of the Mayo Clinic NP and PA course. Special room rates are available until the block is sold out or January 9, 2018, whichever comes first.

EARLY RESERVATIONS ARE STRONGLY RECOMMENDED.
Please [click here](#) to reserve your room.



We look forward to seeing you . . .

At the Scottsdale Plaza Resort in Scottsdale, Arizona in February