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Re: Exhibitor Invitation for Mayo Clinic's Individualizing Medicine Conference

To Whom It May Concern,

Mayo Clinic Center for Individualized Medicine is hosting its 8th annual Individualizing Medicine Conference September 20-21, 2019 at the Westin Kierland Resort & Spa in Scottsdale, Arizona. In addition to a new location, the conference is now focusing on a specific topic of Individualized Medicine. This year's focus is the clinical application of Precision Oncology, including, but not limited to Immunotherapy and Genomics. On behalf of the planning committee, I am pleased to invite you to be an exhibitor. As an exhibitor, you have the opportunity to connect with individuals who are advancing care through precision oncology.

**Attendance**

With this new design of the conference, we anticipate around 200 – 250 attendees. We are targeting practicing physicians for the main conference, but also researchers and pharmacists in our pre-conference sessions. In past conferences we have had physicians, researchers, and medical practice leaders from 34 states and 17 countries.

**High-profile exhibit**

Each exhibitor gets an 8-foot table in a high-traffic location where conference attendees gather during breaks. Scientific posters and the all-conference reception will be in this same space.

**Online acknowledgement**

Your organization's support as an exhibitor will be included on the IM2019 website and recognized via our rotating slides at the conference.

**Access to your audience**

The opening night poster reception is an opportunity to network with conference attendees. Additionally, attendees of our pre-conferences sessions are invited to attend.

**Exhibitor Fees**

The investment to be an exhibitor is \$2,500. We are excited to offer several other options to support the IM Conference, all detailed in our prospectus.

**The fine print about registering for the conference**

The Physician Payment Sunshine Act applies to IM2019, including the prohibition of complimentary conference registration folded into the Exhibitor Fee. As a registered conference attendee you will have full access to our conference mobile app, which means you will have

access to all speaker presentations and the contact information for our other conference attendees.

*Sara Damore*

Education Specialist

Center for Individualized Medicine