



April 7, 2016

Dear Potential Exhibitor,

On behalf of course directors Nathan A. Jacobson, D.O., Mary Jo Kasten, M.D., and Mayo School of Continuous Professional Development, we are pleased to announce our upcoming 90<sup>th</sup> Annual Clinical Reviews course to be held October 31-November 2 and November 14-16, 2016, at the Mayo Civic Center in Rochester, Minnesota.

This course is designed to update physicians on the latest recommendations involving the medical subspecialties important for the primary care physician through a comprehensive program consisting of lectures, panel and roundtable discussions on problems of general interest in various areas of medicine, surgery, and pediatrics relevant to clinical practice.

We anticipate 400-450 attendees at this year's courses, respectively. Additional course details can be found on the course web sites as they become available: <https://ce.mayo.edu/clinicalreviewsoct2016> (October) and <https://ce.mayo.edu/clinicalreviewsnov2016> (November).

Mayo Clinic recognizes these types of educational programs would not be possible without your support. We invite you to participate at this educational activity with an exhibit in the amount of \$2,500 for one session (October or November), or \$5,000 for both sessions. This fee is for the exhibit space only. Industry exhibitors are provided a draped table with two chairs.

In support of ACCME guidelines, exhibitors will be located in a separate area from the educational activity. Exhibit space is limited and located near the food and beverage area for optimal contact during breakfast, breaks, and lunch. All companies are invited to exhibit at our course. Participating exhibitors will be allowed to set up at the Mayo Civic Center on the Sunday prior to the course between 4:00-6:00 PM or anytime Monday, October 31 and/or November 14, 2016.

To exhibit at this course:

- Complete and return the provided Exhibitor Agreement form. This agreement may be substituted with your company's standard Letter of Agreement form.
- **Submit payment before October 1, 2016.** Please make payment payable to Mayo Clinic and send payment to my attention at the address below. For your convenience, our Federal tax identification number is 41-6011702.

We look forward to the success of the 90<sup>th</sup> Annual Clinical Reviews and hope you will be able to join us. If you have any questions or your company requires completion of a web-based application, please feel free to contact me.

Sincerely,

Shannon Halvorson  
Education Administration Coordinator  
Mayo School of Continuous Professional Development  
200 First Street SW  
Rochester, MN 55905  
[halvorson.shannon@mayo.edu](mailto:halvorson.shannon@mayo.edu)  
Phone: 507-293-2103

## Exhibitor Information

### Overview

Clinical Reviews seeks to update physicians on the latest recommendations involving the medical subspecialties important for the primary care physician through a comprehensive program consisting of lectures, panel and roundtable discussions on problems of general interest in various areas of medicine, surgery, and pediatrics relevant to clinical practice.

### Audience

We expect 400-450 attendees at this year's courses. This course was designed for general internists, family physicians, physician assistants, nurse practitioners, and nurses in primary care and family medicine.

### Dates

October 31-November 2 and  
November 14-16, 2016

### Course Highlights

- Interactive case presentations utilizing an audience response system
- Faculty are Mayo Clinic consultants
- Access to mobile app for Apple and Android devices, complete with note-taking, highlighting, and annotation

### Price

\$2,500 for one session (October or November), or \$5,000 for both sessions. Exhibit fee includes one 6 foot table and two chairs. Exhibitors are invited to participate in all food and beverage events, which include breakfast, lunch and refreshment breaks. Exhibitors are also invited to attend the Monday evening Welcome Reception (October 31 and/or November 14).

### Exhibit Hours

Monday, October 31/November 14, 6:30 a.m. to  
Wednesday, November 2/November 16, 2016, 3:30 p.m.

### Location

Mayo Civic Center  
30 Civic Center Drive SE  
Rochester, Minnesota 55904

### Exhibit Area

Exhibitors will be located in the Mayo Civic Center Auditorium near the food and beverage area, located adjacent to the main meeting room.

### Set-Up

Sunday, October 30 and Sunday, November 13, 2016, between 4:00–6:00 p.m., or anytime Monday, October 31 and Monday, November 14, 2016.

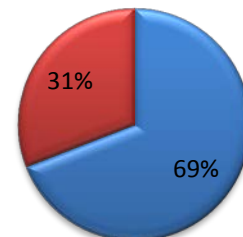
### Websites

October: <https://ce.mayo.edu/clinicalreviewsoct2016>

November: <https://ce.mayo.edu/clinicalreviewsnov2016>

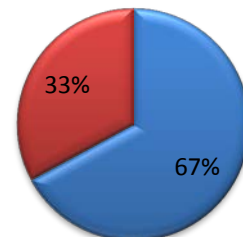
### October 2015 Attendees by Type

■ Physician ■ Non-physician



### November 2015 Attendees by Type

■ Physician ■ Non-physician





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

Activity Title	90 <sup>th</sup> annual Clinical Reviews
Activity Number	2016R444
Location	Mayo Civic Center, Rochester, MN
Dates	October 31-November 2 and/or November 14-16, 2016

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	\$2,500 for one session OR \$5,000 for both
Please indicate your preferred choice:	October 31-November 2, 2016 <input type="checkbox"/> Yes <input type="checkbox"/> No November 14-16, 2016 <input type="checkbox"/> Yes <input type="checkbox"/> No

### TERMS AND CONDITIONS

- EXHIBITOR agrees to abide by ACCME Standards for Commercial Support as stated at [www.accme.org](http://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

**PAYMENT INFORMATION**

Please indicate your method of payment:

PROVIDER Federal Tax ID number is 41-6011702.

Please remit check payable to: Mayo Clinic- Mayo School of CPD. 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 Mayo School of Continuous Professional Development 200 First St SW, Plummer 2-60 Rochester, MN 55905  Please identify <b>90<sup>th</sup> annual Clinical Reviews</b> on the check.	For payment by credit card or wire transfer, please call the MSCPD Registrar at 800-323-2688  <i>Do not send credit card information via email or fax.</i>

**NOTE:** There may be additional charges depending on the meeting location (power, internet access, etc).

*Please list additional requests here:*

Complete and return this form along with your payment made to Mayo Clinic,  
 Federal Tax ID# 41-6011702 before **October 1, 2016** to:

Shannon Halvorson  
 200 First St SW  
 Rochester, MN 55905  
 T: 507-293-2103