

July 8, 2024

Dear Exhibitor,

On behalf of course directors Pooja P. Advani, M.B.B.S., M.D., Patricia A. Cronin, M.D., and Sandhya Pruthi, M.D., we hope you will consider a display opportunity at the **Mayo Clinic Multidisciplinary Update in Breast Disease 2024** held November 6-9, 2024 at the Hilton La Jolla Torrey Pines – La Jolla, CA. We expect 200+ oncologists, radiologists, surgeons, pathologists, gynecologists, primary care providers, nurses, nurse practitioners, and advanced practice providers who diagnose and treat patients with breast cancer.

This three-and-a-half-day continuing medical education course provides a multidisciplinary update in prevention, evaluation, diagnosis, management, and treatment of benign and malignant breast diseases, and high risk and survivorship issues. The speakers are nationally and internationally recognized specialists in the field. Both live, in-person and virtual exhibit options are available.

To sign up as an exhibitor or sponsor at this activity please visit the Multidisciplinary Update in Breast Disease 2024 Exhibit Agreement Form at: <https://ce.mayo.edu/content/multidisciplinary-update-breast-disease-2024-exhibit-agreement-form>

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. Display space is limited, and table assignments will be made on a first come, first served basis.

Exhibit options for the full three-and-a-half-day course:

Option 1: \$3,000

- Display fee to exhibit at course with live booth only

Option 2: \$2,000

- Display fee to exhibit at course with virtual booth only

Option 3: \$4,000

- Display fee to exhibit at course both live and virtually

Sponsorship Opportunities

Signage at Breakfasts - \$6,500 - (Limited to 3 Companies)

Display your company logo for all attendees to see and announce your presence at the conference. Your company will provide a high-resolution logo to be used on materials prominently displayed during meals.

(Artwork to be provided by sponsoring company and is subject to MCSCPD approval)

Conference Bags - \$5,000 - (Exclusive)

Display your company logo for all attendees to see and announce your presence at the conference. Your company will provide a high-resolution logo to be printed on conference bags ordered by the managing committee. All bags may contain flyers and advertisements from other participants.

(Artwork to be provided by sponsoring company and is subject to MCSCPD approval)

Conference Bag Inserts- \$1,500 - (Multiple Opportunities Available)

Conference bag inserts are a great opportunity to invite attendees to your table, announce your participation or conference-related event. Your company will provide 200 copies of a one-page

flyer or booklet advertisement (no larger than 8 ½ x 11) and MCSCPD will stuff them into the official conference bags.

Live Exhibit Benefits:

- Promotion available at the live three-day course
- Exhibitors are provided the same meals and beverages provided to registered attendees
- Attendees are encouraged daily by the course moderator to visit and connect with the exhibitors
- Includes a 6ft table, two chairs and linen at the course
- An attendee list including registered attendee's name, degree, specialty, city, state, and demographics distributed post course
- Vendor recognition in online course syllabus for all registered attendees to access
- An acknowledgement on the break slide announcements during the course
- Exhibitors may sit in the general session to listen to talks of interest if space is available (all company logos must be removed and not visible when entering the education space)

Virtual Exhibit Benefits:

- Promotion available from the time a company signs the LOA and exhibit booth website is built until 11/9/2025
- Listing in the online exhibitor directory linked to your company website and landing page (listing will be in the order company content is received.)
- Exhibit booth customization, options include PowerPoint slide, PDF handout or video
- Post course report providing analytics on page traffic
- An attendee list including registered attendee's name, degree, specialty, city, state, and demographics distributed post course
- Vendor Recognition in the online course syllabus
- An acknowledgement on the break slide announcements during the course
- Two complimentary conference web links provided – no credit can be claimed and no access to course materials included
- To maintain a clear separation of promotion from education, the virtual exhibit opportunity will be available on a separate webpage tab than where course materials are accessible.

Mayo Clinic, an integrated, not-for-profit group practice, is committed to meeting its responsibility as a national medical education resource. In support of improving patient care, Mayo Clinic College of Medicine and Science is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC) to provide continuing education for the healthcare team. Our programs provide valuable information on unmet needs to the medical community. We sincerely appreciate your consideration and hope you will take the opportunity to join us for a truly unique educational program.

Sincerely,



Karen Steele
Education Administration Coordinator

Make checks payable to:

Mayo Clinic
Attn: Accounting Activity # 24J00718
4500 San Pablo Road
Jacksonville, FL 32224
Tax ID: 59-3337028

Request for Taxpayer Identification Number and Certification

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

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

Print or type.	See Specific Instructions on page 3.	<p>1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Mayo Clinic Jacksonville</p> <p>2 Business name/disregarded entity name, if different from above</p>	
		<p>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.</p> <p> <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: 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. <input checked="" type="checkbox"/> Other (see instructions) ▶ <u>501(c)(3) Tax-exempt Nonprofit Corporation</u> </p>	<p>4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) <u>1</u></p> <p>Exemption from FATCA reporting code (if any) <u>A</u></p> <p><small>(Applies to accounts maintained outside the U.S.)</small></p>
		<p>5 Address (number, street, and apt. or suite no.) See instructions. 4500 San Pablo Road</p> <p>6 City, state, and ZIP code Jacksonville, FL 32224</p>	<p>Requester's name and address (optional)</p>
		<p>7 List account number(s) here (optional)</p>	

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 *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number									
or									
Employer identification number									
5	9	-	3	3	3	7	0	2	8

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 for Part II, later.

Sign Here	Signature of U.S. person ▶ <i>Katy Domaille</i>	Date ▶ <i>01/02/2024</i>
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General Instructions

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-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, later.



School of Continuous
Professional
Development



Multidisciplinary Update in Breast Disease 2024

November 6-9, 2024

MAKE PLANS TO ATTEND

Hilton La Jolla Torrey Pines
La Jolla, CA



19.25
AMA PRA
Category 1
Credit™,
ANCC
Contact Hours,
AAPA, AOA
MOC - ABS

ce.mayo.edu/breast2024

COURSE HIGHLIGHTS

Live (in person) and LIVESTREAM (virtual) attendance options available!

This three and a half day continuing medical education course will provide a multidisciplinary update in prevention, evaluation, diagnosis, management, and treatment of benign and malignant breast diseases, high risk and survivorship issues. The course has multidisciplinary experts in their field presenting the latest, diagnostic, treatment and management options. Highlights include: Genetics and High Risk Management, Breast Imaging Modalities and Supplemental Screening Options for Dense Breasts, Updates in Surgical Management and Local Treatment of Breast Cancer, Radiation Therapy Options, Advances in Oncology, Updates in Breast Reconstruction & Advanced Surgical Techniques, and Genetic Testing.

Breakout sessions with experts, case based multidisciplinary panel discussion, learn cutting edge and novel techniques, technologies and therapeutics. Faculty are multidisciplinary experts in their field presenting the latest diagnostic, treatment and management options.

TARGET AUDIENCE

This course is designed for primary care providers, oncologists, radiologists, surgeons, pathologists, gynecologists, and advanced practice providers who diagnose and treat patients with breast cancer.

LEARNING OBJECTIVES

Upon completion of this program, participants should be able to:

- Identify management options lobular neoplasia
- Describe breast cancer risk stratification
- Recognize oncoplastic surgical options
- Recognize role of minimally invasive surgery
- Summarize management strategies of axillary dissection
- Summarize current breast cancer challenges in disparate populations
- Review updates in the management of early breast cancer
- Describe menopausal hormone therapy in breast cancer survivors
- Review surveillance imaging in high-risk breast lesions
- Summarize multidisciplinary management of metastatic breast cancer



COURSE DIRECTORS

Pooja P. Advani, M.B.B.S., M.D.

Patricia A. Cronin, M.D.

Sandhya Pruthi, M.D.

James W. Jakub, M.D.



LODGING & ACCOMMODATIONS

Hilton La Jolla Torrey Pines
 10950 North Torrey Pines Road
 La Jolla, CA

Nestled among the stunning La Jolla bluffs in Southern California, the Hilton La Jolla Torrey Pines offers a tranquil retreat. With commanding views of the renowned Torrey Pines Golf Course and the expansive Pacific Ocean, the strategic location strikes a perfect balance between seclusion and accessibility to San Diego's attractions.

REGISTRATION FEE(S):

	On or before 10/6/24	After 10/6/24
Physicians, Scientists	\$825	\$900
Residents, Physician Assistants and Nurse Practitioners	\$725	\$800


ONLINE REGISTRATION

ce.mayo.edu/breast2024

CANCELLATION POLICY

Please visit ce.mayo.edu/cancellation for more information.

Accreditation Statement

 In support of improving patient care, Mayo Clinic College of Medicine and Science is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC) to provide continuing education for the healthcare team.

AMA Mayo Clinic College of Medicine and Science designates this activity for a maximum of 19.25 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

ANCC Mayo Clinic College of Medicine and Science designates this activity for a maximum of 19.25 ANCC contact hours. Nurses should claim only the credit commensurate with the extent of their participation in the activity.



AAPA Mayo Clinic College of Medicine and Science has been authorized by the American Academy of PAs (AAPA) to award AAPA Category 1 CME credit for activities planned in accordance with AAPA CME Criteria. This activity is designated for 19.25 AAPA Category 1 CME credits. PAs should only claim credit commensurate with the extent of their participation.

AOA Approved: The American Osteopathic Association designates this program for a maximum of 19.25 AOA Category 2-A credits.

American Board of Surgery (ABS)

Successful completion of this CME activity, which includes participation in the evaluation component, enables the learner to earn credit toward the CME requirement of the American Board of Surgery's Continuous Certification program. It is the CME activity provider's responsibility to submit learner completion information to ACCME for the purpose of granting ABS credit.

Other Healthcare Professionals

A record of attendance will be provided to other healthcare professionals for requesting credits in accordance with state nursing boards, specialty societies, or other professional associations.

Mayo Clinic
200 First Street SW
Rochester, MN 55905

ELECTRONIC SERVICE REQUESTED

Multidisciplinary Update in Breast Disease 2024



NOVEMBER 6-9, 2024

**Hilton La Jolla Torrey Pines
La Jolla, CA**



ce.mayo.edu/breast2024

Mayo Clinic School of Continuous Professional Development
ce.mayo.edu | cme@mayo.edu | 800-323-2688

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Multidisciplinary Update in Breast Disease 2024

November 6-9, 2024

Hilton La Jolla Torrey Pines

La Jolla, CA

All Times in Pacific Standard Time Zone (UTC -8)

All talks include 5 minutes of questions

Wednesday, November 6, 2024

4:00 p.m.	Pre-Course Session Registration
4:15	Digital Healthcare for Breast Cancer Survivors Daniela Stan, MD (MCR)
4:45	Artificial Intelligence in Pathology Saba Yasir, MBBS (MCR)
5:15	Dinner
5:30	Quantitative High-Definition Microvasculature Imaging for Cancer Diagnosis Azra Alizad, MD (MCR)
6:00	Emerging Role of New PET Tracers for Management of Breast Cancer Ephraim Parent, MD, PhD (MCF)
6:30	ER and Her2Neu Tumor Plasticity Pooja Advani, MBBS, MD & Saba Yasir, MBBS
7:00	Ultrasound Twinkling Detection of Breast Biopsy Markers Christine Lee, MD, PhD (MCR)
7:30 p.m.	Adjourn

Thursday, November 7, 2024

7:30 a.m.	Registration and Breakfast / Exhibit Hall
7:50	Welcome and Introductions
8:00	Lobular Neoplasia Julie Billar, MD (MCA)
8:30	Breast Pain: Surgical Mariah Koenen, PA-C (MCSWW)
9:00	Breast Pain: Medical Shana Salik, APRN, CNP, MSN (MCR)
9:30	Breast Cancer Risk Stratification and Risk Reducing Strategies Sandhya Pruthi, MD (MCR)
10:00	Menopausal Hormone Therapy in Breast Cancer Survivors Daniela Stan, MD (MCR)
10:30	Break / Exhibit Hall
10:45	Ordering Multigene Panel Testing from a Genetic Counselor Perspective Laura Ongie, MS, CGC (MCR)

11:15	The Red Breast: Differential Diagnosis and Management Jessie Fraker, MD (MCR)
11:45	Supplemental Imaging: MRI vs MBI vs CEM vs ABUS Christine Lee, MD, PhD (MCR)
12:15 p.m.	Lunch / Exhibit Hall
1:15	Surveillance Imaging for High-Risk Breast Lesions Christine Klassen, MD (MCR)
1:45	Lifestyle Prevention of Breast Cancer with a Focus on Anti-Obesity Medications and Treatments Dawn Mussallem, DO (MCF)
2:15	Nipple Discharge: Diagnostic Evaluation and Management Jessie Fraker, MD (MCR)
2:45	Break / Exhibit Hall
3:00	Workshop 1 – Mutation Carriers Workshop Christine Klassen, MD; Mariah Koenen, PA-C; Laura Ongie, MS, CGC; Patricia Cronin, MD
3:30	Workshop 2 – High Risk Assessment Workshop Sandhya Pruthi, MD; Jessie Fraker, MD; Shana Salik, APRN, CNP, MSN; Kristin Robinson, MD
4:00 p.m.	Adjourn

Friday, November 8, 2024

7:00 a.m.	Breakfast / Exhibit Hall
7:30	Intraoperative Specimen Margin Assessment Julie Billar, MD (MCA)
8:00	Current Breast Cancer Challenges in Disparate Population Shon Black, MD (MCR)
8:30	Optimum Screening for Breast Cancer Survivors Kristin Robinson, MD (MCF)
9:00	Break / Exhibit Hall
9:15	Exceptional Responders: Surgeon's Perspective James Jakub, MD (MCF)
9:45	How to Prevent and Treat Radiation Complications Kimberly Corbin, MD (MCR)
10:15	BCT: Less is More Patricia Cronin, MD (MCA)
10:45	Break / Exhibit Hall
11:00	Is it Time to Omit SLNB in Early Invasive Breast Cancers? Shon Black, MD (MCR)
11:30	Neoadjuvant Radiation Sarah James, MD, PhD (MCA)

12:00 p.m.	What's New in Oncoplastic Surgery? Kunle Elegbede, MD, PhD (MCF)
12:30	Lunch / Exhibit Hall
1:30	Workshop 1 – Management of the Axila Workshop James Jakub, MD; Patricia Cronin, MD; Kimberly Corbin, MD; Sarah James, MD, PhD; Pooja Advani, MBBS, MD; Christine Lee, MD, PhD; Kunle Elegbede, MD, PhD
2:30 p.m.	Adjourn

Saturday, November 9, 2024

7:00 a.m.	Breakfast / Exhibit Hall
7:30	Liquid Biopsy in the Current Management of BC? Karthik Giridhar, MD (MCR)
8:00	Updates in the Management of Early Breast Cancer Brenda Ernst, MD (MCA)
8:30	Optimal Adjuvant Endocrine Therapy Duration and Bisphosphonate Use Rohit Rao, MBBS, MD (MCF)
9:00	Is Anyone Really HER2 Negative? Advances in Targeting HER2 Low BC Karthik Giridhar, MD (MCR)
9:30	Break / Exhibit Hall
9:45	Breast Cancer in Premenopausal Women: Biology and Clinical Management Brenda Ernst, MD (MCA)
10:15	Metastasis Directed Therapy in BC: Are We Ready? Charles Ritchie, MD (MCF)
10:45	Side Effects of Newer Breast Cancer Therapies Rohit Rao, MBBS, MD (MCF)
11:15	Case-Based Panel Discussion – (Oligo Metastatic Case) Pooja Advani, MBBS, MD; Charles Ritchie, MD; Brenda Ernst, MD; Karthik Giridhar, MD; James Jakub, MD; Kimberly Corbin, MD
12:00 p.m.	Adjourn

Program subject to change without notice