



September 27, 2016

Dear Potential Exhibitor,

On behalf of course directors, Nathan A. Jacobson, D.O., Mary Jo Kasten, M.D., Sean E. Powell, M.D., and Tim A. Munzing, M.D., and the Mayo School of Continuous Professional Development, we are pleased to announce our upcoming Updates in Family Medicine course to be held March 2-4, 2017, at Disney's Grand Californian Hotel in Anaheim, CA.

Mayo Clinic, in collaboration with Kaiser Permanente, is offering a comprehensive update course designed for practicing primary care and family physicians. Attendees at this course will gain knowledge on the latest recommendations involving medical specialties important to the primary care setting that can be immediately applied into practice.

We anticipate 175 attendees at this year's course. Additional course details can be found on the course web site as they become available: [ce.mayo.edu/familymedupdate2017](http://ce.mayo.edu/familymedupdate2017)

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 \$1,500. This fee is for the exhibit space only. Industry exhibitors are provided a draped table with two chairs. Exhibitors are also invited to participate in all food and beverage events, which include breakfast, breaks, and lunch.

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; however there is limited space. Participating exhibitors will be allowed to set up on Wednesday evening before the course.

To exhibit at this course:

- Complete and return the provided Exhibitor Agreement form to Jessica McNeill at [mcneill.jessica@mayo.edu](mailto:mcneill.jessica@mayo.edu). This agreement may be substituted with your company's standard Letter of Agreement form.
- **Submit payment before February 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 Updates in Family Medicine course 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,

Jessica McNeill  
CME Specialist  
Mayo School of Continuous Professional Development  
200 First Street SW  
Rochester, MN 55905  
[Mcneill.jessica@mayo.edu](mailto:Mcneill.jessica@mayo.edu)  
Phone: 507-293-1874

# Exhibitor Information

## Overview

Gain knowledge on the latest recommendations involving medical specialties important to the primary care setting that can be applied immediately into practice. Mayo Clinic, in collaboration with Kaiser Permanente, is offering a comprehensive update course designed for practicing primary care and family physicians. The course, which includes faculty from both Mayo Clinic College of Medicine and Kaiser Permanente, uses lecture, panel and roundtable discussions to provide opportunities to interact with faculty.

## Audience

We expect 175 attendees at this year's course.

## Dates

March 2-4, 2017

## Course Highlights

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

## Website

[ce.mayo.edu/familymedupdate2017](http://ce.mayo.edu/familymedupdate2017)

## Location

Disney Grand Californian Hotel  
1600 S. Disneyland Drive  
Anaheim, CA 92802

## Price

\$1500 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.

## Exhibit Area

Exhibitors will be placed in the Zurich Foyer, located just outside the main meeting room with the refreshments.

## Set-Up

Set up will be Wednesday, March 1, from 4:00-6:00 p.m. in the Sequoia South Foyer

## Hours

Thursday, March 2, 6:30 a.m. to  
Saturday, March 4, 3:00 p.m.

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

Activity Title	Updates in Family Medicine
Activity Number	2017R498
Location	Disney's Grand Californian Hotel in Anaheim, California
Dates	March 2-4, 2017

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	\$1,500.00

### 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>Updates in Family Medicine</b> on the check.	For payment by credit card or wire transfer, please call the MSCPDP 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 **February 1, 2017** to:  
 Jessica McNeill / Jenna Pederson  
 200 First St SW, Plummer 2-60  
 Rochester, MN 55905  
 T: 507-293-1874 F: 507-538-7234