



200 First Street SE
Plummer 2-60
Rochester, MN 55905

Mayo Clinic School of Continuous Professional Development

August 9, 2021

Dear Exhibitor,

On behalf of Course Directors Thomas M. Habermann, M.D. and Thomas E. Witzig, M.D., we hope you will consider a display and/or virtual exhibit opportunity at our **19th Annual Mayo Clinic Hematology Review** held **January 29, 2022** at the Radisson Blu Mall of America. The course is offered live with a livestream enrollment option and we expect around 150 attendees. This course is designed for physicians, physician assistants, nurses, nurse practitioners, resident fellows and allied health professionals who have an interest in the field of hematology.

This one-day program provides hematology and oncology clinicians, nurses, nurse practitioners and physician assistants with an overview of the most recent advances in the treatment of various hematologic malignancies with updates on practice guidelines. Invited speakers choose exciting and relevant abstracts presented at the ASH meeting and discuss their clinical relevance to the hematology/oncology practice.

Display fees to exhibit at the live course or the virtual exhibit hall is as follows:

Both: \$3,000

Live: \$2,000

Virtual: \$1,500

Space at the live course is limited and table assignments will be made on a first-come, first-served basis depending on the date the signed exhibit letter of agreement (LOA) is received in our office.

If you are interested in exhibiting at this educational activity, please click [HERE](#) to register (exhibitor agreement) for an exhibit space.

Live Exhibit Benefits:

- Promotion available at the live one-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
- An acknowledgement on the break slide announcements during the course
- Discounted hotel room rate; reservations must be made before the room block is filled or before the expiration date of December 29, 2021; whichever comes first

Virtual Exhibit Benefits:

- Promotion available from the time a company signs the LOA is made until the last day of the course on January 22, 2022. Registered attendees will have access to the virtual exhibit hall for a year post-course
- Listing in the online exhibitor directory linked to your company website and landing page (listing will be first-come, first-served basis).
- 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

We sincerely appreciate your consideration and hope you will take the opportunity to join us for a truly unique educational program.

Sincerely,

Susan Reigel
CME Specialist
Tax ID#: 41-6011702