

Mayo Clinic General Internal Medicine

A Systematic Approach to Medically Unexplained Symptoms 2021

The Ritz-Carlton, Marina del Rey
4375 Admiralty Way
Marina del Rey, CA 90292

EXHIBITOR
PROSPECTUS

August 11-14, 2021



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Welcome

Dear Exhibitors,

On behalf of Mayo Clinic General Internal Medicine, we are pleased to invite you to participate in A Systematic Approach to Medically Unexplained Symptoms that will take place August 11-14, 2021 at The Ritz-Carlton, Marina del Rey, California. This course is intended for physicians, nurse practitioners, and physician assistants who practice in or have a special interest in treating medically complex patients.

The purpose of the meeting is to provide a diagnostic framework/template for medically unexplained conditions with shared etiologies and presentations. Subsequently, more specific management strategies for each condition will be provided, along with various clinical pearls. The program will cover various medically unexplained conditions seen throughout the scope of internal medicine, selecting from a variety of pertinent general and subspecialty-derived conditions. Expert faculty will present evidence and case-based clinical approaches.

We have 27 expert faculty members presenting on topics that are highly relevant to the practitioner. The topics have been carefully selected to attract a wide range of attendees from sub-specialties within internal medicine. We are anticipating an audience of approximately 100 live attendees and offering livestream option for additional attendees.

To view the entire program and additional information please go to ce.mayo.edu/medicallyunexplained2021

We are offering exhibit space in a virtual platform and have limited in-person space available. To reserve your spot, please sign and return the Letter of Agreement, along with your exhibit fee in the amount of \$2,000.

Sincerely,

Arya Mohabbat, MD	Sanjeev Nanda, MD	Elizabeth (Liz) Wight, MD
<i>Assistant Professor of Medicine, Mayo Clinic</i>	<i>Assistant Professor of Medicine, Mayo Clinic</i>	<i>Instructor in Medicine, Mayo Clinic</i>
<i>Course Director</i>	<i>Course Director</i>	<i>Course Director</i>

Note: We are closely monitoring the COVID-19 situation in California. If the situation does not improve, we are planning a LIVESTREAM only course on the same days. We would also include a virtual exhibit hall.

Dates and Location

Meeting Date:

Wednesday - Saturday

August 11, 2021 - August 14, 2021

2019 Meeting Location:

The Ritz-Carlton, Marina del Rey

4375 Admiralty Way

Marina del Rey, CA 90292

Phone: 1-855-556-3478

Reference 2021 Medically Unexplained Symptoms when making your reservation

Online Reservations:

<https://book.passkey.com/go/2021MedicallyUnexplained>

Course Website:

ce.mayo.edu/medicallyunexplained2021



Planning Committee and Key Contact

Planning Committee

Arya Mohabbat, MD

Assistant Professor of Medicine

Course Director

Sanjeev Nanda, MD

Assistant Professor of Medicine

Course Director

Elizabeth (Liz) Wight, MD

Instructor in Medicine

Course Director

Tammy Monson, MA

Operations manager

Sandhya Pruthi, MD

Planning member

Key Contacts

Abby Ingersoll

Administrative Assistant

Direct line: 507-422-6292

Email: rstgimcme@mayo.edu

Deb Blomberg, MBA

Program Manager – CME

Direct line: 507-284-8781

Conference Highlights

Topics and speakers are carefully chosen to provide quality, practical and evidence-based sessions.

Presentation Topics for 2021 include:

- Central Sensitization
- Fibromyalgia & Chronic Fatigue Syndrome
- Mental Health and Medically Unexplained Symptoms
- Cognitive Behavioral Therapy
- Chronic Daily Headaches
- Chronic Non-cardiac Chest Pain & Palpitations
- TMD, Orofacial Pain, and Burning Mouth Syndrome
- Chronic Lyme
- Tips for Improving Your Communication with your Patients
- When a Food Allergy Is Not an Allergy
- My Hormones Are Off...
- Post-COVID Syndrome
- Stress Management & Resiliency
- Effect of Culture Differences on Patient Communication
- Physician Well-Being
- Evaluation and Management of Breast Pain
- Chronic Pruritus
- Approach to the Patient with Adrenal Fatigue
- Evaluation of Thyroid Hormones, Myths, Truths, and In-Between
- Approach to the Patient with Musculoskeletal Complaints
- Chronic Paresthesia
- Insomnia and Chronic Sleep Problems
- Approach to Gastrointestinal Symptoms
- Unexplained Chronic Cough
- Chronic Dizziness
- Postural Tachycardia Syndrome
- Pharmacists Approach to Medications in Medically Unexplained Symptoms
- Patient Stories and Medically Unexplained Symptoms

Conference Highlights

Why Exhibit?

Technical and educational exhibits provide a professional and educational environment in which the physician can receive demonstrations, view products and services and discuss the clinical and surgical uses of these products and services, including how they may improve the quality of care and the management of the medical/surgical practice. Additionally, the exhibits enhance the educational content of the meeting helping to provide quality continuing medical education.

Benefits:

- Interact face-to-face with influential decision makers in the field of internal medicine
- Build visibility for your company in a competitive marketplace
- Expand your customer base and strengthen existing customer relationships
- Introduce new products and services
- Additional advertisement opportunities to expand reach and further socialize with attendees

General Exhibitor Information

EXHIBIT CONTACT:

Deb Blomberg
Mayo Clinic General Internal Medicine
200 First ST SW
Mayo Building 17-40E
Rochester, MN 55905
Ph: 507-284-8781
E-mail: rstgimcme@mayo.edu

EXHIBIT FEE \$2,000

All exhibitors are offered virtual exhibit space. A limited number of in-person space is also available.

Virtual “Booth”

- See Virtual Exhibitor Information Guide

In-Person Booth (limited number available)

- (1) 6’ draped table (2) chairs
- ID sign
- General maintenance of the common areas of the exhibit hall

EXHIBITOR ASSIGNMENTS

Every effort will be made to give exhibitors their first choice of location. In case of conflicting requests, priority will be determined on the basis of:

1. Amount of space requested
2. Date full payment was received
3. Special needs of the exhibitors

Booth assignments will be made when full payment is received.

In-Person Exhibit Hall

Limited number of in-person booths is available.

PRELIMINARY SCHEDULE (Subject to change)

Tuesday, August 10, 2021
Exhibitor Set-Up 5:00 PM – 6:00 PM

EXHIBIT HOURS:

Wednesday, August 11, 20216:30 AM – 1:35 PM
Thursday, August 12, 20216:30 AM – 1:35 PM
Friday, August 13, 20216:30 AM – 12:45 PM
Saturday, August 14, 2021 6:30 AM – 11:00 AM

Saturday, August 14, 2021
Exhibitor Tear Down11:00 AM – 1:00 PM

SHIPPING INFORMATION:

Materials may be shipped to The Ritz-Carlton, Marina del Rey. All shipments should not be delivered to the Hotel more than (3) three business days prior to the Event. The shipping information is located below:

The Ritz-Carlton, Marina Del Rey
4375 Admiralty Way,
Marina Del Rey, CA 90292
Attention: Meetings & Special Events
Hold for: Client Name, Group Name and Meeting Date



Mayo Clinic Virtual Exhibit Hall


As many in-person national conferences and training events are being canceled and postponed, Mayo Clinic's Virtual Exhibit Hall provides companies with an innovative way to highlight your offerings to potential customers – without travel expenses, shipping of booths/materials, set-ups, or required staff.

Open 24/7 for one year for attendees, the Virtual Exhibit Hall maximizes your visibility, while providing unique customization of your messaging. You can showcase your products/services, share company videos and podcasts, provide informational brochures, photos and literature, and offer access to your key organization contacts and website links.

Exhibitor Benefits

- Virtual Exhibit Hall promotion before, during and after conference- *the content will be available to attendees for one year post-activity.*
- Listing in Exhibitor Directory with link to company website & Landing Page- *listing will be alphabetical*
- Exhibit Booth Customization, options include PowerPoint slide, PDF handout, or video
- Two non-CME conference access links for representatives to attend all sessions.
- 90 days post-activity, exhibitors will be provided analytics on page traffic
- Attendee list (full name and company name) one week prior to the conference
- Vendor Recognition in course syllabus, opening/closing remarks, and break times


Mayo Clinic - Exhibitor[Virtual Exhibit Hall Home](#)



Mayo Clinic
Rochester, MN

Contact Information:

Exhibitor Name
Email
Phone
Company Website



Mayo Clinic Mission and Values

Mission

To inspire hope and contribute to health and well-being by providing the best care to every patient through integrated clinical practice, education and research.

Primary value

The needs of the patient come first.

Value statements

These values, which guide Mayo Clinic's mission to this day, are an expression of the vision and intent of our founders, the original Mayo physicians and the Sisters of Saint Francis.

Respect
Treat everyone in our diverse community, including patients, their families and colleagues, with dignity.

Integrity
Adhere to the highest standards of professionalism, ethics and personal responsibility, worthy of the trust our patients place in us.

Compassion
Provide the best care, treating patients and family members with sensitivity and empathy.

Sample Booth Layout

Hotel Accommodations

Guest rooms have been reserved for attendees and their guests with special course rates at The Ritz-Carlton, Marina del Rey. In order to receive the special rate, reservations must be made before the room block is filled or before the expiration date of **July 19, 2021**, whichever comes first. Reservations will be taken following this date based on space and rate availability.

Run of House Rate: \$319
plus applicable state and local taxes

Group rate extended three (3) days pre/post conference dates based on Hotel availability at time of request.

Phone: 1-855-556-3478
Reference 2021 Medically Unexplained Symptoms when making your reservation



Or book through the website:

<https://book.passkey.com/go/2021MedicallyUnexplained>

EARLY RESERVATIONS ARE STRONGLY
RECOMMENDED

Parking: Reduced to \$38.00 per vehicle, per day

Resort Fee: Waived

Check-in: 4:00 pm
Checkout: 12:00 pm

Visit [THE RITZ-CARLTON, MARINA DEL REY](#) webpage
for updates on COVID-19 precautions at the hotel.

Rules and Regulations

In applying for exhibit space, exhibitors agree to abide by the following regulations:

Exhibit Regulations:

- Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its booth and assigned space.
- Attire of exhibit personnel should be consistent with the professional atmosphere of the convention.
- Demonstrations by exhibitors may not interfere with normal traffic flow nor infringe on neighboring exhibits. Demonstrations are not permitted outside of the exhibitor's assigned booth space.
- Canvassing or distribution of advertising material by an exhibitor is not permitted outside of the exhibitor's booth space.
- Canvassing or marketing of any products or services in any part of the exhibit hall or meeting rooms by anyone representing a non-exhibiting firm is strictly prohibited.
- Subletting of exhibit space is not permitted. Sharing of exhibit space is not permitted unless it is within divisions of the same company.
- It is the responsibility of the exhibitor to have all licenses, permits, and/or registrations required by the venue, city, municipality and/or state. The exhibitor is responsible for compliance with all applicable tax laws.

CME Guidelines Related to Educational Grants, Exhibit Space and Promotional Activities:

In compliance with ACCME Standards for Commercial Support, arrangements for commercial exhibits or advertisements cannot influence or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

- Exhibit and other promotional fees shall be separate and distinct from educational grants/commercial support.
- All exhibitors must be in a room or area separate from the education and the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.
- Company representatives must refrain from holding any commercial discussions in the educational classroom. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's space. Canvassing or distributing promotion materials outside the exhibitor's rented exhibit space is not permitted.
- Commercial interest representatives may attend CME activities for the sole purpose of the representatives' own education. However, they may not engage in sales or marketing activities while in the educational classroom.

Liability:

- Neither Mayo Clinic General Internal Medicine nor The Ritz-Carlton, Marina del Rey, the employees thereof, nor their representatives, nor any member of the Conference Committee shall be responsible for injury, loss, or damage that may occur to the Exhibitor or his property from any cause whatsoever, prior to, during, or subsequent to the period of the Exhibit. The Exhibitor agrees to indemnify, Mayo Clinic General Internal Medicine and The Ritz-Carlton, Marina del Rey, and their employees, volunteers, and committees from any and all claims for loss, damage, or injury. Exhibitors are encouraged to insure themselves against property loss or damage, and against both general and personal liability.
- Exhibitor understands and agrees that, for the safety of conference attendees, Exhibitor shall not perform any procedures on or provide any services to conference attendees that are either invasive or are customarily performed in a practitioner's office.



We look forward to seeing you in August 2021!