



Mayo School of Continuous Professional Development

# 20<sup>th</sup> WCBIP/WCBE World Congress

Joint Meeting of the World Association for Bronchology  
and Interventional Pulmonology (WABIP) &  
The International Bronchoesophagological Society (IBES)

Mayo Clinic, Rochester, Minnesota

June 13 – 16, 2018

## EXHIBITOR PROSPECTUS



*Photo courtesy of Chad Johnson*

# 20th WCBIP/WCBE World Congress

June 13-16, 2018 • Rochester, MN

Continuing the Legacy of Innovation and Global Collaboration



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## Welcome

*Dear Exhibitors,*

On behalf of the Mayo Clinic School of Continuous Professional Development, I am pleased to invite you to participate in the 20<sup>th</sup> WCBIP/WCBE World Congress that will take place on June 13-16, 2018 at the Mayo Civic Center in Rochester, MN.

The course is designed to provide cutting edge medical knowledge for Physicians, Nurses, Physician Assistants, Nurse Practitioners and other health care professionals who need enhanced knowledge about Interventional Pulmonology, Laryngology, Pleural Diseases, Tracheobronchology, Thoracic Surgery, and Esophagology, treatments and research.

The faculty will discuss new therapies that are available, and interpret the impact of recent clinical trial data on clinical practice as well as emerging precision medicine practices.

We anticipate 700+ attendees at this program. We have 140 faculty members with expertise in Interventional Pulmonology and Bronchoesophagology. To view additional course information please go to the [COURSE WEBPAGE](#)

Sincerely,

Eric Edell, MD

20<sup>th</sup> WCBIP President

Jan Kasperbauer, MD

20<sup>th</sup> WCBE President

# Dates and Locations

Meeting Date:

Wednesday, June 13, 2018 - Saturday, June 16, 2018

Meeting Location:

Mayo Civic Center  
30 Civic Center Drive  
Rochester, MN 55904

<https://mayociviccenter.com/about-us/expansion/expansion-faq>

Course Website:

<https://ce.mayo.edu/pulmonary-medicine/content/20th-wcbipwcbeworld-congress-joint-meeting-world-association-bronchology-and-interventional>

## Planning Committee and Key Contacts

Planning Committee		Key Contacts:
Eric Edell, M.D. Professor of Medicine Mayo Clinic CME Course Director	Jan Kasperbauer, M.D. Professor of Otolaryngology Mayo Clinic CME Course Director	Susan Reigel CME Specialist Direct Line: 507-293-1877 E-mail: reigel.susan@mayo.edu
John Mullon, M.D. Assistant Professor of Medicine Mayo Clinic CME Course Co-Director	Dale Ekbohm, M.D. Assistant Professor of Otolaryngology Mayo Clinic CME Course Co-Director	Linda Gochnauer Education Admin. Coordinator Direct Line: 507-266-3323 E-mail: gochnauer.linda@mayo.edu

# Conference Highlights

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

## ***Presentation Topics for 2018 include:***

- Obesity and the airway, functional and therapeutic implications
- Rigid bronch with balloon-expandable stent placement
- Pulmonary Urgency
- Percutaneous tracheostomy
- Molecular biology and genetics of airway diseases
- Role of 3D modeling in diagnosis and management of airway disease
- Laser Laryngeal, Subglottic and Tracheal procedures

## 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 pulmonology and bronchoesophagology
- 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

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## Exhibit Hall Schedule

Wednesday, June 13, 2018

Exhibitor Set-Up. . . . . 12:00 PM – 5:00 PM

### **EXHIBIT HOURS:**

Thursday, June 14, 2018 . . . . . 7:00 AM – 4:30 PM

Friday, June 15, 2018. . . . . 7:00 AM – 4:00 PM

Saturday, June 16, 2018 . . . . . 7:00 AM – 12:00 PM

Saturday, June 16, 2018

Exhibitor Tear Down. . . . . 12:00 PM – 5:00 PM

**PRELIMINARY SCHEDULE** ( Coming soon)

### **SHIPPING INFORMATION:**

All shipping inquires:  
please contact:  
Evelyn Clabo  
Ph: 612-378-6524  
eclabo@brede.com

## General Exhibitor Information

### **EXHIBIT CONTACT:**

Linda Gochnauer  
Mayo Clinic School of Continuous Professional  
Development  
200 First St. SW  
Plummer 2-60  
Rochester, MN  
55905  
Ph: 507-266-3323  
E-mail: gochnauer.linda@mayo.edu

### **Booth Fee:** \$5,000 or \$10,000

- 10' x 10' draped booth or 10' x 20' draped booth
- (1) 6' table (2) chairs
- ID sign with company logo
- Booth assignments will be on a first come basis
- Access to networking opportunities throughout the conference and during the Opening Reception

### **Exhibitor Assignments**

Booth assignments will be made when full payment is received. A site map will be available when complete.

# Hotel Accommodations

There are multiple hotels and rates to choose from for this conference. Each hotel is offering discounted room rates ranging from \$129 - \$325 per night, plus tax for attendees and their guests.

Follow this link to make your reservations: [CLICK HERE](#)

When calling to make a reservation, identify yourself as a participant of the 20<sup>th</sup> WCBIP/WCBE World Congress Event. Special room rates are available until the block is sold out or May 15, 2018, whichever comes first.

**EARLY RESERVATIONS ARE STRONGLY RECOMMENDED.**

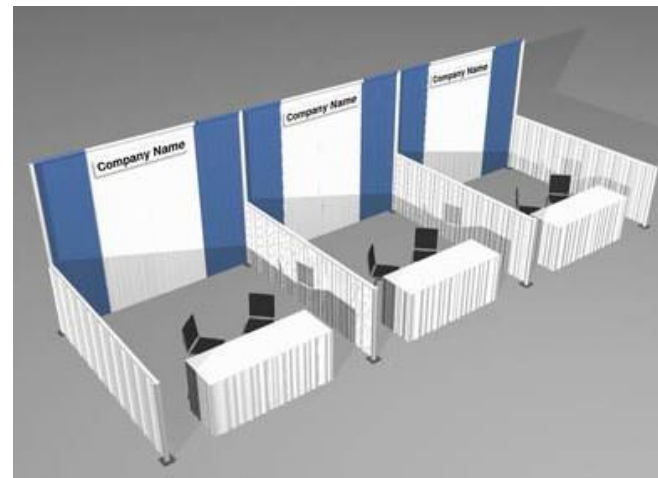
# Advertising Opportunities

## *Overview*

This event offers a quality selection of marketing and advertising opportunities. These are designed to help companies further engage, network and connect with attendees during the world conference. Mayo Clinic staff are available to help maximize exposure through additional advertisement opportunities.

### **Don't see what you are looking for?**

Contact us and we would be happy to discuss additional advertising opportunities with you.

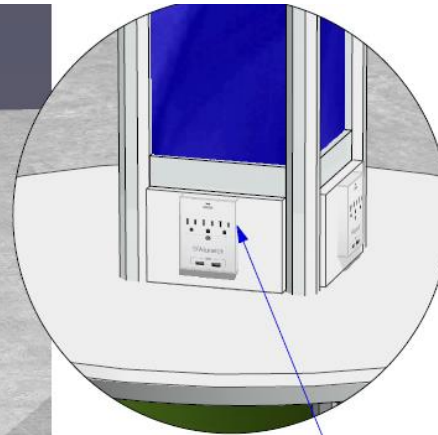
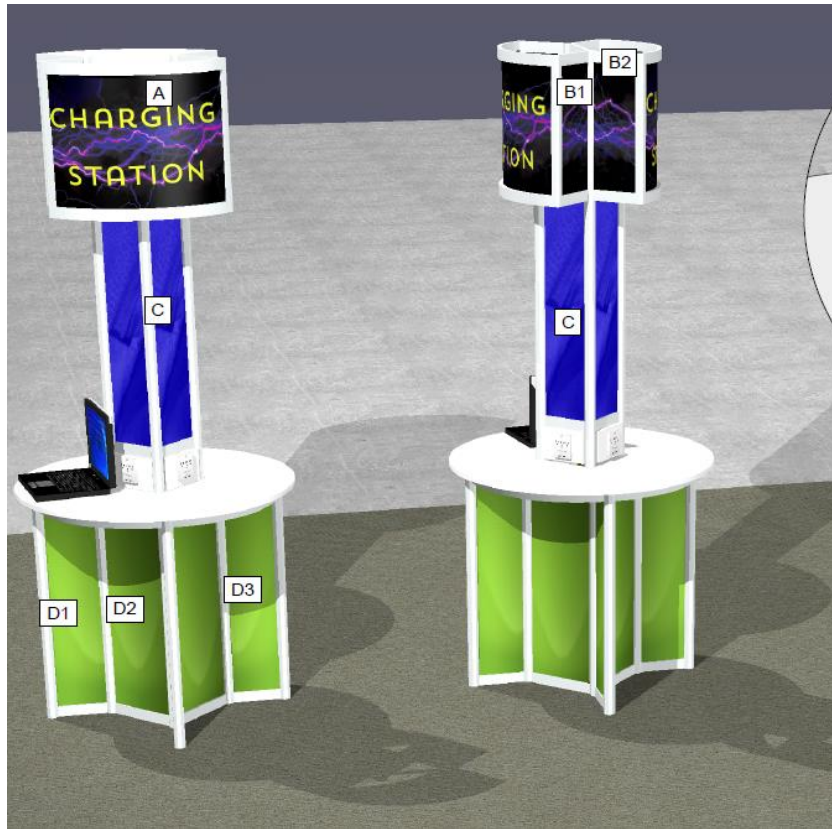




# Additional Advertisement Opportunities

## Mobile Charging Stations- \$10,000.00 each (5 available)

Charging stations will provide attendees an area to charge their mobile device or use their iPad or laptop. Your corporate logo or product will be displayed on the station to encourage them to recognize you as a sponsor or visit your booth location. Two graphic panels are including in the sponsorship. Any additional panels will have a fee.



2x\_ boxes with charging outlets

### INSERT PANELS

- A** 4x\_1/2M radius curve Panel = 29 5/8" x 21"  
1/8" pvc, w/ graphic
- B1** 4x\_1/4M header Panel = 8 5/8" x 21"  
1/8" fmc, w/ left graphic -
- B2** 4x\_1/4M header Panel = 8 5/8" x 21"  
1/8" fmc, w/ right graphic -
- C** 8x\_1/4M tower Panel = 8 5/8" x 45 5/8"  
blue graphic panels -
- D2** 8x\_1/4M bottom Panel = 12 3/4" x 36 3/8"  
green graphic panels -
- D1 & 3** 8x\_1/4M bottom Panel = 8 5/8" x 36 3/8"  
green graphic panels -

**Name Badge Lanyards - \$15,000 (Exclusive)**

All attendee badges will be distributed with a lanyard to display the badge throughout the conference. The Lanyard will prominently display your company name and logo or the World Congress design, whichever you choose. (Artwork is subject to MCSCPD approval)

**Internet- \$10,000.00 (Exclusive)**

Help attendees stay connected with their office and home while away at the 20<sup>th</sup> WCBIP/WCBE World Congress. Sponsor the wireless internet access in the meeting space for meeting attendees. The supporter will be recognized throughout the meeting in credit card size signage that will be in each attendee packet and displayed near the registration area as well as signage throughout the conference area recognizing our many contributors and sponsors. Supporters will also be recognized through electronic communications and in the program booklet that each attendee will receive.

**Conference Bag Inserts- \$2,500.00 (Multiple Opportunities Available)**

Conference bag inserts are a great opportunity to invite attendees to your booth, announce your booth participation or conference-related event. Your company will provide 1000 copies of the flyer or advertisement (no larger than 8 ½ x 11, no more than one page) and MCSCPD will insert them into the official conference bags. A limited number of bag inserts are permitted, so early reservation is encouraged. (Artwork is subject to MCSCPD approval)

**Conference Bags - \$10,000 – (Limited opportunities Available)**

Display your company logo for all Attendees to see and announce your presence at the conference. A minimum of two logos will be printed on every bag, so the opportunity is joint with other industry companies. Your company will provide a high resolution logo to be printed on conference bags ordered by managing committee. All bags will contain flyers and advertisements from other participants. A limited number of logos are permitted, so early reservation is encouraged. (Artwork is subject to MCSCPD approval)

**Educational Forum - \$14,500 (2 opportunities)**

Invite attendees to bring your 3 minute presentation during the lunch break and share industry knowledge with up to 100 participants. All planning, marketing and setup will be the responsibility of the sponsor. Civic Center Sponsor Management will be available to help with the planning.

**Invited Product Exposure - \$16,000 (2 opportunities)**

Showcase future or cutting edge products to an exclusive audience during the lunch break. All planning, marketing and setup will be the responsibility of the sponsor. Civic Center Sponsor Mangers will be available to help with the planning.

# 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 School of Continuous Professional Development nor the Mayo Civic Center, 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, the Mayo Clinic Continuous Professional Development and the Mayo Civic Center 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.

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**We look forward to seeing you.....  
at the Mayo Civic Center for the  
20<sup>th</sup> WCBIP/WCBE World Congress  
in Rochester, Minnesota USA  
in June 2018!**