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**Mayo Clinic School of Continuous  
Professional Development**

13400 East Shea Boulevard  
Scottsdale, Arizona 85259  
Telephone: (480) 301-4580

Dear Representative,

On behalf of Mayo Clinic and Mayo Clinic School of Continuous Professional Development, we are pleased to announce Mayo Clinic's "**11th Annual Multidisciplinary Transoral Surgery for Head and Neck Cancer**" continuing medical education activity that will be held February 12-15, 2018 at The Westin Kierland Resort in Scottsdale, Arizona. We invite you and your company to exhibit at this continuing medical education activity. Exhibits will be offered on February 12-14. The exhibit fee is \$3,000. Space is limited; early registration is advised.

As you can see from the attached program, we have designed an excellent course to give otolaryngologists, head and neck surgeons, radiation oncologists, medical oncologists, oral maxillofacial surgeons, pathologists, and speech pathologists a focused educational experience in transoral endoscopic techniques for resecting primary head and neck tumors. In addition, the associated state-of-the-art application of advanced radiotherapy techniques including proton beam therapy and systemic therapy, such as immunotherapy, will be discussed. Transoral laser surgery will be featured as well as flexible laser surgery in inpatient and outpatient environments.

**NEW – Mayo Clinic now offers a variety of sponsorship opportunities for industry support! Please refer to the attached sponsorship description page for available opportunities.**

If you will join us, please complete the attached exhibitor agreement and return it with your payment (made payable to Mayo Clinic in Arizona) to Mayo Clinic School of Continuous Professional Development, Attn: Kristy Badder, 13400 East Shea Boulevard, Scottsdale, AZ 85259. Please denote course activity **#18S05727** on all correspondence. Mayo Clinic's Tax ID number is 86-0800150; our W-9 form is attached for your convenience.

To maintain a clear separation of promotion from education, exhibits will be located adjacent to where the educational sessions will be held. Displays should be staffed during breakfasts, breaks, and lunches February 12-14, times are denoted on the attached program.

We hope you will join us in Scottsdale in February.

Sincerely,

**Michael L. Hinni, M.D.**  
Course Director  
Chair, Department of Otolaryngology,  
Head and Neck Surgery  
Professor of Otolaryngology  
Mayo Clinic College of Medicine

**Samir H. Patel, M.D.**  
Course Director  
Assistant Professor of Radiation Oncology  
Mayo Clinic College of Medicine



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## Mayo Clinic School of Continuous Professional Development (MCSCPD) Sponsorship Opportunities

<u>Opportunity</u>	<u>Cost</u>
<b>Lanyards</b> (Sponsor-provided, pre-printed lanyards; limited to one organization) Every attendee is required to wear a name badge, so what better way to advertise your company than with your logo on a lanyard! (Quantity to be determined 60 days before course.)	<b>\$2,000</b>
<b>Drawstring Bags</b> (Sponsor-provided, pre-printed drawstring bags; limited to one organization) Help keep course attendees organized by providing them with a drawstring bag to carry their course materials in with your company's logo on it! Drawstring bags to be provided by sponsor; artwork and bag are subject to MCSCPD approval. (Quantity to be determined 60 days before course.)	<b>\$3,000</b>
<b>Hotel Key Cards</b> (Limited to one organization) Personalize hotel guest room keys with your company's logo or product promotion for immediate exposure to attendees. Use this as a great way to introduce yourselves to our attendees upon checking into the host hotel. Artwork to be provided by sponsoring company and is subject to MCSCPD approval. (Artwork is due to MCSCPD 90 days before course.)	<b>\$4,000</b>
<b>Conference Bag Inserts</b> (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 copies of the flyer or advertisement (no larger than 8 ½ x 11, no more than one page) and the MCSCPD will stuff 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. (Quantity of fliers/advertisements to be determined 60 days before course.)	<b>\$1,500 each</b>

As an industry supporter, if you have a sponsorship opportunity idea that isn't mentioned on this page, please contact MCSCPD to discuss.

**If you are interested in one of our sponsorship opportunities contact MCSCPD for more information at [mca.cme@mayo.edu](mailto:mca.cme@mayo.edu) or 480-301-4580.**

## Mayo Clinic School of Continuous Professional Development (MCSCPD) Exhibitor Agreement

<b>Activity Title</b>	11th Annual Multidisciplinary Transoral Surgery for Head and Neck Cancer
<b>Activity Number</b>	18S05727
<b>Location</b>	The Westin Kierland Resort, Scottsdale, Arizona
<b>Exhibit Dates</b>	February 12-14, 2018

Agreement between: ACCREDITED PROVIDER: Mayo Clinic College of Medicine and Science – MCSCPD AND:

<b>Company Name (Exhibitor)</b> (as it should appear on printed materials)	
<b>Exhibit Contact</b> (if different then exhibit Rep.)	
<b>Name(s) of Representative(s) Exhibiting</b> (Maximum of two representatives allowed per exhibit)	
<b>Address</b>	
<b>Telephone</b>	
<b>Fax</b>	
<b>Email</b>	
<b>The named exhibitor wishes to exhibit at the above named activity for the amount of</b>	\$3,000
<b>Sponsorship Opportunities</b>	
<input type="checkbox"/> <b>Lanyards</b> (limited to one organizations)	\$2,000
<input type="checkbox"/> <b>Drawstring Bags</b> (limited to one organization)	\$3,000
<input type="checkbox"/> <b>Hotel Key Cards</b> (limited to one organization)	\$4,000
<input type="checkbox"/> <b>Conference Bag Inserts</b> (multiple opportunities available)	\$1,500
<b>TOTAL AMOUNT</b>	<b>\$</b>

**NOTE:** There may be additional charges depending on the meeting location (power, internet access, etc.).  
*Please list additional requests here:* (please note: additional requests may incur additional fees)

### 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 86-0800150.**

Please remit check payable to: **Mayo Clinic Arizona.** Please identify name of course on the check stub.

<input type="checkbox"/> Check	<input type="checkbox"/> Credit Card or Wire Transfer
<p>Make payable to <b>Mayo Clinic Arizona</b> and remit to:</p> <p>Mayo Clinic School of Continuous Professional Development          Attn: Kristy Badder          13400 East Shea Blvd.          Scottsdale, AZ 85259</p> <p>Please identify course <b>18S05727</b> on the check.</p>	<p>For payment by credit card or wire transfer, please call the MCSCPD Registrar at 480-301-4580</p> <p><i>Do not send credit card information via email or fax.</i></p>

Complete and return this form along with your payment made to Mayo Clinic Arizona,  
 Federal Tax ID# 86-0800150 to:

Mayo Clinic School of Continuous Professional Development  
 Attn: Kristy Badder  
 13400 East Shea Blvd.  
 Scottsdale, AZ 85259  
 T: 480-301-4580 F: 480-301-9161

# Request for Taxpayer Identification Number and Certification

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

<b>Print or type See Specific Instructions on page 2.</b>	<b>1</b> Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <b>Mayo Clinic Arizona</b>	
	<b>2</b> Business name/disregarded entity name, if different from above	
	<b>3</b> Check appropriate box for federal tax classification; check only <b>one</b> of the following seven boxes: <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) ▶ _____ <b>Note.</b> For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input checked="" type="checkbox"/> Other (see instructions) ▶ <b>501 (c) (3) tax-exempt nonprofit corporation</b>	
	<b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) <u>1</u> Exemption from FATCA reporting code (if any) <u>A</u> <i>(Applies to accounts maintained outside the U.S.)</i>	
	<b>5</b> Address (number, street, and apt. or suite no.) <b>13400 East Shea Boulevard</b>	
	<b>6</b> City, state, and ZIP code <b>Scottsdale, AZ 85259</b>	
	<b>7</b> List account number(s) here (optional)	
<b>Requester's name and address (optional)</b>		

## 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 Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

<b>Social security number</b>									

**or**

<b>Employer identification number</b>									
8	6	-	0	8	0	0	1	5	0

**Note.** If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

## Part II Certification

Under penalties of perjury, I certify that:

- 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
- 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
- I am a U.S. citizen or other U.S. person (defined below); and
- 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 on page 3.

**Sign Here**     Signature of U.S. person ▶ *Matthew Tugsten*     Date ▶ *1/9/2017*

## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at [www.irs.gov/fw9](http://www.irs.gov/fw9).

### 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? on page 2.*

By signing the filled-out form, you:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
- Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.