

FAQ - Frequently Asked Questions

Exhibitor Pricing and Levels

How much will exhibitor registration cost?

Similar to our live courses, exhibiting registration costs may vary by course and may be dependent on the # of attendees, specialty, etc.

What are the different exhibiting tiers or sponsorship levels?

Exhibiting tiers or sponsorship levels are subject to change. At this time we have proposed the below levels which may vary based by course.

1. Company logo with contact information, product video or greeting, PDF attachment
2. Company logo with contact information, PDF attachment
3. Company logo with contact information

Will you cap the number of exhibitors?

No. We have no intention of capping the number of exhibitors. Moving to a virtual format removes the space constraints we often face in the live course setting.

What benefits are there for exhibitors to participate in the virtual exhibit hall?

1. Share Information about company products and services, while showcasing latest innovations
2. Exhibitor information will be posted externally on the Mayo Clinic course website which allows for traffic from both attendees and external inquiries
3. Information is available for extended period of time to attendees on course website (1 year)
4. Connect from anywhere
5. Data metrics will provide click through data to exhibitor booth

Attendee Information and Metrics

Will you be able to provide us metrics after the event regarding how many people click through in to our exhibitor page?

Yes. Metrics will be provided to exhibitors on the number of overall individuals who visited the virtual exhibit hall, as well as, the number of individuals who visited the company specific virtual exhibit booth.

Will the attendee list include all attendees or just those who attend the booth? Will this be sent in advance, prior to the start of the course?

The attendee list will include all attendees except those have chosen the option to opt-out of having their information shared with exhibitor. We cannot make any guarantees, but will attempt to have this information sent to exhibitors prior to the start of the course.

Will you provide HCP contact information for those who have clicked through to our respective exhibitor pages?

No. Unfortunately we cannot provide specific contact information for attendees but MCSCPD will provide an attendee list with name, city, state, specialty, etc.

Attendee Engagement and Incentives

How do you envision creating time for exhibitors in a virtual setting?

Similar to our live courses, time will be set aside before, during and after presentations for attendees to visit the virtual exhibit hall. Metrics will be provided on the number of individuals that visited the virtual exhibit booth.

What incentive system will be put in place to ensure that participants will visit during breakout sessions?

Incentives may vary by course. MCSCPD plans on having messaging throughout the activity to encourage attendees to visit the virtual exhibit hall. Messaging may include: acknowledgement in the online syllabus, moderator announcements, timed messaging throughout the event, etc.

Is there a way to force traffic to an exhibit?

No. Unfortunately we cannot force traffic to the virtual exhibit hall and cannot be a condition of receiving educational content.

Will there be a way the attendee can request a meeting with the exhibitor representative?

Yes. As part of the exhibitor page, attendees will have the opportunity to contact exhibitors directly via email. Depending on the exhibiting tiers or sponsorship levels, exhibitors may also have the opportunity to set up Virtual Meetings at the attendee's discretion.

Many of us attend these events to connect with the faculty and Course Directors. Can this be incorporated into the process to provide a pre-forecasted ROI?

Yes. Based on course specifics and provider availability, there may be dedicated time with our Mayo Clinic physicians, course directors and faculty in order to provide some "face time" to exhibitors. Please check with the planner for the activity you are interested in to determine if this is an option available to exhibitors.

Miscellaneous

Will exhibitors be able to attend the conference (i.e. listen to the presentations)?

Yes. As a benefit of the virtual exhibit hall, exhibitors will be able to view the Live Stream activity and will be given access to the link prior to the start of the activity. Please note: As live activities resume, exhibitor attendance in lectures is at the discretion of the Course Directors and Meeting Planners.

If the company/product info will be out there for a year, can the company update during that year as necessary (example...update to products package insert)?

Yes. Companies may update the information located on their exhibitor page for up to a year.

Who should I contact regarding exhibiting at a Mayo Clinic CME course?

Rochester Contact – cme@mayo.edu

Florida Contact – Flacmeexhibits@mayo.edu

Arizona Contact – exhibits@mayo.edu