

September 1, 2023

Dear Valued Exhibitor,

On behalf of course directors Sophie Bakri, M.D., Richard TenHulzen, M.D., Joanne Shen, M.D., and Lilly Wagner, M.D., we hope you will consider a display opportunity at our upcoming course offering, **Ophthalmology Update 2024**. This course is held February 23-25, 2024, at the JW Marriot Orlando Bonnet Creek Resort & Spa in Orlando, Florida. The course is offered live with a livestream enrollment option, and we expect around 75 attendees. This course is designed for ophthalmologists, optometrists, physicians, residents, fellows, scientist researchers Ph.D., and health professionals.

Display fees to exhibit at the live course or the virtual exhibit hall are \$2,500.00. Space at the live course is limited and table assignments will be made on a first-come, first-served basis.

Both live, in-person, and virtual exhibit options are available. Please note, this course is offering additional advertisement opportunities.

### **Choose Your Sponsorship Level**

Exhibit options for the full three-day course:

#### Live Exhibit \$2,500

- Display fee to exhibit in-person live at the course only

#### Live and Virtual: \$3,000

- Display fee to exhibit at course both live and virtually

Additional advertisement opportunities are offered to expand the reach and provide further interaction with attendees. Exhibit space at the live course is limited based on the date the signed exhibit letter of agreement (LOA) is received in our office.

**If you are interested in exhibiting please fill out the digital LOA found [here](#) or the form below.**

#### **Live Exhibit Benefits:**

- Promotion available at the live three-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
- Vendor recognition in online course syllabus
- An acknowledgment 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 February 1, 2024; whichever comes first
- To maintain a clear separation of promotion from education, all exhibits will be held in a different room/location than where the general sessions are held. Exhibits are open from registration until the conclusion of the final lecture on the last day.

**Virtual Exhibit Benefits:**

- Promotion available from the time a company completes the setup of their virtual booth until one year after the course - 2/25/2025
- Listing in the online exhibitor directory linked to your company website and landing page (listing will be based on when submissions are received)
- Exhibit booth customization, options include PowerPoint slide, PDF handout and/or video
- Post course report providing analytics on page traffic
- An attendee list including registered attendee's name, degree, specialty, city, state, and demographics
- Vendor Recognition in the online course syllabus
- An acknowledgment on the break slide announcements during the course
- To maintain a clear separation of promotion from education, the virtual exhibit opportunity will be available on a separate webpage tab from where course materials are accessible.

Mayo Clinic, an integrated, not-for-profit group practice, is committed to meeting its responsibility as a national medical education resource. In support of improving patient care, Mayo Clinic College of Medicine and Science is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC) to provide continuing education for the healthcare team. Our programs provide valuable information on unmet needs to the medical community. We sincerely appreciate your consideration and hope you will take the opportunity to join us for a truly unique educational program.

**If you are interested in exhibiting please fill out the digital LOA found [here](#) or the form below.**

Sincerely,

Ashley Cotto  
Education Administration Coordinator

**Make checks payable to:**

Mayo Clinic Florida  
4500 San Pablo Road  
Jacksonville, FL 32224  
Attn: Accounting Activity #24J01603  
Tax ID: 59-3337028

## Sponsorship Opportunities

<b>Premier Sponsorship Opportunities</b>	<b>Gold \$10,000 (Exclusive)</b>	<b>Silver \$7,500</b>	<b>Bronze \$5,000</b>	<b>Live and Virtual Exhibit \$3,000</b>	<b>Live Exhibit \$2,500</b>
Welcome Reception Sponsor <i>February 23, 2023</i>	x				
Internet	x				
Acknowledgment on signage at a breakfast or refreshment break	x	x	x		
Complimentary full registration – No CME credit	2	2	1		
Conference Bag Inserts	x	x	x	x	
Virtual Exhibit Booth	x	x	x	x	
Exhibit Table	2 - 6 ft. tables (premium location)	2 - 6 ft. tables (premium location)	1 - 6 ft. table	1 - 6 ft. table	1 - 6 ft. table
Verbal recognition at opening session	x	x	x	x	x
Attendee List	x	x	x	x	x

### Additional Advertisement Opportunities:

**Lanyards - \$2,500 (Exclusive to 1 Company)**

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/or logo, whichever you choose. (Artwork to be provided by sponsoring company and is subject to MCSCPD approval)

**Conference Bags - \$2,500 – (Exclusive to 1 Company)**

Display your company logo for all attendees to see and announce your presence at the conference. 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. (Artwork to be provided by sponsoring company and is subject to MCSCPD approval)

**Non-CME Promotional Symposium- \$7,500**

These non-accredited programs, independently developed and directly sponsored by industry, are presented in an educational format that will provide insight on new or controversial developments. Promotional symposia information may not conflict with Ophthalmology Update 2024 conference. There are multiple dates and times available. (Includes audio/visual equipment - No CME credit offered.)

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

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

Activity Title	Mayo Clinic Ophthalmology Update 2024
Activity Number	24J01603
Location	JW Marriot Orlando Bonnet Creek Resort & Spa - Orlando, Florida
Dates	February 23-25, 2023

AND:

Company Name (Exhibitor) (as it should appear on printed materials)	
Exhibit Contact (if different then exhibit Rep.)	
Name(s) of Representative(s) exhibiting: (Maximum of two representatives allowed per exhibit)	
Address	
Phone Number	
Email	
<b>See Exhibitor Prospectus for Details of below listed opportunities</b>	
Gold Sponsor	\$10,000
Silver Sponsor	\$7,500
Bronze Sponsor	\$5,000
Live and Virtual Exhibit	\$3,000
Live Exhibit	\$2,000
Virtual Exhibit	\$2,000
Lanyards <i>(Exclusive)</i>	\$2,500
Conference Bags <i>(Exclusive)</i>	\$2,500
Non-CME Promotional Symposium	\$7,500
The named exhibitor wishes to exhibit at the above-named activity for the <b>TOTAL AMOUNT:</b>	<b>\$</b>

**NOTE:** There may be additional charges depending on the meeting location (power, internet access, etc.)  
*List any additional requests, which 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 EXHIBITOR is obligated to provide full payment of all amounts due under this agreement 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.
- If this agreement is cancelled by either party forty-five (45) days or more in advance of the Activity Date, PROVIDER will refund the Exhibit Fee less a \$300 processing fee. If this agreement is cancelled by EXHIBITOR less than forty-five (45) days in advance of the Activity Date, the total amount due under this Agreement shall be immediately due and payable to PROVIDER.
- 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.

**Note: All exhibitors must be approved by MCSCPD and this agreement is not binding until both parties have signed. MCSCPD maintains the right to refuse any exhibitor. 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:** 59-3337028

Remit check payable to: Mayo Clinic School of Continuous Professional Development

<input type="checkbox"/> Check	<input type="checkbox"/> Credit Card
Make payable to: Mayo Clinic Florida 4500 San Pablo Road Jacksonville, FL 32224 Attn: Accounting Activity #24J01603  Tax ID: 59-3337028  Please identify Activity #24J01603 Ophthalmology Update 2024 on the check.	For payment by credit card, please call the MCSCPD at 800-462-9633. Reference activity #24J01603 when calling.  <i>Do not send credit card information via email.</i>