

Mayo Clinic Center for Women's Health

# Transforming Women's Health 2022



Hotel Del Coronado,  
Curio Collection by Hilton  
Coronado, CA

## EXHIBITOR PROSPECTUS

**June 9-11, 2022**

# CONTENTS

Welcome	3
Dates & Location	4
Planning Committee & Key Contacts	4
Conference Highlights	5
Exhibitor Information	6
Hotel Accommodations	8
Rules and Regulations	9

# Welcome

Dear Exhibitors,

On behalf of Mayo Clinic Center for Women's Health, we are pleased to invite you to participate in Mayo Clinic Transforming Women's Health that will take place June 9-11, 2022 at Hotel Del Coronado, Curio Collection by Hilton, Coronado, CA. This course offers both live (in-person) and livestream (virtual) attendance options.

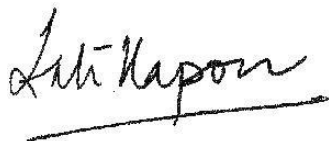
Transforming Women's Health 2022 will provide physicians and practitioners with the essential tools to optimize the care experience for female patients. This course presents emerging scientific and clinical based evidence of conditions that are unique to women, occur more frequently in women, or present differently in women. This course includes presentations from multiple disciplines with expertise in women's health including obstetrics and gynecology, reproductive medicine, sexual health, menopausal medicine, cardiovascular diseases, endocrinology, internal medicine and preventive medicine.

We have 22 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 with an interest in improving women's health. We are anticipating an audience of approximately 150+ attendee between the two audiences. To view the entire program and additional information please go to [ce.mayo.edu/transformwh2022](https://ce.mayo.edu/transformwh2022).

To support this exceptional course with an exhibit, please complete the [online registration](#) (select Exhibitors tab) and complete payment of \$1,500 via credit card. If you prefer to pay by check, please complete the online registration forms, and mail a check in the amount of \$1,500 payable to Mayo Clinic (Federal ID #41-6011702) to the attention of: Deb Blomberg, 200 First Street SW/Mayo 17-40E, Rochester, MN 55905.

We are offering both in-person booth and virtual exhibit hall. Due to COVID-19 precautions, in-person booth option is limited. In-person space will be determined when payment is received.

Sincerely,



Ekta Kapoor, M.B.B.S. <i>Associate Professor of Medicine, Mayo Clinic</i> <i>Co-course Director</i>	Juliana (Jewel) Kling, M.D., M.P.H. <i>Associate Professor of Medicine, Mayo Clinic</i> <i>Co-course Director</i>	Taryn Smith, MD, NCMP <i>Assistant Professor of Medicine, Mayo Clinic</i> <i>Co-course Director</i>
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## Dates and Location

### Meeting Date:

Thursday, June 9, 2022 - Saturday, June 11, 2022

Virtual Exhibit Hall – Open 24/7 for one year post-activity

See page 7 for details

### 2022 Meeting Location:

Hotel Del Coronado, Curio Collection by Hilton

1500 Orange Avenue

Coronado, CA 92118

Phone: 1-800-HOTELDEL

Identify yourself as a participant of the Mayo Clinic Transforming Health Conference.

Book through the [hotel booking website](#).

### Course Website:

[ce.mayo.edu/transformingWH2022](https://ce.mayo.edu/transformingWH2022)

## Key Contacts

Deb Blomberg, MBA

Instructor in Medicine

Program Manager-CME

Direct Line: 507-284-8781

E-mail: [blomberg.debra@mayo.edu](mailto:blomberg.debra@mayo.edu)

Amy Fratianni

Program Manager, Center for Women's Health

Direct Line: 507-422-5951

E-mail: [Fratianni.amy@mayo.edu](mailto:Fratianni.amy@mayo.edu)

Tera Kellner

Administrative Assistant

Direct Line: 507-255-7102

Email: [Kellner.tera@mayo.edu](mailto:Kellner.tera@mayo.edu)

# Conference Highlights

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

## **Presentation Topics for 2022 include:**

- Management of High-Risk Breast Cancer
- Breast Concerns for the Generalist
- Breast Cancer Survivorship
- Menopause and Lifestyle
- When to Stop Screening
- Menopause Experience in Cultural/Racial/Ethnic Variations
- Menopause Hormone Therapy 101
- Integrative Approach to Menopause Management
- Non-Hormonal Options for Vasomotor Symptoms of Menopause
- Menopause Panel
- Alcohol and Women
- Palliative Medicine: End of Life Decisions
- Gender Affirming Hormone Therapy and the Heart
- Transgender: Practical Tips for Management
- Sex Therapy
- Genitourinary Syndrome of Menopause
- Not All That Burns is GSM
- Osteoporosis Treatment Options
- Cervical Cancer Screening
- Telehealth: Future Directions
- Pregnancy and Cardiovascular Disease
- Endometriosis: Treatment and Beyond

## 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 and virtually with influential decision makers in the field of women's health
- Build visibility for your company in a competitive marketplace
- Expand your customer base and strengthen existing customer relationships
- Introduce new products and services

# 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: [blomberg.debra@mayo.edu](mailto:blomberg.debra@mayo.edu)

## EXHIBIT FEE - \$1,500

- Virtual Exhibit Hall Space
  - See page 7 for specifics on Virtual Exhibit Hall
- Attendee list including Name, Credentials, City, State
- In-Person (limited space available)
  - 8' x 8' space
  - (1) 6' table (2) chairs
  - 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. Full payment (\$1,500) received
2. Amount of space requested
3. Special needs of the exhibitors

Booth assignments will be made when full payment is received.

# In-person Exhibit Hall

## PRELIMINARY SCHEDULE (Subject to change)

Wednesday, June 8, 2022

Exhibitor Set-Up..... 5:00 PM – 6:00 PM

## EXHIBIT HOURS:

Thursday, June 9, 2022 ..... 6:15 AM – 1:20 PM

Friday, June 10, 2022..... 6:15 AM – 1:00 PM

Saturday, June 11, 2022 ..... 6:15 AM – 10:20 AM

Saturday, June 11, 2022

Exhibitor Tear Down. .... 10:20 AM – 1:00 PM

## SHIPPING INFORMATION:

Materials may be shipped to Hotel Del Coronado, Curio Collection by Hilton and must be labeled with *Mayo Clinic*.

All shipments must be received by Wednesday, June 8, 2022. The shipping information is located below:

Hotel Del Coronado, Curio Collection by Hilton  
Attn: Exhibitor Name  
1500 Orange AVE  
Coronado, CA 92118  
Conference Dates: June 9-11, 2022

## COVID-19 GUIDELINES

LIVE (in-person) vendors must comply with all [live course requirements and guidelines](#) and applicable state and local COVID-19 travel restrictions, guidance and resources.

Vendors who do not fulfill the above requirements will be unable to attend the live (in-person) event.

Requirements and guidelines may be amended as CDC, public health and other relevant guidance are adjusted.

# Virtual Exhibit Hall

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- *content 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) prior to the conference
- Vendor Recognition in course syllabus, opening/closing remarks, and break

## VIRTUAL EXHIBIT MATERIALS DEADLINE


Please complete all virtual exhibit material (online form) by June 3, 2022.

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.

## Hotel Accommodations

Guest rooms have been reserved for vendors, attendees and their guests with special course rates at the Hotel Del Coronado, Curio Collection by Hilton. In order to receive the special rate, reservations must be made before the room block is filled or before the expiration date of *May 17, 2022*, whichever comes first. Reservations will be taken following this date based on space and rate availability.

Hotel Del Coronado, Curio Collection by Hilton

Phone: 1-800-468-3533.

Mention group code MAYOCL when making your reservation

Run of House room: **\$295\*** single/double; children under the age of 18 will stay complimentary

Rate available 3 days pre and 3 days post course dates based on availability

(excludes partial ocean view rooms, ocean view rooms, all suites and all room types at the Beach Village)



Or book through the website: [Online Hotel Reservations](#)

\*Rates do not include applicable sales and local taxes, the following automatic or mandatory tourism fee.

**EARLY RESERVATIONS ARE STRONGLY RECOMMENDED**

Check-in: 4:00 pm

Check-out: 12:00 pm

Please see our website for room block amenities and hotel policies



# 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 Center for Women's Health nor Hotel Del Coronado, Curio Collection by Hilton, 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 Center for Women's Health and Hotel Del Coronado, Curio Collection by Hilton 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 online and at Hotel Del Coronado, Curio Collection by Hilton in June 2022!