

Mayo Clinic Center for Women's Health

# Transforming Women's Health 2023



Westin Chicago River North  
Chicago, IL

## EXHIBITOR PROSPECTUS

**June 8-10, 2023**

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# Welcome

Dear Exhibitors,

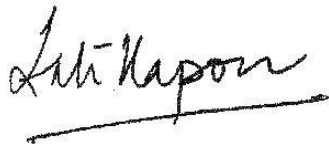
On behalf of Mayo Clinic Women’s Health, we are pleased to invite you to participate in Mayo Clinic Transforming Women’s Health that will take place June 8-10, 2023, at Westin Chicago River North, Chicago, IL. This course offers both live (in-person) and livestream (virtual) attendance options. We are offering both in-person booth and virtual exhibit hall for you to connect with both audiences.

Transforming Women’s Health 2023 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. In collaboration with The North American Menopause Society (NAMS), this course is also offering attendees the option to attend The NAMS Menopause 101 course on afternoon.

We have 27 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 (live and livestream). To view the entire program and additional information please go to [ce.mayo.edu/transformwh2023](https://ce.mayo.edu/transformwh2023).

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.

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>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 8, 2023 - Saturday, June 10, 2023

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

See page 7 for details

### 2023 Meeting Location:

Westin Chicago River North

320 N Dearborn ST

Chicago, IL 60654

Phone: (888) 627-8359

Reference the group block “Mayo Clinic Transforming Women’s Health.”

Book through the Westin Chicago River North [Online Hotel Reservations](#) System.

### Course Website:

[ce.mayo.edu/transformingWH2023](https://ce.mayo.edu/transformingWH2023)

### 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.

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

## 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, Mayo Clinic Women’s  
Health  
Direct Line: 507-422-5951  
E-mail: [Fратиanni.amy@mayo.edu](mailto:Fратиanni.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 2023 include:**

- Polycystic Ovary Syndrome (PCOS)
- Osteoporosis
- Diabetes: Updates in the Care of Women
- Management of Women with High Risk for Breast Cancer
- Management of GSM in Cancer Survivors
- Health Care Maintenance in Transgender People
- 2022 Hormone Therapy Position Statement
- Hormone Therapy 101: Practical Considerations for the Busy Clinician
- Non-hormone Treatments for VMS
- Premature Menopause
- Menopause Transition and Cognition
- Menopause Transition and Cardiovascular Risk
- Menopause Panel
- Management of Weight Gain in Midlife Women
- Integrative Medicine, Mindfulness & Beyond
- Chronic Fatigue Syndrome/Fibromyalgia in Midlife
- Mood and Anxiety Disorders in Women
- ACE and Long-term Health of Women
- STI in Women
- Fibroid Management
- Urinary Incontinence
- Updates in Contraception
- Alopecia/Hair Loss in Women
- Vulvar Dermatoses/Lesions
- Pelvic Floor Dysfunction
- Sex Therapy

## 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 7, 2023

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

## EXHIBIT HOURS:

Thursday, June 8, 2023 (General Session).....6:30 AM – 11:30 AM

Thursday, June 8, 2023 (NAMS Menopause 101) ... 12:45 PM – 3:30 PM

Friday, June 9, 2023 ..... 6:30 AM – 3:00 PM

Saturday, June 10, 2023 .....6:30 AM – 12:00 PM

Saturday, June 10, 2023

Exhibitor Tear Down. .... 12:00 PM – 2:00 PM

## SHIPPING INFORMATION:

Do you plan on shipping any items to the hotel for the exhibit?

- The hotel will collect a credit card authorization form prior to delivering any packages to your table. This form will be sent to you electronically via Sertifi. Your card will be charged the week prior to the event for anticipated material handling fees.
- Please fill out and send to the hotel contact the attached shipping form with shipping confirmation numbers so that we may identify and deliver your packages in the most timely manner. The form contains pricing and labeling information. (See last page)
  - Hotel shipping contact: Shanoughta McClain-Moore  
[Shanoughta.Mcclain-Moore@marriott.com](mailto:Shanoughta.Mcclain-Moore@marriott.com)

# 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 and submit all virtual exhibit materials by June 2, 2023.


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 Westin Chicago River North. In order to receive the special rate, reservations must be made before the room block is filled or before the expiration date of **5:00 PM (CST) May16, 2023**, whichever comes first. Reservations will be taken following this date based on space and rate availability.

Westin Chicago River North

320 N Dearborn ST

Chicago, IL 60654

Phone: (888) 627-8359

Reference the group block “Mayo Clinic Transforming Women’s Health.”

Book through the Westin Chicago River North [Online Hotel Reservations](#) System.

Run of House room: **\$289\*** 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



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 Women's Health nor Westin Chicago River North, 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 Women's Health and Westin Chicago River North 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 Westin Chicago River North in June 2023!

# The Westin Chicago River North Hotel

Guest Parcel Delivery Form		
Recipient Name:		
Sender Name:		
Number of Parcels	Description & Remarks	Method of Shipment

The hotel, as an accommodation to and at the request of the undersigned, has accepted on behalf of the undersigned and as its agent, in apparently good order but without representation of verification as to actual condition or repair and without incurring any inference or presumption to the contrary, the parcels described and the undersigned acknowledges and agrees that the hotel, its agents and employees assume no risk and will incur no liability for damage, loss, or injury to said parcel, regardless of the cause, and the undersigned hereby releases and forever discharges the hotel, from any liability, risk, claim or demand whatsoever.

## Label all Packages:

**Name of Vendor**

**Name of Group**

320 N. Dearborn St.

Chicago, IL 60654

Delivery Date **(Will not accept packages earlier than June 5, 2023):**

Charge	Item Description
\$5.00	Letter Packages or Packages less than 10 lbs.
\$15.00	10 - 20 lbs - Package, Box, Crate, Display, other, etc.
\$30.00	21 - 50 lbs - Package, Box, Crate, Display, other, etc.
\$50.00	51 - 75 lbs - Package, Box, Crate, Display, other, etc.
\$90.00	76 - 150 lbs - Package, Box, Crate, Display, other, etc.
\$130.00	151 - 200 lbs - Package, Box, Crate, Display, other, etc.
\$200.00	Pallet: Up to 800 lbs - Self Containing & Properly Sealed
\$200.00 + \$0.25/per lb over 801 lbs.	Freight greater than 801 lbs.

*These charges are in addition to the charges the drayage service will impose once they take possession of the shipment for handling and delivery.*

## **Loading & Unloading**

\$80.00 per hour, with a minimum two hours, will apply if shipping/receiving is involved in the loading or unloading, by pallet jack, of any size truck or other conveyance.

\$120.00 per hour, with a minimum four hours, will apply if shipping/receiving is involved in the loading or unloading, by fork lift, of any size truck or other conveyance.

## **Storage Fees**

Charges apply to any/all material received more than 3 calendar days prior to the addressee arrival, as well as, items stored up to 3 calendar days after the last day of the addressee departure. **A fee of \$90.00, per 100 pounds of weight per day, will be assessed for each day prior to or after the 3 day limit.**