

Direct-to-Patient Omics-Based Clinical Trials

12th ANNUAL INDIVIDUALIZING MEDICINE CONFERENCE

Exhibitor Prospectus | May 5-6, 2023 | Ponte Vedra Beach, Florida



Welcome

On behalf of the Mayo Clinic Center for Individualized Medicine, I am pleased to invite you to participate in the **12th annual Individualizing Medicine Conference on Direct-to-Patient Omics-Based Clinical Trials** that will take place May 5-6, 2023, in the Ponte Vedra Inn and Club in Ponte Vedra Beach, Florida.

Healthcare is constantly evolving, increasing **accessibility, convenience, and accuracy** in patient testing. The 12th annual Mayo Clinic Individualizing Medicine Conference will focus on Direct-to-Patient Omics-based Clinical Trials. Omics and **data-driven analytical technologies** are opening doors for **innovative** clinical trials, bringing these novel findings directly to our patients, which is **advancing care** and disease outcomes.

We anticipate nearly 200 scientists, physicians, researchers, and industry leaders in direct-to-patient clinical trials, genomics, and cancer precision medicine to be in attendance

To view the entire program schedule and for additional information, please go to <https://individualizingmedicineconference.mayo.edu/>



Conference Highlights

The conference offers the opportunity to learn from experts and see firsthand how they are moving individualized medicine forward through the discovery, translation and emerging application of omics-based clinical trials in patient care.

This year leaders will highlight Direct-to-Patient Omics-Based Clinical Trials with topics such as:

- Challenges and Ethics in Clinical Trials
- Regulations and Outcomes Management: FDA Approach
- Cures at Home Program – Remote Clinical Trials
- Overview of Genomic Sequencing Impact: Tapestry Project – A Genomic Registry
- Leveraging Telemedicine and Forging Industry Partnerships to Transform Clinical Research
- Biobanking Genomic Data
- Artificial Intelligence in Rare Disease
- Early Interception and Cancer Diagnosis
- AI & Radiology in Precision Oncology
- Improving Geographic Diversity in Clinical Research
- Multi-Omics and the Role of Direct-to-Patient Clinical Trials

Why Exhibit?

Technical and educational exhibits provide a professional and educational environment in which physicians, researchers, and scientists can receive demonstrations, view products and services, and discuss the clinical uses of these products and services.

Benefits:

- Interact face-to-face with influential decision makers in the fields of clinical trials and precision medicine
- Build visibility for your company in a competitive marketplace
- Expand your customer base and strengthen existing customer relationships
- Additional advertisement opportunities to expand reach and further socialize with attendees
- Introduce new products and services



Exhibitor contact:
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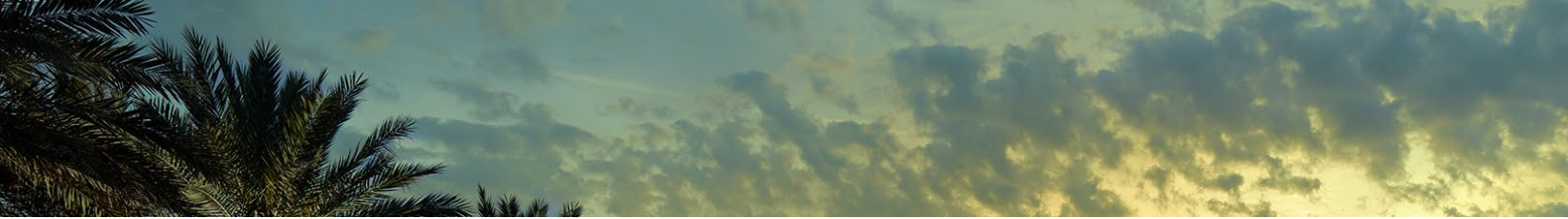
Exhibitor Opportunities

Sponsorship packages are being offered at the Mayo Clinic Individualizing Medicine Conference at Gold, Silver, and Bronze levels.

2023 Sponsorship Opportunities	Gold (2) \$10,000	Silver \$7000	Bronze \$3000
Sponsored Refreshment Break Signage with company name throughout break tables	X		
Digital Signage 30 sec video or 5 scrolling slides	X	X	
Outdoor Patio Networking Table Reserve an outdoor table for networking discussions on nearby patio	X	X	
Complimentary Full Registration No CME credits may be claimed	2	1	
Attendee List Opt in only (Name, City, State)	X	X	X
Recognition On preconference/break slides and website	X	X	X
Q&A Panel Session with Mayo Clinic Leadership Ask questions and interact with Mayo Clinic leadership and researchers with other supporters only. Great networking opportunity! (Schedule TBD)	X	X	X
Booth space Includes access to attendees at breakfast, luncheon, breaks and scientific poster session	X Premium location in entry hall area*	X Premium location in entry hall area*	X Location in catering and poster area

*Limited space available for premium location exhibit tables





Additional Sponsorship Opportunities

In addition to the tiered options above, there are also other opportunities to connect and collaborate.



Charging Station (2 available) - \$1000

Signage with company name on charging station areas



Outdoor Patio Networking Table - \$2000

Reserve an outdoor table for networking discussions on nearby patio



Digital Signage - \$2000

Includes 30sec video or 5 scrolling slides



Sponsored Refreshment Break - \$4000

Signage with company name throughout break tables.



Internet/Wi-Fi - \$4000 (Exclusive)

Recognized throughout with signage and electronic communication



Keycards - \$4000 (Exclusive)

Recognized with logo or name on hotel keycards for all attendees



Networking Lounge - \$5000/day (4/day)

Designated room space to inspire conversation and signage with company name. (Custom furniture additional)



Lunch Session Sponsor - \$15,000 (Exclusive)

Signage with company name throughout lunch area



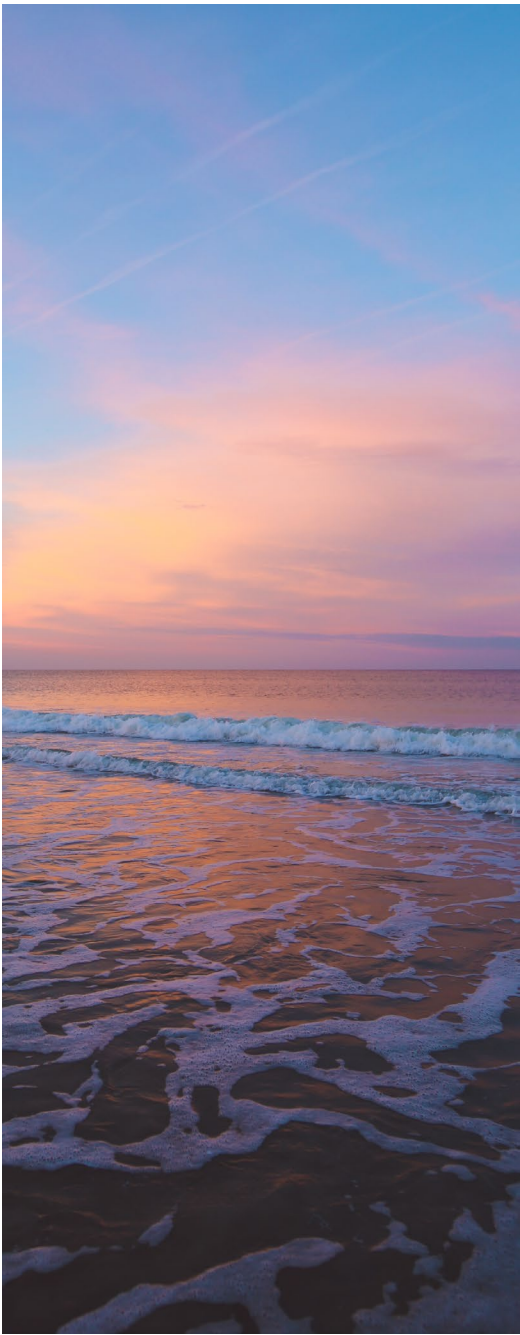
Poster Lunch Session Sponsor - \$20,000 (Exclusive)

Signage with company name throughout poster/lunch area



Product Theatre - \$30,000

Non-CME sponsored event during breakfast, lunch, or after conference (AV not included)



Don't see what you are looking for?

We would be happy to discuss additional advertisement opportunities with you.

IMconference@mayo.edu

[To reserve a spot today, click here to complete the Exhibitor Agreement](#)



Terms and Conditions

- EXHIBITOR agrees to abide by ACCME Standards for Commercial Support as stated at 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.
- 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.
- 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.

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.



We look forward to seeing you in Ponte Vedra Beach this coming May!

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