

Mayo Clinic General Internal Medicine

A Systematic Approach to Medically Unexplained Symptoms 2023



Four Seasons Westlake Village
Two Dole Drive
Westlake Village, CA 91362

**EXHIBITOR
PROSPECTUS**

August 9-12, 2023

CONTENTS

Welcome	3
Dates	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 General Internal Medicine, we are pleased to invite you to participate in A Systematic Approach to Medically Unexplained Symptoms that will take place August 9-12, 2023, at Four Seasons Westlake Village, California. This course is intended for physicians, nurse practitioners, and physician assistants who practice in or have a special interest in treating medically complex patients.

The purpose of the meeting is to provide a diagnostic framework/template for medically unexplained conditions with shared etiologies and presentations. Subsequently, more specific management strategies for each condition will be provided, along with various clinical pearls. The program will cover various medically unexplained conditions seen throughout the scope of internal medicine, selecting from a variety of pertinent general and subspecialty-derived conditions. Expert faculty will present evidence and case-based clinical approaches.

We have 25 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 from sub-specialties within internal medicine. We are anticipating an audience of approximately 150 live attendees and offering livestream option for additional attendees.

To view the entire program and additional information please go to ce.mayo.edu/medicallyunexplained2023

We are offering exhibit space in a virtual platform and have limited in-person space available. To reserve your spot, please complete the online Letter of Agreement, submit your details for the virtual exhibit hall, and pay the exhibit fee in the amount of \$2,000.

Sincerely,

Course Directors for A Systematic Approach to Medically Unexplained Symptoms 2023

Arya Mohabbat, MD	Sanjeev Nanda, MD	Elizabeth (Liz) Wight, MD
<i>Assistant Professor of Medicine, Mayo Clinic</i>	<i>Assistant Professor of Medicine, Mayo Clinic</i>	<i>Assistant Professor of Medicine, Mayo Clinic</i>
<i>Course Director</i>	<i>Course Director</i>	<i>Course Director</i>

Dates and Location

Meeting Date:

Wednesday - Saturday

August 9, 2023 - August 12, 2023

2023 Meeting Location:

Four Seasons Westlake Village

Two Dole Road

Westlake Village, CA 91362

Phone: 818-575-3000

Reference Mayo Clinic Medically Unexplained Symptoms 2023 when making your reservation

Online Reservations:

[Online Reservations](#)

Select Check Rates

Update check in and check out dates, select number guests

Use Promo Code **230807MAYR**

Course Website:

ce.mayo.edu/medicallyunexplained2023

Planning Committee and KeyContact

Planning Committee

Alan Janssen

Operations manager

Sandhya Pruthi, MD

Planning member

Key Contacts

Deb Blomberg, MBA

Program Manager – CME

Direct line: 507-284-8781

Email: rstgimcme@mayo.edu

Sheila Terrill

Program Liaison

Direct line: 507-422-5140

Email: rstgimcme@mayo.edu

Conference Highlights

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

Presentation Topics for 2023 include:

- Central Sensitization
- Fibromyalgia & Chronic Fatigue Syndrome
- Mental Health and Medically Unexplained Symptoms
- Chronic Daily Headaches
- Chronic Non-cardiac Chest Pain & Palpitations
- Medically Unexplained Symptoms and Medical Genetics
- Medically Unexplained Symptoms in Allergy-Immunology
- My Hormones Are Off...
- Post-COVID Syndrome
- Stress Management & Resiliency
- Physician Well-Being
- Management of Breast Pain
- Chronic Pruritus & Burning Mouth Syndrome
- Approach to the Patient with Adrenal Fatigue
- Evaluation of Thyroid Hormones, Myths, Truths, and In-Between
- Chronic Paresthesia
- Insomnia and Chronic Sleep Problems
- Approach to Gastrointestinal Symptoms
- Dizziness
- Postural Tachycardia Syndrome
- Patient Stories and Medically Unexplained Symptoms

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 internal medicine
- 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: rstgimcme@mayo.edu

EXHIBIT FEE \$2,000

All exhibitors are offered virtual exhibit space. A limited number of in-person space is also available.

- Virtual “Booth”
See Virtual Exhibitor Information Guide
- Attendee list including Name, Credentials, City, State
- In-Person Booth (limited space available)
 - (1) 6’ draped table (2) chairs
 - ID sign
 - 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. Amount of space requested
2. Date full payment was received
3. Special needs of the exhibitors

Booth assignments will be made when full payment is received.

In-Person Exhibit Hall

Limited number of in-person booths is available.

PRELIMINARY SCHEDULE (Subject to change)

Tuesday, August 8, 2023

Exhibitor Set-Up 4:00 PM – 5:00 PM

EXHIBIT HOURS:

Wednesday, August 9, 2023 7:30 AM – 2:00 PM

Thursday, August 10, 2023 7:30 AM – 2:15 PM

Friday, August 11, 2023 7:30 AM – 1:55 PM

Saturday, August 12, 2023 7:00 AM – 10:30 AM

Saturday, August 20, 2022

Exhibitor Tear Down 10:30 AM – 11:00 AM

SHIPPING INFORMATION:

Materials may be shipped to Four Seasons Westlake Village. All shipments should not be delivered to the Hotel more than (5) five business days prior to the Event. The shipping information is located below:

Four Seasons Westlake Village

Two Dole Drive

Westlake Village, CA 91362

Attention: Meetings & Special Events

Hold for: Client Name, Group Name and Meeting Date

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.

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 materials by August 1, 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 attendees and their guests with special course rates at Four Seasons Westlake Village, CA. In order to receive the special rate, reservations must be made before the room block is filled or before the *expiration date of Monday, July 10, 2023*, whichever comes first. Reservations will be taken following this date based on space and rate availability.

Reserve early, the room block and hotel are expected to fill.

Run of House Rate: \$325 (plus applicable state and local taxes)

Porterage Fee: \$11 per person (optional)

Hotel suggests that a gratuity of \$3.00 per day, per room

Check-in: 3:00 pm

Checkout: 12:00 pm

Online Reservations

[Online Reservations](#)

Select Check Rates

Update check in and check out dates, select number guests

Use Promo Code **230807MAYR**

Phone: 818-575-3000

Reference Mayo Clinic Medically Unexplained Symptoms 2023 when making your reservation

Parking:

Parking for Overnight Guests

Valet \$25 per vehicle per night

Self-park \$15 per vehicle per night

Parking for Day only (not staying at hotel)

Valet \$18 per vehicle per day

Self-park \$11.00 for the first four (4) hours plus \$2.00 for each additional hour after per vehicle per day

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 General Internal Medicine nor Four Seasons Westlake Village, 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 General Internal Medicine and Four Seasons Westlake Village, 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.