



4500 San Pablo Road
Jacksonville, Florida 32224
904-953-9599
Tax ID: 59-3337028

April 20, 2023

Dear Potential Exhibitor:

On behalf of course directors Eric R. Eggenberger, D.O. and Misha L. Pless, M.D., we hope you will consider a display opportunity at the **Mayo Clinic Neuro-Ophthalmology: Cases and Controversies 2023** being held **September 29 - October 1, 2023** at the **Westin Kierland Resort & Spa**. We expect around 100 attendees. This course is designed for physicians who deal with neuro-ophthalmologic patients especially neurologists, ophthalmologists, optometrists, and neurosurgeons. Other interested practitioners may include internists, family care practitioners, emergency room physicians, and PAs.

Display fees to exhibit at the live course or the virtual exhibit hall is \$1,750.00. 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 on the next page.

Exhibit options for the full three-day course:

Option 1: \$1,750

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

Option 2: \$1,750

- Display fee to exhibit **virtually** only

Option 3: \$2,750

- Display fee to exhibit at course **both** live and virtually

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 acknowledgement 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 September 5, 2023; 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 - 9/29/2024
- 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 acknowledgement 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 than 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.

Sincerely,

Denise L. Klarich

Denise Klarich

Make checks payable to:

Mayo Clinic Florida
4500 San Pablo Road
Jacksonville, FL 32224
Attn: Accounting Activity #23J00717
Tax ID: 59-3337028

Additional Advertisement Opportunities:

Promotional Symposium (Non-CME) Sponsorship - \$12,000 (Two Opportunities Available)

Nonaccredited program, independently developed and directly sponsored by industry, are presented in an educational format that will provide insight on new or controversial developments. Two 30-minute opportunities available during the Saturday and Sunday breakfast hours. (Food and standard AV included)

Signage at Breakfasts - \$6,000 - (Limited to 3 Companies)

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 used on materials prominently displayed during meals. (Artwork to be provided by sponsoring company and is subject to MCSCPD approval)

Conference Bags - \$6,000 - (Exclusive)

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)

Hotel Key Cards - \$5,000 - (Exclusive)

Display your company logo for all attendees to see anytime they enter their hotel room.

Internet - \$4,000 (Exclusive)

Help attendees stay connected with their office and home while away at the Mayo Clinic Neuro-Ophthalmology: Cases and Controversies 2023. Sponsor the wireless internet access in the meeting space. The supporter will be recognized throughout the conference in addition to renaming the network SSID.

Conference Bag Inserts- \$1,500 - (Multiple Opportunities Available)

Conference bag inserts are a great opportunity to invite attendees to your table, announce your participation or conference-related event. Your company will provide 200 copies of a one-page flyer or booklet advertisement (no larger than 8 ½ x 11) and MCSCPD will stuff them into the official conference bags.

Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type. See Specific Instructions on page 3.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Mayo Clinic Jacksonville	
	2 Business name/disregarded entity name, if different from above	
	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.	
	<input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.	
	<input checked="" type="checkbox"/> Other (see instructions) ▶ 501(c)(3) Tax-exempt Nonprofit Corporation	
	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):	Exempt payee code (if any) <u>1</u>
	Exemption from FATCA reporting code (if any) <u>A</u>	(Applies to accounts maintained outside the U.S.)
5 Address (number, street, and apt. or suite no.) See instructions. 4500 San Pablo Road		
6 City, state, and ZIP code Jacksonville, FL 32224		
7 List account number(s) here (optional)		
Requester's name and address (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number									
or									
Employer identification number									
5	9	-	3	3	3	7	0	2	8

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ▶ <i>Katy Domaille</i>	Date ▶ <i>01/02/2023</i>
------------------	---	--------------------------

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

Mayo Clinic Neuro-Ophthalmology: Cases and Controversies 2023

Westin Kierland Resort – Scottsdale, Arizona

September 29 – October 1, 2023

Friday, September 29, 2023	
7:00am – 7:45am	Registration and Continental Breakfast
7:45 – 8:00	Welcome and Introduction <i>Eric Eggenberger, D.O.</i>
8:00 – 8:30	Diplopia Update and Problem Cases <i>Eric Eggenberger, D.O.</i>
8:30 – 9:00	Neuromyelitis Optica/MOG <i>John Carter, M.D.</i>
9:00 – 9:30	The cavernous sinus – the Piccadilly Circus of the head <i>Misha Pless, M.D.</i>
9:30 – 9:45	Break
9:45 – 10:15	Neuro-otology Update <i>Scott Eggers, M.D.</i>
10:15 – 10:45	Neurodegenerative Disorders <i>Deena Tajfirouz, M.D.</i>
10:45 – 11:15	Nystagmus <i>Scott Eggers, M.D.</i>
11:15 – 11:45	An Update on Optic Neuritis <i>John Chen, M.D., Ph.D.</i>
11:45 – 12:00	Q&A
12:00pm – 12:30	Lunch
12:30 – 1:00	Low Vision <i>Long Tran M.D.</i>
1:00 – 1:30	Visual fields <i>Misha Pless, M.D.</i>
1:30 – 2:00	Pediatric N-O Update <i>Sasha Mansukhani, M.B.B.S.</i>
2:00 – 2:15	Q&A
2:15 – 2:30	Break
2:30 – 3:00	Pupil abnormalities <i>Deena Tajfirouz, M.D.</i>
3:00pm	Adjourn

Saturday, September 30, 2023	
7:00am – 7:45	Continental Breakfast
7:45 – 8:00	Welcome – Introduction <i>Eric Eggenberger, D.O.</i>
8:00 – 8:30	Retina and Optic Nerve Ischemia/NAION/GCA <i>Oana Dumitrascu, M.D.</i>
8:30 – 9:00	Funny Looking Optic Nerve <i>Michael Brodsky, M.D.</i>
9:00 – 9:30	Thyroid <i>Kevin Chodnicki, M.D.</i>
9:30 – 9:45	Break
9:45 – 10:15	Idiopathic Intracranial Hypertension Update <i>Marie Di Nome, M.D.</i>
10:15 – 10:45	Headache Update <i>Juliana VanderPluym, M.D.</i>
10:45 – 11:15	Retina Crossover <i>Arizona Mayo M.D.</i>

Program schedule is subject to change without notice.

Mayo Clinic Neuro-Ophthalmology: Cases and Controversies 2023

Westin Kierland Resort – Scottsdale, Arizona

September 29 – October 1, 2023

11:15 – 11:45	Functional Vision Loss <i>John Chen, M.D., Ph.D.</i>
11:45 – 12:00	Q&A
12:00 – 12:30	Lunch
12:30 – 1:00	Controversies
1:00 – 1:30	Controversies
1:30 – 2:00	Controversies
2:00 – 2:30	Controversies
2:30 – 3:00	Q&A

Sunday, October 1, 2023

7:00am – 7:45	Continental Breakfast
7:45 – 9:30	Cases <i>Eric Eggenberger, D.O. to panel</i>
9:30 – 9:45	Break
9:45 – 12:00	Cases <i>Eric Eggenberger, D.O. to panel</i>
12:00pm – 12:30	Lunch
12:30 – 1:30	Cases <i>Eric Eggenberger, D.O. to panel</i>
1:30 – 2:00	Q&A
2:00pm	Adjourn

Program schedule is subject to change without notice.



School of Continuous
Professional Development

A large, multi-story resort building with many lit windows, situated behind a green golf course and a pond. The scene is captured at sunset or dusk, with mountains visible in the background.

Join us in Arizona!

Mayo Clinic Neuro-Ophthalmology: Cases and Controversies 2023

SEPTEMBER 29-OCTOBER 1, 2023
LIVE OR LIVESTREAM

Westin Kierland Resort & Spa
Scottsdale, Arizona US

This course provides a review of and updates on the full spectrum of topics in clinical neuro-ophthalmology, including afferent (ischemic, inflammatory, infectious, compressive and hereditary optic neuropathies, select retinopathies, papilledema), efferent (diplopia and nystagmus), neuro-radiology and pupil dysfunction.



17.75
AMA PRA
Category 1
Credit™,
COPE,
& AOA

ce.mayo.edu/neuroophthalmology2023

PROOF

About course

COURSE HIGHLIGHTS

- Lectures by experts in neuro-ophthalmology, neurology, and optometry on clinical topics.
- Controversies are discussed by expert panelists with audience participation.
- Cases presented to the expert panelists and audience to discuss their practical approach to patient evaluation and management.

INTENDED AUDIENCE

This course is designed for physicians who consult with neuro-ophthalmologic patients especially neurologists, ophthalmologists, optometrists, and neurosurgeons. Other interested practitioners may include internists, family care practitioners, emergency room physicians, and PAs.

LEARNING OBJECTIVES

Upon completion of this program, participants should be able to:

- Recognize the varied presentations of common neuro-ophthalmic disease
- Discuss newly described diseases and their connection to neuro-ophthalmology
- Describe the new diagnostic criteria, lab evaluation, and treatment of neuromyelitis optica
- Recognize recent advances in the treatment of optic neuritis
- Identify clinical presentations of and novel treatment for giant cell arteritis
- Discuss diagnosis and management of common neuro-ophthalmic emergencies

- Diagnose and evaluate potentially dangerous etiologies of diplopia

PROGRAM AT-A-GLANCE

- Diplopia Update
- Neuro-otology Update
- Optometry
- Visual Fields
- Retina and Optic Nerve Ischemia
- Thyroid
- IIH Update
- Optic Neuritis Update
- Neurodegenerative Disorders and Vision
- Controversies
- Case Presentations



COURSE DIRECTORS

Eric R. Eggenberger, D.O.
Misha L. Pless, M.D.

ABOUT THE LOCATION

Westin Kierland Resort & Spa
6902 East Greenway Parkway
Scottsdale, AZ 85254
888-627-9076

Rooms are reserved for attendees and their guests at the group rate of \$299 per night plus applicable taxes. In order to receive the special rate, reservations must be made before the room block is filled or before the expiration date of September 5, 2023; whichever comes first. Please call 888-627-9076 to reserve



rooms at the group rate from the Westin Kierland Resort & Spa reservations department. Reference the group name “Mayo Clinic Neuro-Ophthalmology” to make reservations. The Westin Kierland Resort & Spa has lowered their mandatory resort fee rate to \$25.00 plus tax, per room, per night. The resort fee includes the following amenities:

- Resort Wide premium internet access in guest rooms, public areas, and meeting space.
- Any local, long distance (domestic) and 1-800 guest room calls.
- Access to Agave, The Arizona Spa facilities (guests must be at least 18 years or older).
- Run Concierge, and boot camp, yoga and Wellness Walk classes.
- Complimentary two-hour bike rental per registered guest per day, based on availability.
- Tennis, pickleball and basketball court privileges, includes equipment rental.
- Expanded shuttle service to Kierland Commons and Scottsdale Quarter shopping and dining districts. (For group transportation needs, additional costs will apply. Transportation must be arranged in advance)

COURSE REGISTRATION

Physician	\$975
Resident, Fellow, Nurse, Allied Health, Retiree	\$910

Available credit

17.75 AMA PRA Category 1 Credit™
17.75 COPE
17.75 AOA Category 2-A
17.75 Attendance

CANCELLATION POLICY

Visit ce.mayo.edu/cancellation for more information.

ce.mayo.edu/neuroophthalmology2023

Accreditation Statement



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.

Credit Statement(s)

AMA Mayo Clinic College of Medicine and Science designates this live activity for a maximum of 17.75 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

COPE Mayo Clinic College of Medicine and Science designates this live activity for a maximum of 17.75 COPE credit hours. Optometrists should claim only the credit commensurate with the extent of their participation in the activity.

AOA The American Osteopathic Association designates this program for a maximum of 17.75 AOA Category 2-A credits.

Other Healthcare Professionals A record of attendance will be provided to all registrants for requesting credits in accordance with state nursing boards, specialty societies or other professional associations.



Mayo Clinic Neuro-Ophthalmology: Cases and Controversies 2023

SEPTEMBER 29-OCTOBER 1, 2023

LIVE OR LIVESTREAM

**Westin Kierland Resort & Spa
Scottsdale, Arizona US**

ce.mayo.edu/neuroophthalmology2023

Mayo Clinic School of Continuous Professional Development

ce.mayo.edu | cme@mayo.edu | 800-323-2688

©2023 Mayo Foundation for Medical Education and Research.

MC8100-132BROrev0223

Mayo Clinic
4500 San Pablo Rd
Jacksonville, FL 32224

ELECTRONIC SERVICE REQUESTED

NON-PROFIT ORG.
U.S. POSTAGE
PAID
MAYO CLINIC