



# Mayo Clinic Mechanical Ventilation Conference 2023

August 23-25, 2023  
Rochester, Minnesota



## SPONSORSHIP PROSPECTUS





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## WELCOME

Dear Potential Sponsor,

On behalf of the course directors Gustavo Cortes Puentes, M.D., Todd Meyer, R.R.T., L.R.T., and Richard Oeckler, M.D. and the Mayo Clinic School of Continuous Professional Development, I am pleased to announce the **2023 Mayo Clinic Mechanical Ventilation Conference** at the Hilton Rochester Mayo Clinic Area in Rochester, Minnesota. The conference is August 23-25, 2023.

The Mayo Clinic Mechanical Ventilation Conference is designed to provide high-quality education and detailed hands-on instruction in mechanical ventilation management and to bring together physicians, respiratory therapists, and other healthcare providers who are involved in providing respiratory care on a daily basis.

The complete program schedule can be viewed on the [conference website](#). We anticipate in excess of 170 attendees for the in-person course and an additional 20-30 via livestream.

We invite your company to join us along with the world-renowned faculty and support this conference. Based on the level of support you are interested in providing, we can offer various levels of recognition. Companies that support this Mayo Clinic conference are acknowledged several ways, including the opportunity for an onsite exhibit, signage at the conference, and featured in conference announcements. Ample opportunities are provided during the conference for sponsors and exhibitors to network with attendees and to showcase their products and services.

If you are interested in supporting the **2023 Mayo Clinic Mechanical Ventilation Conference** or if you have questions, please contact Kathy Fuqua at [FUQUA.KATHY@mayo.edu](mailto:FUQUA.KATHY@mayo.edu) or 507-266-9815.

We appreciate your interest and enthusiasm in joining us for the **2023 Mayo Clinic Mechanical Ventilation Conference** in Rochester.

Sincerely,

*Julie Reed*

CME Specialist, Mayo Clinic

## Date, Location, and Website

### Conference Date:

August 23-25, 2023

### Meeting Location:

Hilton Rochester Mayo Clinic Area  
10 E. Center Street  
Rochester, MN 55904  
United States

### Conference Website:

<https://ce.mayo.edu/ventilationconference2023>

## Course Directors

Gustavo A. Cortes Puentes, M.D.

Todd J. Meyer, R.R.T., L.R.T.

Richard A. Oeckler, M.D.

## Planning Committee

James E. Baker, R.R.T., L.R.T

Jennifer L. Elmer, APRN, CNS, D.N.P.

Renee T. Rasinski

## General Sponsorship Information

### Contact

Kathy Fuqua  
Mayo Clinic School of Continuous Professional Development (MCSCPD)  
200 First St SW, Plummer 2-60  
Rochester, MN 55905  
[FUQUA.KATHY@mayo.edu](mailto:FUQUA.KATHY@mayo.edu)  
507-266-9815

### Sponsorship and Exhibit Opportunities

Level	Amount	Details
Platinum Sponsor	\$10,000	Booth located on 3rd floor – Main Conference area (more exposure) Includes table, two chairs, waste container & electrical access Five complimentary registrations to the event
Gold Sponsor	\$8,000	Booth located on 3rd floor – Main Conference area (more exposure) Includes table, two chairs, waste container & electrical access Four complimentary registrations to the event
Silver Sponsor	\$5,000	Booth located on 3rd floor – Main Conference area (more exposure) Includes table, two chairs, waste container & electrical access Three complimentary registrations to the event
Exhibitor	\$2,500	Booth located on 3rd floor near breakout sessions (less exposure) Includes table, two chairs, waste container & electrical access
Sponsor	\$1,000	Name recognition

See the following pages for information regarding what is included with each sponsorship level.



## Preliminary Exhibit Schedule (subject to change)

Wednesday, August 23		Thursday, August 24		Friday, August 25	
7:00 a.m.	<b>Pre-Conference Workshop</b> (Optional, additional fee to attend) <b>Registration Opens</b> <b>Breakfast &amp; Exhibitors</b>	7:00 a.m.	<b>Breakfast &amp; Exhibitors</b>	7:00 a.m.	<b>Breakfast &amp; Exhibitors</b>
8:00 a.m.	Respiratory Physiology and Pulmonary Mechanics; Ventilator Modes	8:00 a.m.	Advanced Mechanical Ventilatory Support and Cardiopulmonary Interactions	8:00 a.m.	Ventilation
9:30 a.m.	<b>Break &amp; Exhibitors</b>	10:00 a.m.	<b>Break &amp; Exhibitors</b>	10:00 a.m.	<b>Break &amp; Exhibitors</b>
10:00 a.m.	Intro to Ventilator Waveforms; Basic Mechanical Ventilation Strategies – How to Manage and Troubleshoot	10:30 a.m.	Intensive Tutorials, Case Discussions, Introductory Workshops	10:30 a.m.	Intensive Tutorials, Case Discussions, Introductory Workshops
11:30 a.m.	<b>Workshop Adjourns</b>	12:00 p.m.	<b>Lunch &amp; Exhibitors</b>	12:00 p.m.	<b>Lunch &amp; Exhibitors</b>
11:30 a.m.	<b>General Session Registration</b> <b>Lunch &amp; Exhibitors</b>				
12:30 p.m.	Lectures: Basic Physiologic Principles – Introduction to Mechanical Ventilation and ARDS	1:00 p.m.	Lectures: Monitoring During Mechanical Ventilation	12:30 p.m.	Master Class Series: Advances in Respiratory Failure Management
2:30 p.m.	<b>Break &amp; Exhibitors</b>	3:00 p.m.	<b>Break &amp; Exhibitors</b>	2:30 p.m.	<b>Break &amp; Exhibitors</b>
3:00 p.m.	Breakout Sessions: Intensive Tutorials, Case Discussions, Introductory Workshops	3:30 p.m.	Breakout Sessions: Intensive Tutorials, Case Discussions, Introductory Workshops	3:00 p.m.	Master Class Series: Advances in Respiratory Failure Management, Continued
4:30 p.m.	Get to Know the Experts	5:00 p.m.	Get to Know the Experts	4:30 p.m.	Get to Know the Experts
5:00 p.m.	<b>Adjourn</b> <b>Reception</b>	5:30 p.m.	<b>Adjourn</b>	5:00 p.m.	<b>Adjourn</b>

## Lodging Accommodations

### Hilton Rochester Mayo Clinic Area

10 E. Center Street  
Rochester, MN 55904  
United States



**\$224 USD +tax single/double**

Reserve your room before July 31, 2023 in order to receive a discounted rate (limited number available) of \$224. Identify yourself as a participant of the Mayo Clinic Mechanical Ventilation course when making your reservation. Reservations: (507) 258-5757 or [online in the group block](#)

## Rules & 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 assigned space.
- Attire of exhibit personnel should be consistent with the professional atmosphere of the conference.
- 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 space.
- Canvassing or distribution of advertising material by an exhibitor is not permitted outside of the exhibitor's space.
- Canvassing or marketing of any products or services in any part of the 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 that have paid a conference registration fee 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:**

Mayo Clinic School of Continuous Professional Development, the employees thereof, nor their representatives, nor any member of the Conference Committee or Hilton Rochester Mayo Clinic Area shall be responsible for injury, loss, or damage that may occur to the Exhibitor or their property from any cause whatsoever, prior to, during, or subsequent to the period of the Exhibit. The Exhibitor agrees to indemnify, the Mayo Clinic Continuous Professional Development and Hilton Rochester Mayo Clinic Area 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 participants, Exhibitor shall not perform any procedures on or provide any services to conference participants that are either invasive or are customarily performed in a practitioner's office.



# Terms and Conditions

## The Contract

1. The term 'organizer' refers to Mayo Clinic School of Continuous Professional Development (MCSCPD).
2. The terms 'sponsor' and 'exhibitor' include any person, firm, company, corporation, or association and its employees and agents identified on the Sponsor/Exhibitor Registration Form and/or Exhibitor Agreement.
3. A 'contract' is formed between the organizer and sponsor and/or exhibitor when the organizer accepts the signed Sponsor/Exhibitor Registration Form and/or Exhibitor Agreement.
4. The organizer reserves the right to refuse a registration or prohibit any sponsor or exhibitor from participating without providing a reason for such refusal.
5. The organizer reserves the right to change the exhibitor layout if necessary. Exhibitors will be notified of any changes.
6. The organizer may refuse without limitation to permit activity within the exhibit area or may require particular activities to stop at their discretion.
7. The organizer may determine the hours during which the sponsor and/or exhibitor will have access to the exhibit area for setting up and tearing down.
8. The organizer will specify conditions relating to the movement of goods and displays, prior, during, and after the exhibit times.
9. The organizer will not accept liability for loss or damage of equipment delivered, displayed, or used by the exhibitor at the venue.
10. The organizer and the organizing committee reserve the right to change any part of the prospectus.
11. The organizer does not guarantee attendance/participation in lunch or dinner sessions by conference attendees.

## Obligations and Rights of Sponsors/Exhibitors

12. The exhibitor must ensure that all payments are made by July 21, 2023.
13. The exhibitor must use allocated space only for the display and promotion of goods and/or services within the scope of the exhibit area.
14. The exhibitor acknowledges that the organizer will not be able to provide assistance in tracking lost deliveries.

## Storage of Goods

15. Each exhibitor must make provisions for the safeguarding of their goods, materials, equipment and display items. No formal security is hired for this meeting.

## Payment and Cancellation

16. To confirm your space, full payment must be received with the Sponsor/Exhibitor Registration Form.
17. Cancellation must be made in writing via an email sent to: [Reed.julie1@mayo.edu](mailto:Reed.julie1@mayo.edu)
18. The Sponsor and Exhibitor cancellation fees are as follows:
  - The organizer will retain 50% of the total amount contracted cost if cancellation occurs on or before May 23, 2023.
  - The organizer will retain 75% of the total contracted cost if the cancellation occurs between May 24 and July 23, 2023.
  - The organizer will retain 100% of the total contracted cost if the cancellation occurs on or after July 24, 2023.

## Sponsor/Exhibitor Registration

### Sponsor/Exhibitor Information

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Sponsorship Opportunity

Option	Cost
<input type="checkbox"/> Platinum Sponsor	\$10,000
<input type="checkbox"/> Gold Sponsor	\$8,000
<input type="checkbox"/> Silver Sponsor	\$5,000
<input type="checkbox"/> Exhibit Only	\$2,500
<input type="checkbox"/> Sponsor	\$1,000

Exhibit table location is assigned based on the date the signed registration form and Letter of Agreement is received.

### Payment Summary

Sponsorship Package Total \$ \_\_\_\_\_

### Payment Method

Make checks payable to:

Mayo Clinic

Mayo Clinic School of Continuous Professional Development

200 First St SW, Plummer 2-60

Rochester, MN 55905

Please identify **Mechanical Ventilation** on the check.

For payment by credit card or wire transfer, please call the MCSCPD Registrar at 800-323-2688. Please contact [FUQUA.KATHY@mayo.edu](mailto:FUQUA.KATHY@mayo.edu) if you require an invoice.

### Payment Method

On behalf of Company name: \_\_\_\_\_

☐ I confirm that I have read and understand the terms and conditions of my selected Sponsor/Exhibitor options as described on page 6-7 of this prospectus.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Sponsorships and Exhibits are not confirmed until this Registration Form, Letter of Agreement, and payment are received.

Please send to:

Mayo Clinic, MCSCPD

200 First St SW, Plummer 2-60

Rochester, MN 55905

Reed.julie1@mayo.edu <https://ce.mayo.edu/ventilationconference2023>

Sponsor and Exhibitor cancellation fees:

50% of the total amount contracted cost if cancellation occurs on or before May 23, 2023.

75% of the total contracted cost if the cancellation occurs between May 24, 2023 and July 23, 2023.

100% of the total contracted cost if the cancellation occurs on or after July 24, 2023.

MCSCPD Use Only

Date Received: \_\_\_\_\_ Initials \_\_\_\_\_



Mayo Clinic School of Continuous Professional Development  
Sponsor & Exhibitor Agreement

Agreement  
Page 1 of 2

Activity Title	Mechanical Ventilation Conference 2023
Activity Number	23R01220
Location	Hilton Rochester Mayo Clinic Area, 10 E. Center Street, Rochester, MN 55904 United States
Date	August 23-25, 2023

Agreement between: ACCREDITED PROVIDER: Mayo Clinic College of Medicine and Science – MCSCPD AND:

Company Name (Sponsor/Exhibitor) (as it should appear on printed materials)	
Exhibit Contact (if different then exhibit Rep.)	
Name(s) of Representative(s) exhibiting: (Maximum of two representatives allowed per exhibit)	
Address	
Telephone	
Email	
The named company wishes to Sponsor or Exhibit at this activity for the <b>total amount of \$</b> _____ Indicate what you are sponsoring below:	

Sponsor Opportunity			
<input type="checkbox"/> Platinum Sponsorship \$10,000	<input type="checkbox"/> Gold Sponsorship \$8,000	<input type="checkbox"/> Silver Sponsorship \$5,000	<input type="checkbox"/> Sponsor \$1,000
Exhibit Only			
<input type="checkbox"/> \$2,500			

- ☐ I need power at my exhibit table.
- ☐ I do not need power at my exhibit table.

Please list additional requests here: (please note: additional requests may incur additional fees)

### TERMS AND CONDITIONS

- EXHIBITOR agrees to abide by ACCME Standards for Commercial Support as stated at [www.accme.org](http://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.
- Completion of this agreement represents a commitment and SPONSOR/EXHIBITOR is obligated to provide full payment of all amounts due under this agreement by July 21, 2023 unless otherwise agreed upon by the PROVIDER. PROVIDER reserves the right to refuse exhibit space to SPONSOR/EXHIBITOR in the event of nonpayment or Code of Conduct violation.

- The Sponsor and Exhibitor cancellation fees are as follows:
  - The organizer will retain 50% of the total amount contracted cost if cancellation occurs on or before May 23, 2023.
  - The organizer will retain 75% of the total contracted cost if the cancellation occurs between May 24, 2023 and July 23, 2023.
  - The organizer will retain 100% of the total contracted cost if the cancellation occurs on or after July 24, 2023.
- PROVIDER agrees to provide exhibit space and may acknowledge SPONSOR/EXHIBITOR in activity announcements. PROVIDER reserves the right to assign exhibit space or relocate exhibits at its discretion.

**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.**

**By signing below, I agree to the "Terms and Conditions" outlined on Page 1 of this Exhibitor Agreement (including ACCME Standards for Commercial Support):**

The person signing below is authorized to enter into this agreement:

Exhibitor Representative Name	Signature	Date
Mayo Clinic Representative Name	Signature	Date

### **PAYMENT INFORMATION**

Please indicate your method of payment:

PROVIDER **Federal Tax ID number is 41-6011702.**

Please remit check payable to: Mayo Clinic- Mayo Clinic School of CPD. Please identify name of course on the check stub.

<input type="checkbox"/> <b>Check</b> Make payable to: Mayo Clinic Mayo Clinic School of Continuous Professional Development 200 First St SW, Plummer 2-60 Rochester, MN 55905  Please identify <b>Mechanical Ventilation</b> on the check.	<input type="checkbox"/> <b>Credit Card or Wire Transfer</b> For payment by credit card or wire transfer, please call the MCSCPD Registrar at 800-323-2688  <i>Do not send credit card information via email or fax.</i>
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Complete and return this form along with your payment made to Mayo Clinic,  
 Federal Tax ID# 41-6011702 before **July 21, 2023** to:  
 Kathy Fuqua, EAC  
 200 First St SW, Plummer 2-60  
 Rochester, MN 55905  
 T: 507-262-9815 E: [FUQUA.KATHY@mayo.edu](mailto:FUQUA.KATHY@mayo.edu)

