October 24, 2023

Dear Valued Exhibitor,

On behalf of course directors Adam Perlman, MD, and Denise Millstine, MD, we hope you will consider a display opportunity at our upcoming course offering, **Mayo Clinic Practical Integrative Medicine: Renew, Rejuvenate, Inspire, and Connect 2024**. This course is held March 7-9, 2024, at the JW Marriott Orlando Bonnet Creek Resort & Spa in Orlando, FL. The course is offered live with a livestream enrollment option, and we expect around 75 attendees. This course is designed for Physicians, Advanced Practice Providers (NP/PAs), nurses, residents, and fellows in the fields of internal medicine, family medicine, sports medicine, hematology, oncology, and pain medicine.

Sponsorships and Display fees to exhibit at the live course begin at $2,500. 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.

**Choose Your Sponsorship Level**
- Gold Sponsorship (Exclusive): $15,000
- Silver Sponsorship (2 Available): $7,500
- Bronze Sponsorship (4 Available): $5,000

**Exhibit Only**
- Live Exhibit: $2,500
- Live& Virtual Exhibit: $3,000

Additional advertisement opportunities are offered to expand the reach and provide further interaction with attendees. Exhibit space at the live course is limited based on the date the signed exhibit letter of agreement (LOA) is received in our office.

**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 acknowledgment on the break slide announcements during the course
- Discounted hotel room rate
- 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 – 3/9/2025
- 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 acknowledgment 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 from 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
Education Administration Coordinator

**Make checks payable to:**
Mayo Clinic Florida
4500 San Pablo Road
Jacksonville, FL 32224
Attn: Accounting Activity #24J01895
Tax ID: 59-3337028
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Premier Sponsorship Opportunities</th>
<th>Gold $15,000 (Exclusive)</th>
<th>Silver $7,500 (2 Available)</th>
<th>Bronze $5,000 (4 Available)</th>
<th>Live and Virtual Exhibit $3,000</th>
<th>Live Exhibit $2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Reception Sponsor (Thursday Night)</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tickets to Welcome Reception (Thursday Night)</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Acknowledgment on signage at a meals and breaks</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Bag Inserts</td>
<td>x</td>
<td>x</td>
<td></td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Virtual Exhibit Booth</td>
<td>x</td>
<td>x</td>
<td></td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Exhibit Table (2 - 6 ft. tables (premium location))</td>
<td>2 - 6 ft. tables (premium location)</td>
<td>1 - 6 ft. table (premium location)</td>
<td>1 - 6 ft. table</td>
<td>1 - 6 ft. table</td>
<td></td>
</tr>
<tr>
<td>Verbal recognition at opening session</td>
<td>x</td>
<td>x</td>
<td>X</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Attendee List</td>
<td>x</td>
<td>x</td>
<td></td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

### Additional Advertising Opportunities:

**Lanyards - $2,500 (Exclusive)**
All attendee badges will be distributed with a lanyard to display the badge throughout the conference. The lanyard will prominently display your company name and/or logo, whichever you choose. (Artwork to be provided by sponsoring company and is subject to MCSCP approval)

**Conference Bags - $2,500 – (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 the managing committee. All bags will contain flyers and advertisements from other participants. (Artwork to be provided by sponsoring company and is subject to MCSCP approval)

**Internet - $2,500 (Exclusive)**
Help attendees stay connected with their office and home while away at the Mayo Clinic Practical Integrative Medicine: Renew, Rejuvenate, Inspire, and Connect 2024. Sponsor the wireless internet access in the meeting space. The supporter will be recognized throughout the meeting in signage and electronic communications.

**Non-CME Promotional Product Symposium (2 available)- $10,000**
These non-accredited programs, independently developed and directly sponsored by industry, are presented in an educational format that will provide insight on new or controversial developments. Promotional symposia information may not conflict with the information provided at the conference. There are multiple dates and times available. (Includes audio/visual equipment - No CME credit offered.)

**Conference Bag Inserts - $1,000**
Conference bag inserts are a great opportunity to invite attendees to your booth, announce your booth participation or conference-related event. Your company will provide 350 copies of the flyer or advertisement (no larger than 8 ½ x 11, no more than one page) and MCSCP will place them into the official conference bags.
**Request for Taxpayer Identification Number and Certification**

**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), or adoption identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amounts 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)

**Signature of U.S. person**

Katy Domaille

Date: 01/02/2023

**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.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 PM ET</td>
<td>Registration</td>
<td></td>
</tr>
<tr>
<td>12:30 PM</td>
<td>Overview of Integrative Medicine</td>
<td>Denise Millstine, MD</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>Principles of Acupuncture</td>
<td>Tony Chon, MD</td>
</tr>
<tr>
<td>1:30 PM</td>
<td>Manual Therapies</td>
<td>Brent Bauer, MD</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>Q&amp;A Panel</td>
<td></td>
</tr>
<tr>
<td>2:15 PM</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>2:30 PM</td>
<td>Mind-Body</td>
<td>Sarah Stinson, MS, LPC, LPCC</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>Supplements</td>
<td>Heather Fields, MD</td>
</tr>
<tr>
<td>3:30 PM</td>
<td>A Career as an IMH Physician</td>
<td>Larry Bergstrom, MD</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>Q&amp;A Panel</td>
<td></td>
</tr>
<tr>
<td>4:15 PM</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>4:45 PM</td>
<td>Keynote Lecture/Q&amp;A: A 102-Year-Old Doctor’s 6</td>
<td>Gladys McGarey, MD</td>
</tr>
<tr>
<td></td>
<td>Secrets to Health and Happiness at Every Age</td>
<td></td>
</tr>
<tr>
<td>5:45 PM</td>
<td>Adjourn</td>
<td></td>
</tr>
<tr>
<td>6:00 – 7:00 PM</td>
<td>Welcome Reception (Non-CME)</td>
<td></td>
</tr>
</tbody>
</table>

To ask questions join at: vevox.pp
**FRIDAY MARCH 8, 2024**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 AM</td>
<td>Breakfast/Yoga Session</td>
<td></td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Integrative Oncology</td>
<td>Kristina Gowin, MD</td>
</tr>
<tr>
<td>8:30 AM</td>
<td>Long Covid</td>
<td>Bala Munipalli, MD</td>
</tr>
<tr>
<td>9:00 AM</td>
<td>Fibro</td>
<td>Michael Mueller, MD</td>
</tr>
<tr>
<td>9:30 AM</td>
<td>Q&amp;A Panel</td>
<td></td>
</tr>
<tr>
<td>9:45 AM</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Non-Pharmacologic Pain Management</td>
<td>Jon Tilburt, MD</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>Acupuncture for Specific Symptoms</td>
<td>Debbie Elam, PhD, LAc</td>
</tr>
<tr>
<td>11:30 AM</td>
<td>Q&amp;A Panel</td>
<td></td>
</tr>
<tr>
<td>11:45 AM</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>12:00 PM</td>
<td>Keynote Lecture/Q&amp;A: Cancer and Acupuncture</td>
<td>Jun Mao, MD</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>Adjourn</td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
<td>Presenter</td>
</tr>
<tr>
<td>------------</td>
<td>--------------------------------------------------------------</td>
<td>------------------------------------------------</td>
</tr>
<tr>
<td>7:00 AM</td>
<td>Breakfast/Tai Chi Session</td>
<td></td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Mindfulness for Living Your Best Life</td>
<td>Adam Perlman, MD</td>
</tr>
<tr>
<td>8:45 AM</td>
<td>Nutrition</td>
<td>Lisa Mejia, RDN, LD/N</td>
</tr>
<tr>
<td>9:15 AM</td>
<td>Q&amp;A Panel</td>
<td></td>
</tr>
<tr>
<td>9:30 AM</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>9:45 AM</td>
<td>Lifestyle Medicine</td>
<td>Dawn Mussallem, MD</td>
</tr>
<tr>
<td>10:30 AM</td>
<td>Health &amp; Wellness Coaching</td>
<td>Kristin Vickers, PhD, LP</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>Q&amp;A Panel</td>
<td></td>
</tr>
<tr>
<td>11:15 AM</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>11:30 AM</td>
<td>Keynote Lecture/Q&amp;A: Fasting</td>
<td>Valter Longo, MD</td>
</tr>
<tr>
<td>12:30 PM</td>
<td>Closing Remarks/Adjourn</td>
<td></td>
</tr>
</tbody>
</table>

To ask questions join at: vevox.pp
Mayo Clinic Practical Integrative Medicine: Renew, Rejuvenate, Inspire & Connect 2024

March 7-9, 2024

MAKE PLANS TO ATTEND
JW Marriott Orlando Bonnet Creek Resort & Spa
Orlando, Florida

This course offers Live (in-person) and Livestream (virtual) attendance options

ce.mayo.edu/integrativemedicine2024
**COURSE DIRECTORS**

Adam Perlman, M.D., M.P.H.
Denise Millstine, M.D.

**COURSE HIGHLIGHTS**
- Keynote speakers: Valter Longo, M.D., Jun Mao, M.D., and Gladys McGarey, M.D.
- Expand your knowledge of the evidence behind various integrative medicine modalities
- Hear the latest evidence on diverse content from leaders in integrative medicine
- Network with fellow clinicians that share the passion for the field and whole-person care.

**TARGET AUDIENCE**
Physicians, Scientists, Nurse Practitioners, Physician Assistants, Nurses, Psychologists, Residents, Fellows, Pharmacists, and Allied Health Professionals

**LEARNING OBJECTIVES**
Upon completion of this program, participants should be able to:
- Review integrative medicine practices in clinical care, with particular focus on non-pharmaceutical pain management, integrative oncology and acupuncture
- Review existing scientific evidence regarding safe and practical application of integrative medicine therapies for aging
- Review existing scientific evidence regarding safe and practical application of integrative medicine therapies for chronic disease
- Review existing scientific evidence regarding safe and practical application of integrative medicine therapies for pain
- Review underlying principles of integrative medicine to promote optimal communication with patients (and their families) regarding issues and challenges related to the use of integrative medicine modalities
- Identify areas in integrative medicine to further study and implement into clinical practice

**COURSES AT-A-GLANCE**
- Overview of Integrative Medicine
- Acupuncture
- Manual Therapies
- Supplements
- Integrative Oncology
- Non-Pharmacologic Pain Management
- Mindfulness
- Health & Wellness Coaching, and More

**REGISTRATION FEE(S)**

- **Physician, Scientist** $550
- **Resident, Physician Assistant and Nurse Practitioner** $450

**lodging & accommodations**
JW Marriott Bonnet Creek Resort & Spa
14900 Chelonia Pkwy
Orlando, FL 800-266-9432

Located minutes from Orlando’s famous theme parks, JW Marriott Orlando Bonnet Creek Resort & Spa brings modern to Central Florida. A block of rooms has been reserved for attendees at a special rate of $359 per night plus applicable taxes and fees. Reservations must be made before the room block sells out or before the expiration date of February 15, 2024, whichever comes first. The discounted rate is available three days prior and three days after the course dates based upon availability. Identify yourself as a participant of the Mayo Clinic Practical Integrative Medicine course when making your reservation.

**CANCELLATION POLICY**
Please visit ce.mayo.edu/cancellation for more information.

**Program at a glance**
- Overview of Integrative Medicine
- Acupuncture
- Manual Therapies
- Supplements
- Integrative Oncology
- Non-Pharmacologic Pain Management
- Mindfulness
- Health & Wellness Coaching, and More

**Credit**
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 activity for a maximum of 13.00 AMA PRA Category 1 Credit(s)**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.
- **ACPE**
  Mayo Clinic College of Medicine and Science designates this educational activity for a maximum of 13.00 ACPE Knowledge-based contact hours. Participants should claim only the credit commensurate with the extent of their participation in the activity.
- **ANCC**
  Mayo Clinic College of Medicine and Science designates this activity for a maximum of 13.00 ANCC contact hours. Nurses should claim only the credit commensurate with the extent of their participation in the activity.
- **APA**
  Mayo Clinic College of Medicine and Science designates this activity for a maximum of 13.00 APA Continuing Education (CE) credits for psychologists. APA Office of Continuing Education in Psychology (OCEP). Credit award does not necessarily reflect endorsement by APA.
- **AAAPA**
  Mayo Clinic College of Medicine and Science designates this activity for a maximum of 13.00 AAAPA Category 1 CME credits. Participants should claim only the credit commensurate with the extent of their participation.
- **AOA**
  The American Osteopathic Association designates this program for a maximum of 13.00 AOA Category 2-A credits.

**social programs**

**Welcome Reception – Thursday, March 7, 2024**
Attendees are cordially invited to join the course faculty for the Welcome Reception on Thursday, March 7, 2024 from 6-7 pm. This casual reception welcomes you to the JW Marriott Orlando Bonnet Creek Resort & Spa - Orlando, Florida, officially opens the course, and offers you the perfect opportunity to make connections with existing and new colleagues.

**Online registration**
ce.mayo.edu/integrativemedicine2024

**Guest Faculty:**
Kristina Gowin, M.D.
University of Arizona
Tuscon, AZ

Valter Longo, M.D.
University of Southern California
Los Angeles, CA

Jun Mao, M.D.
Memorial Sloan Kettering Cancer Center
New York, NY

Gladys McGarey, M.D.
The Foundation for Living Medicine
Scottsdale, AZ

**Mayo Faculty**
Brent A. Bauer, M.D.
Larry R. Bergstrom, M.D.
Tony Y. Chon, M.D.
Debbie E. Elam, L.Ac.
Heather E. Fields, M.D.
Lisa A. Mejia, RDN, LD/N
Denise M. Millstine, M.D.
Michael R. Mueller, M.D.
Bala Munipalli, M.D.
Dawn M. Musselem, D.O.
Adam I. Perlman, M.D., M.P.H.
Sarah Stinson, M.S., L.P.C., L.P.C.C.
Jon C. Tilbury, M.D.
Kristin S. Vickers, Ph.D., L.P.
Mayo Clinic Practical Integrative Medicine:
Renew, Rejuvenate, Inspire & Connect 2024

MARCH 7-9, 2024
JW Marriott Bonnet Creek Resort & Spa
Orlando, Florida

ce.mayo.edu/integrativemedicine2024

Mayo Clinic School of Continuous Professional Development
ce.mayo.edu | cme@mayo.edu | 800-323-2688

Imagery is copyright Mayo Clinic, Getty Images, Shutterstock, or approved for use.
©2023 Mayo Foundation for Medical Education and Research.