



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

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*

Denise 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

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

## Additional Advertisement 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 MCSCPD 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 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)

### **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 1/2 x 11, no more than one page) and MCSCPD will place them into the official conference bags

**Request for Taxpayer  
Identification Number and Certification**► Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.Give Form to the  
requester. Do not  
send to the IRS.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. <b>Mayo Clinic Jacksonville</b>	
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 <b>one</b> 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) ► <b>     </b> <b>Note:</b> 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 <b>not</b> 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) ► <b>501(c)(3) Tax-exempt Nonprofit Corporation</b> <b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) <b>1</b>  Exemption from FATCA reporting code (if any) <b>A</b> <small>(Applies to accounts maintained outside the U.S.)</small>	
5 Address (number, street, and apt. or suite no.) See instructions. <b>4500 San Pablo Road</b>	Requester's name and address (optional)
6 City, state, and ZIP code <b>Jacksonville, FL 32224</b>	
7 List account number(s) here (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.

<b>Social security number</b>							
<input type="text"/>	<input type="text"/>	-	<input type="text"/>	<input type="text"/>	-	<input type="text"/>	<input type="text"/>

**or**

<b>Employer identification number</b>									
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.

<b>Sign Here</b>	Signature of U.S. person ► <i>Katy Domaille</i>
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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](http://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 Practical Integrative Medicine: Renew, Rejuvenate, Inspire, & Connect 2024**

**March 7-9, 2024**

**JW Marriott Orlando Bonnet Creek**

**WIFI username:**

**WIFI password:**

<b>THURSDAY MARCH 7, 2024</b>	
<b>12:00 PM ET</b>	<b>Registration</b>
<b>INTEGRATIVE MEDICINE 101</b>	
<b>12:30 PM</b>	<b>Overview of Integrative Medicine</b> <i>Denise Millstine, MD</i>
<b>1:00 PM</b>	<b>Principles of Acupuncture</b> <i>Tony Chon, MD</i>
<b>1:30 PM</b>	<b>Manual Therapies</b> <i>Brent Bauer, MD</i>
<b>2:00 PM</b>	<b>Q&amp;A Panel</b>
<b>2:15 PM</b>	<b>Break</b>
<b>2:30 PM</b>	<b>Mind-Body</b> <i>Sarah Stinson, MS, LPC, LPCC</i>
<b>3:00 PM</b>	<b>Supplements</b> <i>Heather Fields, MD</i>
<b>3:30 PM</b>	<b>A Career as an IMH Physician</b> <i>Larry Bergstrom, MD</i>
<b>4:00 PM</b>	<b>Q&amp;A Panel</b>
<b>4:15 PM</b>	<b>Break</b>
<b>4:45 PM</b>	<b>Keynote Lecture/Q&amp;A: A 102-Year-Old Doctor's 6 Secrets to Health and Happiness at Every Age</b> <i>Gladys McGarey, MD</i>
<b>5:45 PM</b>	<b>Adjourn</b>
<b>6:00 – 7:00 PM</b>	<b>Welcome Reception (Non-CME)</b>

**To ask questions join at:**

[vevox.pp](http://vevox.pp)

**Mayo Clinic Practical Integrative Medicine: Renew, Rejuvenate, Inspire, & Connect 2024**

**March 7-9, 2024**

**JW Marriott Orlando Bonnet Creek**

**WIFI username:**

**WIFI password:**

<b>FRIDAY MARCH 8, 2024</b>	
<b>7:00 AM ET</b>	<b>Breakfast/Yoga Session</b>
<b>CLINICAL IMH, PAIN, &amp; ACUPUNCTURE</b>	
<b>8:00 AM</b>	<b>Integrative Oncology</b> <i>Kristina Gowin, MD</i>
<b>8:30 AM</b>	<b>Long Covid</b> <i>Bala Munipalli, MD</i>
<b>9:00 AM</b>	<b>Fibro</b> <i>Michael Mueller, MD</i>
<b>9:30 AM</b>	<b>Q&amp;A Panel</b>
<b>9:45 AM</b>	<b>Break</b>
<b>10:00 AM</b>	<b>Non-Pharmacologic Pain Management</b> <i>Jon Tilburt, MD</i>
<b>11:00 AM</b>	<b>Acupuncture for Specific Symptoms</b> <i>Debbie Elam, PhD, LAc</i>
<b>11:30 AM</b>	<b>Q&amp;A Panel</b>
<b>11:45 AM</b>	<b>Break</b>
<b>12:00 PM</b>	<b>Keynote Lecture/Q&amp;A: Cancer and Acupuncture</b> <i>Jun Mao, MD</i>
<b>1:00 PM</b>	<b>Adjourn</b>

**To ask questions join at:**

[vevox.pp](http://vevox.pp)

**Mayo Clinic Practical Integrative Medicine: Renew, Rejuvenate, Inspire, & Connect 2024**

**March 7-9, 2024**

**JW Marriott Orlando Bonnet Creek**

**WIFI username:**

**WIFI password:**

<b>SATURDAY MARCH 9, 2024</b>	
<b>7:00 AM ET</b>	<b>Breakfast/Tai Chi Session</b>
<b>MINDFULNESS, LIFESTYLE, NUTRITION, &amp; HEALTH COACHING</b>	
<b>8:00 AM</b>	<b>Mindfulness for Living Your Best Life</b> <i>Adam Perlman, MD</i>
<b>8:45 AM</b>	<b>Nutrition</b> <i>Lisa Mejia, RDN, LD/N</i>
<b>9:15 AM</b>	<b>Q&amp;A Panel</b>
<b>9:30 AM</b>	<b>Break</b>
<b>9:45 AM</b>	<b>Lifestyle Medicine</b> <i>Dawn Mussallem, MD</i>
<b>10:30 AM</b>	<b>Health &amp; Wellness Coaching</b> <i>Kristin Vickers, PhD, LP</i>
<b>11:00 AM</b>	<b>Q&amp;A Panel</b>
<b>11:15 AM</b>	<b>Break</b>
<b>11:30 AM</b>	<b>Keynote Lecture/Q&amp;A: Fasting</b> <i>Valter Longo, MD</i>
<b>12:30 PM</b>	<b>Closing Remarks/Adjourn</b>

**To ask questions join at:**

[vevox.pp](http://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



13.00

AMA, ANCC,  
APA, AAPA,  
ACPE, AOA

## 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

## COURSE DIRECTORS

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



### Guest faculty:

Kristina Gowin, M.D.  
University of Arizona  
Tucson, 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. Mussallem, D.O.  
Adam I. Perlman, M.D., M.P.H.  
Sarah Stinson, M.S., L.P.C., L.P.C.C.  
Jon C. Tilburt, M.D.  
Kristin S. Vickers, Ph.D., L.P.

## ONLINE REGISTRATION

[ce.mayo.edu/integrativemedicine2024](http://ce.mayo.edu/integrativemedicine2024)

## 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](http://ce.mayo.edu/cancellation) for more information.

## 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.

## 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



Jointly Accredited Provider  
INTERPROFESSIONAL CONTINUING EDUCATION

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 13.00 AMA PRA Category 1 Credits™. 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

Continuing Education (CE) credits for psychologists are provided through the co-sponsorship of the American Psychological Association (APA) Office of Continuing Education in Psychology (CEP). The APA CEP Office maintains responsibility for the content of the programs. This activity is approved for a maximum of 13.00 credits. Credit is awarded only for actual instructional time.

#### AAPA

Mayo Clinic College of Medicine and Science has been authorized by the American Academy of PAs (AAPA) to award AAPA Category 1 CME credit for activities planned in accordance with AAPA CME Criteria. This activity is designated for 13.00 AAPA Category 1 CME credits. PAs should only claim credit commensurate with the extent of their participation.

#### AOA

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

#### Other Healthcare Professionals

A record of attendance will be provided to other healthcare professionals for requesting credits in accordance with state nursing boards, specialty societies, or other professional associations.

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

Mayo Clinic  
4500 San Pablo Road  
Jacksonville, FL 32224

# Mayo Clinic Practical Integrative Medicine:

Renew, Rejuvenate, Inspire & Connect 2024



**MARCH 7-9, 2024**

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**Orlando, Florida**

[ce.mayo.edu/integrativemedicine2024](http://ce.mayo.edu/integrativemedicine2024)

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**Mayo Clinic School of Continuous Professional Development**

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

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