

Mayo Clinic Center for Women's Health

Transforming Women's Health 2024



JW Marriott
Washington, DC

EXHIBITOR PROSPECTUS

June 6-8, 2024

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Welcome

Dear Exhibitors,

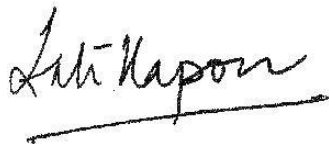
On behalf of Mayo Clinic Women's Health, we are pleased to invite you to participate in Mayo Clinic Transforming Women's Health that will take place June 6-8, 2024, at JW Marriott, Washington, DC. This course offers both live (in-person) and livestream (virtual) attendance options. We are offering both in-person booth and virtual exhibit hall for you to connect with both audiences.

Transforming Women's Health 2024 will provide physicians and practitioners with the essential tools to optimize the care experience for female patients. This course presents emerging scientific and clinical case based evidence of conditions that are unique to women, occur more frequently in women, or present differently in women. This course includes presentations from multiple disciplines with expertise in women's health including obstetrics and gynecology, reproductive medicine, sexual health, menopausal medicine, cardiovascular diseases, endocrinology, internal medicine and preventive medicine. In collaboration with The Menopause Society, this course is also offering attendees the option to attend The Menopause Society Menopause 101 course one afternoon.

We have 27 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 with an interest in improving women's health. We are anticipating an audience of approximately 150+ attendee between the two audiences (live and livestream). To view the entire program and additional information please go to ce.mayo.edu/transformwh2024.

To support this exceptional course with an exhibit, please complete the online registration (select Exhibitors tab) and complete payment of \$1,500 via credit card. If you prefer to pay by check, please complete the online registration forms, and mail a check in the amount of \$1,500 payable to Mayo Clinic (Federal ID #41-6011702) to the attention of: Deb Blomberg, 200 First Street SW/Mayo 17-40E, Rochester, MN 55905.

Sincerely,



Ekta Kapoor, M.B.B.S.	Juliana (Jewel) Kling, M.D., M.P.H.	Taryn Smith, MD, NCMP
<i>Associate Professor of Medicine, Mayo Clinic</i>	<i>Professor of Medicine, Mayo Clinic</i>	<i>Assistant Professor of Medicine, Mayo Clinic</i>
<i>Co-course Director</i>	<i>Co-course Director</i>	<i>Co-course Director</i>

Dates and Location

Meeting Date:

Thursday, June 6, 2024 - Saturday, June 8, 2024
Virtual Exhibit Hall - Open 24/7 for one year post-activity
See page 7 for details

2024 Meeting Location:

JW Marriott, Washington, DC
1331 Pennsylvania AVE NW
Washington, DC 20004
Phone: (800) 393-2503
Reference the group block "Mayo Clinic Transforming Women's Health."

Book through the [JW Marriott, Washington, DC Online Hotel Reservations System](#).

Course Website:

ce.mayo.edu/transformwh2024

Key Contacts

Deb Blomberg, MBA
Instructor in Medicine
Program Manager-CME
Direct Line: 507-284-8781
E-mail: blomberg.debra@mayo.edu

Amy Fratianni
Program Manager
Mayo Clinic Center for Women's Health
Direct Line: 507-422-5951
E-mail: Fratianni.amy@mayo.edu

Tera Kellner
Administrative Assistant
Direct Line: 507-255-7102
Email: Kellner.tera@mayo.edu

Conference Highlights

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

Presentation Topics for 2024 include:

- Osteoporosis workup and management
- Diabetes: Updates in the care of women
- Breast cancer risk stratification
- Management of menopause symptoms in breast cancer survivors
- Management of GSM
- Gender affirming hormone therapy
- Hormone therapy prescribing tips
- Premature Ovarian Insufficiency
- Blood pressure trajectories and management through the menopause transition
- Obesity management in women
- Menopause in the workplace
- Menopause Panel
- Integrative medicine
- Fibromyalgia & beyond, treatments for chronic pain
- HTN guidelines in women
- Migraine in women
- Cannabis
- Endometriosis
- Ovarian cancer prevention: new data
- Contraception update
- Hirsutism/Acne
- Menopause related skin changes
- Female Sexual Dysfunction
- Testosterone use in postmenopausal women
- Hypothalamic Amenorrhea
- Managing mood disorders in women

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 women's health
- 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: blomberg.debra@mayo.edu

EXHIBIT FEE - \$1,500

- Virtual Exhibit Hall Space
 - See page 7 for specifics on Virtual Exhibit Hall
- Attendee list including Name, Credentials, City, State
- In-Person (limited space available)
 - 8' x 8' space
 - (1) 6' table (2) chairs
 - 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. Full payment (\$1,500) received
2. Amount of space requested
3. Special needs of the exhibitors

Booth assignments will be made when full payment is received.

In-person Exhibit Hall

PRELIMINARY SCHEDULE (Subject to change)

Wednesday, June 5, 2024

Exhibitor Set-Up..... 6:00 PM – 7:00 PM

EXHIBIT HOURS:

Thursday, June 6, 2024 (General Session).....6:30 AM – 11:20 AM

Thursday, June 6, 2024 (Menopause 101) 12:45 PM – 3:30 PM

Friday, June 7, 2024 6:30 AM – 3:00 PM

Saturday, June 8, 20246:30 AM – 11:35 AM

Saturday, June 8, 2024

Exhibitor Tear Down. 11:35 AM – 2:05 PM

SHIPPING INFORMATION:

Please see [Third Party Vendors](#) for shipping information.

Hotel shipping contact:

Thais Azevedo, Event Manager

Please refernece Transforming Women’s Health when communicating with her.

Thais.azevedo@marriot.com

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 virtual access links for representatives to attend all sessions.
- 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 and submit all virtual exhibit materials by May 27, 2024.

Mayo Clinic - Exhibitor [Virtual Exhibit Hall Home](#)

MAYO CLINIC

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 vendors, attendees and their guests with special course rates at the JW Marriott, Washington, DC. In order to receive the special rate, reservations must be made before the room block is filled or before the expiration date/time of 5:00 pm (ET) **May 14, 2024**, whichever comes first. Reservations will be taken following this date based on space and rate availability.

JW Marriott, Washington, DC

1331 Pennsylvania AVE NW

Washington, DC 20004

Phone: (800) 393-2503

Reference the group block “Mayo Clinic Transforming Women’s Health.”

Book through the [JW Marriott Online Hotel Reservations System](#).

Run of House room: \$329* single/double;

Rate available 3 days pre and 3 days post course dates based on availability

*Rates do not include applicable sales and local taxes, the following automatic or mandatory tourism fee.



EARLY RESERVATIONS ARE STRONGLY RECOMMENDED

Check-in: 4:00 pm

Check-out: 12:00 pm

Parking

[Valet Rates](#)

Self-Park: [Nearby Parking Options](#)

Please see our website for room block amenities and hotel policies

Rules and 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 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 Women's Health nor Westin Chicago River North, 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 Women's Health and Westin Chicago River North 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.



We look forward to seeing you online and at JW Marriott Washington, DC in June 2024!