



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

November 10, 2023

Dear Potential Exhibitor:

On behalf of course directors William C. Palmer, M.D. and Jacqueline D. Squire, M.D., we hope you will consider a display opportunity at the 3rd Annual Mayo Clinic Specialty Updates for the Generalist Team – 2024 being held April 4-6, 2024 at the Margaritaville Resort Orlando. We expect around 150 attendees. This course is designed for general internists, family medicine providers, advanced practice providers and internal medicine subspecialists.

Display fees to exhibit at the live course or the virtual exhibit hall are \$1,500.00. 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 as described below.

Exhibit options for the full three-day course:

Option 1: \$1,500 Display fee to exhibit **in-person live** at course only

Option 2: \$1,500 Display fee to exhibit **virtually** only

Option 3: \$2,500 Display fee to exhibit at course both live and virtually

Additional Advertisement Opportunities:

Promotional Symposium (Non-CME) Sponsorship - \$15,000 (Limited to 2 Companies)

Nonaccredited program, independently developed and directly sponsored by industry, are presented in an educational format that will provide insight on new or controversial developments. (Food, drink, projector, and screen)

Signage at Breakfasts - \$8,000 - (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 - \$5,000 – (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 - \$4,000 – (Exclusive)

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

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.

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 March 3, 2024 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 - 4/6/2025
- 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 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,



Karen Steele

Make checks payable to:

Mayo Clinic
Activity #24J01702
4500 San Pablo Road
Jacksonville, FL 32224

Tax ID: 59-3337028



Mayo Clinic Specialty Updates for the Generalist Team – 2024 Sponsorship Opportunities:

	Live Exhibit \$1,500	Virtual Exhibit \$1,500	Live + Virtual Exhibit \$2,500
Exhibit Table, two chairs, table linen	1- 6 ft. table		1- 6 ft. table
Virtual Exhibit Hall Exhibitor Booth		x	x
Verbal recognition at opening session	x	x	x
Verbal recognition on break slide announcements during course	x	x	x
Vendor recognition in online course syllabus	x	x	x
Attendee List	x	x	x

Additional Advertisement Opportunities:

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Mayo Clinic School of Continuous Professional Development (MCSCPD) Exhibitor Agreement

Activity Title	3 rd Annual Mayo Clinic Specialty Updates for the Generalist Team – 2024
Activity Number	24J01702
Dates	April 4-6, 2024
Location	Kissimmee, FL US

To apply, complete the Exhibitor Letter of Agreement webform at:

<https://ce.mayo.edu/content/3rd-annual-mayo-clinic-specialty-updates-generalist-team-2024-exhibitor-agreement-form>

Exhibit Opportunities	
Live Exhibit Only	\$1,500
Virtual Exhibit Only	\$1,500
Live + Virtual Exhibit	\$2,500
Additional Opportunities	
Promotional Symposium (Non-CME) Sponsorship (<i>Limited to 2 companies</i>)	\$15,000
Signage at Breakfasts (<i>Limited to 3 companies</i>)	\$8,000
Conference Bags (<i>Exclusive</i>)	\$5,000
Hotel Key Cards (<i>Exclusive</i>)	\$4,000
Conference Bag Inserts (<i>Multiple Opportunities Available</i>)	\$1,500

NOTE: The venue may charge separately for some services (power, shipping and handling, etc.)

TERMS AND CONDITIONS

- EXHIBITOR agrees to abide by ACCME Standards for Commercial Support as stated at 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 EXHIBITOR is obligated to provide full payment of all amounts due under this agreement by the ACTIVITY DATE unless otherwise agreed upon by the PROVIDER. PROVIDER reserves the right to refuse exhibit space to EXHIBITOR in the event of nonpayment or Code of Conduct violation.
- If this agreement is cancelled by either party forty-five (45) days or more in advance of the Activity Date, PROVIDER will refund the Exhibit Fee less a \$300 processing fee. If this agreement is cancelled by EXHIBITOR less than forty-five (45) days in advance of the Activity Date, the total amount due under this Agreement shall be immediately due and payable to PROVIDER.
- PROVIDER agrees to provide exhibit space and may acknowledge 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 the online Exhibitor Letter of Agreement webform. MCSCPD maintains the right to refuse any exhibitor.

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.	<p>1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Mayo Clinic Jacksonville</p> <p>2 Business name/disregarded entity name, if different from above</p>	
		<p>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.</p> <p> <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) ▶ <u>501(c)(3) Tax-exempt Nonprofit Corporation</u> </p>	<p>4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) <u>1</u></p> <p>Exemption from FATCA reporting code (if any) <u>A</u></p> <p style="font-size: small;">(Applies to accounts maintained outside the U.S.)</p>
		<p>5 Address (number, street, and apt. or suite no.) See instructions. 4500 San Pablo Road</p> <p>6 City, state, and ZIP code Jacksonville, FL 32224</p>	<p>Requester's name and address (optional)</p>
		<p>7 List account number(s) here (optional)</p>	

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:

- 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
- 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
- I am a U.S. citizen or other U.S. person (defined below); and
- 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>01/02/2024</i>
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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-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.



School of Continuous
Professional Development



3rd Annual Mayo Clinic Specialty Updates for the Generalist Team 2024

April 4-6, 2024

MAKE PLANS TO ATTEND

**Margaritaville Resort Orlando
Kissimmee, Florida**



18.00
AMA PRA
Category 1
Credit™
ANCC,
AAPA,
AAFP,
AOA,
IPCE,
Attendance

ce.mayo.edu/internalmed2024

COURSE HIGHLIGHTS

The 3rd Annual Mayo Clinic Specialty Updates for the Generalist Team – 2024 at the Margaritaville Resort Orlando is a three-day continuing medical education course that covers internal medicine subspecialties with updates and new guidelines that impact clinical practice. Mayo Clinic experts will present on various topics in internal medicine, cardiology, gastroenterology, infectious diseases, endocrinology, psychiatry, rheumatology, dermatology, hematology, allergy, pulmonology, neurology, surgery, and women's health.

Six didactic sessions with approximately 30 Mayo Clinic expert speakers from multiple campuses. Topics discussed include:

- Adult and Pediatric Asthma in 2024
- Core Concept in Cancer Survivorship
- Chronic Kidney Disease
- Update to Adult Immunization
- Approach to Vaccine Hesitancy
- How to Approach Chronic Dermatitis

TARGET AUDIENCE

This course is intended for general internists, family medicine providers, nurse practitioners, physician assistants and internal medicine subspecialists.

LEARNING OBJECTIVES

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

- Review standard-of-care and novel treatments for many chronic medical conditions, including peripheral artery disease and Parkinson's disease
- Discuss inpatient and outpatient treatment of substance use disorders
- Address updates to the adult immunization schedule and vaccine hesitancy
- Evaluate the effects of climate change on health
- Discuss complications of bariatric surgery

COURSE DIRECTORS

William C. Palmer, M.D.

Jacqueline D. Squire, M.D.



GUEST FACULTY

Susan E. Pacheco, M.D.

University of Texas Health Science Center
Houston, TX

**Caroline M. Poland, MA, LMHC, LCAC,
CCTP, CCFP, NCC**

Founder and CEO, Poland and Associates
Consulting, Indianapolis, IN

ABOUT THE LOCATION

Margaritaville Resort Orlando

Kissimmee, FL

Margaritaville Resort Orlando is a unique destination in the heart of Central Florida. From the high-end spa to the tropical pool to the colorful kids' club, there's something here for everyone. Reserve your room and start planning your days in paradise.

PROGRAM AT-A-GLANCE

- Hospice and Palliative Care 101
- Mast Cells: From Urticaria to MCAS
- Updates in Women's Health
- Pearls for Ordering Diagnostic Imaging
- Overview of Central Nervous System Autoimmune Neurological Disorders
- Approach to Evaluation and Management of POTS
- Complications of Bariatric Surgery
- Adult and Pediatric Asthma in 2024
- Eating Disorders
- Approach to Nausea and Vomiting
- Treating Panic Disorder in 2024
- Treatment of Parkinson's Disease Is Simpler Than You Think
- Health Disparities in Hematologic Malignancies
- Climate Effects on Health
- Sleep Disorders Beyond Sleep Apnea
- How to Approach Chronic Dermatitis
- Core Concept in Cancer Survivorship
- Travel Medicine
- Chronic Kidney Disease
- Diagnosis and Management of Peripheral Artery Disease
- Hemochromatosis
- Heart Failure
- Update to Adult Immunization
- Approach to Vaccine Hesitancy
- Addressing Physician Burnout
- Inpatient and Outpatient Treatment of Substance Use Disorders
- ER vs Office Management of Acute Concerns
- Updates in Osteoporosis
- Vasculitis

COURSE REGISTRATION

Physicians/Scientists	\$800
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Residents, Physician Assistants and Nurse Practitioners	\$700
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CREDIT

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.

Mayo Clinic College of Medicine and Science designates this live activity for a maximum of 18.00 *AMA PRA Category 1 Credits™*. Physicians 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 18.00 ANCC contact hours. Nurses should claim only the credit commensurate with the extent of their participation in the activity.

AAFP

Application for CME credit has been filed with the American Academy of Family Physicians. **Determination of credit is pending.**

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 18.00 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 18.00 AOA Category 2-A credits.

IPCE



This activity was planned by and for the healthcare team, and learners will receive 18.00 Interprofessional Continuing Education (IPCE) credit for learning and change.

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.

3rd Annual Mayo Clinic Specialty Updates for the Generalist Team 2024



APRIL 4-6, 2024

**Margaritaville Resort Orlando
Kissimmee, FL**



ce.mayo.edu/internalmed2024

Mayo Clinic School of Continuous Professional Development

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

Mayo Clinic
4500 San Pablo Road
Jacksonville, FL 32224

ELECTRONIC SERVICE REQUESTED

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



Mayo Clinic

3rd Annual Specialty Updates for the Generalist Team - 2024

All Times in Eastern DST (UTC -4)

Thursday, April 4, 2024

6:30 a.m. **Registration & Breakfast**

7:00 a.m. **Welcome & Introductions**
Jacqueline Squire, MD and William Palmer, MD

SESSION I

7:15 a.m. **Hospice and Palliative Care 101**
Zaheera Lukman, DO

7:50 a.m. **ER vs Office Management of Acute Concerns**
Michael Boniface, MD

8:25 a.m. **Updates in Women's Health**
Jacqueline Thielen, MD

9:00 a.m. **Approach to Evaluation and Management of POTS**
Daniel Dudenkoy, MD

9:35 a.m. **Overview of Central Nervous System Autoimmune Neurological Disorders**
Sebastian Lopez Chiriboga, MD

10:10 a.m. EXHIBIT HALL / BREAK WITH SNACKS

SESSION II

10:30 a.m. **Eating Disorders**
David Cangemi, MD

11:05 a.m. **Complications of Bariatric Surgery**
Fernando Elli, MD

11:40 a.m. **Adult and Pediatric Asthma in 2024**
Leah Ishmael, DO

12:15 p.m. **Updates in Medical and Surgical Management of BPH**
Chandler Dora, MD

12:50 p.m. **Practical Evaluation of Adults with Ear and Balance Complaints**
Joseph Breen, MD

1:25 p.m. Adjourn



Mayo Clinic

3rd Annual Specialty Updates for the Generalist Team - 2024

All Times in Eastern DST (UTC -4)

Friday, April 5, 2024

6:15 a.m. **Breakfast**

7:00 a.m. **Announcements**
Jacqueline Squire, MD and William Palmer, MD

SESSION III

7:15 a.m. **Approach to Nausea and Vomiting**
Brian Lacy, MD

7:50 a.m. **Treating Panic Disorder in 2024**
William Bobo, MD, MPH

8:25 a.m. **Treatment of Parkinson's Disease Is Simpler Than You Think**
J. Eric Ahlskog, MD, PhD

9:00 a.m. **Mast Cells: From Urticaria to MCAS**
Jacqueline Squire, MD

9:35 a.m. **Chronic Kidney Disease**
Ivan Porter, MD

10:10 a.m. EXHIBIT HALL / BREAK WITH SNACKS

SESSION IV

10:30 a.m. **Sleep Disorders Beyond Sleep Apnea**
Brynn Dredla, MD

11:05 a.m. **How to Approach Chronic Dermatitis**
Matthew Hall, MD

11:40 a.m. **Core Concept in Cancer Survivorship**
Meghna Ailawadhi, MBBS, MD

12:15 p.m. **Travel Medicine**
Salvador Alvarez, MD

12:50 p.m. **Climate Effects on Health**
Susan Pacheco, MD

1:25 p.m. Adjourn



Mayo Clinic

3rd Annual Specialty Updates for the Generalist Team - 2024

All Times in Eastern DST (UTC -4)

Saturday, April 6, 2024

6:30 a.m. **Breakfast**

7:00 a.m. **Announcements**
Jacqueline Squire, MD and William Palmer, MD

SESSION V

7:15 a.m. **Diagnosis and Management of Peripheral Artery Disease**
Amy Pollak, MD

7:50 a.m. **Hemachromatosis**
William Palmer, MD

8:25 a.m. **Imaging Considerations in Pregnant and Lactating Patients**
Dana Amiraian, MD

9:00 a.m. **Update to Adult Immunization**
Gregory Poland, MD

9:35 a.m. **Approach to Vaccine Hesitancy**
Caroline Poland

10:10 a.m. EXHIBIT HALL / BREAK WITH SNACKS

SESSION VI

10:30 a.m. TBD

11:05 a.m. **Inpatient and Outpatient Treatment of Substance Use Disorders**
Robert Kirchoff, MD, MS

11:40 a.m. **Genetic Arrhythmia Syndromes**
Andrew Tseng, MD

12:15 p.m. **Vasculitis**
Benjamin Wang, MD

12:50 p.m. **Updates in Osteoporosis**
Eligayehu Abate, MD

1:25 p.m. Adjourn