

Mayo Clinic General Internal Medicine

A Systematic Approach to Medically Unexplained Symptoms 2024



Lotte Hotel, Seattle
809 5th AVE
Seattle, WA 98104

**EXHIBITOR
PROSPECTUS**

August 7-10, 2024

CONTENTS

Welcome	3
Dates	4
Planning Committee & Key Contacts	4
Conference Highlights	5
Exhibitor Information	6
Hotel Accommodations	8
Rules and Regulations	9

Welcome

Dear Exhibitors,

On behalf of Mayo Clinic General Internal Medicine, we are pleased to invite you to participate in A Systematic Approach to Medically Unexplained Symptoms that will take place August 7-10, 2024, at Lotte Hotel, Seattle, WA. This course is intended for physicians, nurse practitioners, and physician assistants who practice in or have a special interest in treating medically complex patients. In addition to the General Session, 2024 will also include an optional Healthy Living Workshop on Thursday, 8/8/2024.

The purpose of the meeting is to provide a diagnostic framework/template for medically unexplained conditions with shared etiologies and presentations. Subsequently, more specific management strategies for each condition will be provided, along with various clinical pearls. The program will cover various medically unexplained conditions seen throughout the scope of internal medicine, selecting from a variety of pertinent general and subspecialty-derived conditions. Expert faculty will present evidence and case-based clinical approaches. The purpose of the Healthy Living Workshop is to discuss the benefits of a healthy lifestyle habits for the healthcare professionals and patients.

We have 25 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 from sub-specialties within internal medicine. We are anticipating an audience of approximately 150 live attendees and offering livestream option for additional attendees.

To view the entire program and additional information please go to ce.mayo.edu/medicallyunexplained2024

We are offering exhibit space in a virtual platform and have limited in-person space available. To reserve your spot, please complete the online Letter of Agreement, submit your details for the virtual exhibit hall, and pay the exhibit fee in the amount of \$2,000.

Sincerely,

Course Directors for A Systematic Approach to Medically Unexplained Symptoms 2024

Arya Mohabbat, MD	Michael Mueller, MD	Elizabeth (Liz) Wight, MD
<i>Assistant Professor of Medicine, Mayo Clinic</i>	<i>Assistant Professor of Medicine, Mayo Clinic</i>	<i>Assistant Professor of Medicine, Mayo Clinic</i>
<i>Course Director</i>	<i>Course Director</i>	<i>Course Director</i>

Dates and Location

Meeting Date:

Wednesday - Saturday

August 7, 2024 - August 10, 2024

2024 Meeting Location:

Lotte Hotel, Seattle

809 5th AVE

Seattle, WA 98104

Phone: 206-800-8112

Reference Mayo Clinic Medically Unexplained Symptoms 2024 when making your reservation

Online Reservations:

[Online Reservations](#)

Room rate: \$329 per night plus tax and \$4 per night Seattle tourism assessment

Note: There is an additional charge of \$75 per person for more than double occupancy to include *guests aged 12 and up*.

Waived Urban Experience Fee: Complimentary access to fitness center, business center, Wi-Fi, and refreshments in guest room (bottled water, tea, and Nespresso)

Course Website:

ce.mayo.edu/medicallyunexplained2024

Planning Committee and Key Contact

Planning Committee

Alan Janssen
Operations manager

Sandhya Pruthi, MD
Planning member, AAFP Diplomate

LaSonya Natividad, ARNP, CNP, MSN
Planning member, Nursing diplomate

Key Contacts

Deb Blomberg, MBA
Program Manager – CME
Direct line: 507-284-8781
Email: rstgimcme@mayo.edu

Sheila Terrill
Program Liaison
Direct line: 507-422-5140
Email: rstgimcme@mayo.edu

Conference Highlights

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

Presentation Topics for 2023 include:

- Central Sensitization
- Fibromyalgia
- Chronic Fatigue Syndrome
- Brain Fog
- Chronic Headaches
- Non-cardiac Chest Pain & Palpitations
- Medically Unexplained Symptoms in Allergy-Immunology
- Long-COVID Syndrome
- Chronic Cough
- Pelvic Pain and Symptoms
- Management of Breast Pain
- Chronic Pruritus
- Adrenal Fatigue
- Evaluation of Thyroid Hormones
- Insomnia
- Approach to Gastrointestinal Symptoms
- Dizziness
- Postural Tachycardia Syndrome
- Patient Stories and Medically Unexplained Symptoms
- Healthy Living Workshop
 - Platable Prevention
 - Liquid Health
 - Moderate Alcohol Consumption
 - Nutrition Controversies
 - Physical Activity

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 internal medicine
- 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: rstgimcme@mayo.edu

EXHIBIT FEE \$2,000

All exhibitors are offered virtual exhibit space. A limited number of in-person space is also available.

- Virtual “Booth”
See Virtual Exhibitor Information Guide
- Attendee list including Name, Credentials, City, State
- In-Person Booth (limited space available)
 - (1) 6’ draped table (2) chairs
 - ID sign
 - 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. Amount of space requested
2. Date full payment was received
3. Special needs of the exhibitors

Booth assignments will be made when full payment is received.

In-Person Exhibit Hall

Limited number of in-person booths is available.

PRELIMINARY SCHEDULE (Subject to change)

Tuesday, August 6, 2024
Exhibitor Set-Up..... 4:00 PM – 5:00 PM

EXHIBIT HOURS:

Wednesday, August 7, 20247:15 AM – 1:00 PM
 Thursday, August 8, 20247:00 AM – 5:15 PM
 Friday, August 9, 2024.....7:00 AM – 1:05 PM
 Saturday, August 10, 2024 7:00 AM – 11:15 AM

Saturday, August 10, 2024
Exhibitor Tear Down11:15 AM – 1:00 PM

SHIPPING INFORMATION:

Materials may be shipped to Lotte Hotel, Seattle. All shipments should not be delivered to the Hotel more than (5) five business days prior to the Event. Shipping charges are the responsibility of the exhibitor. The shipping information is located below:

Mr./Ms. _____
C/O Lotte Hotel Seattle
809 5th Avenue
Seattle, WA 98104
Attn: Banquet Department – Hold for function on 8/7/24
Name of Group: Mayo Clinic Medically Unexplained Symptoms

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.

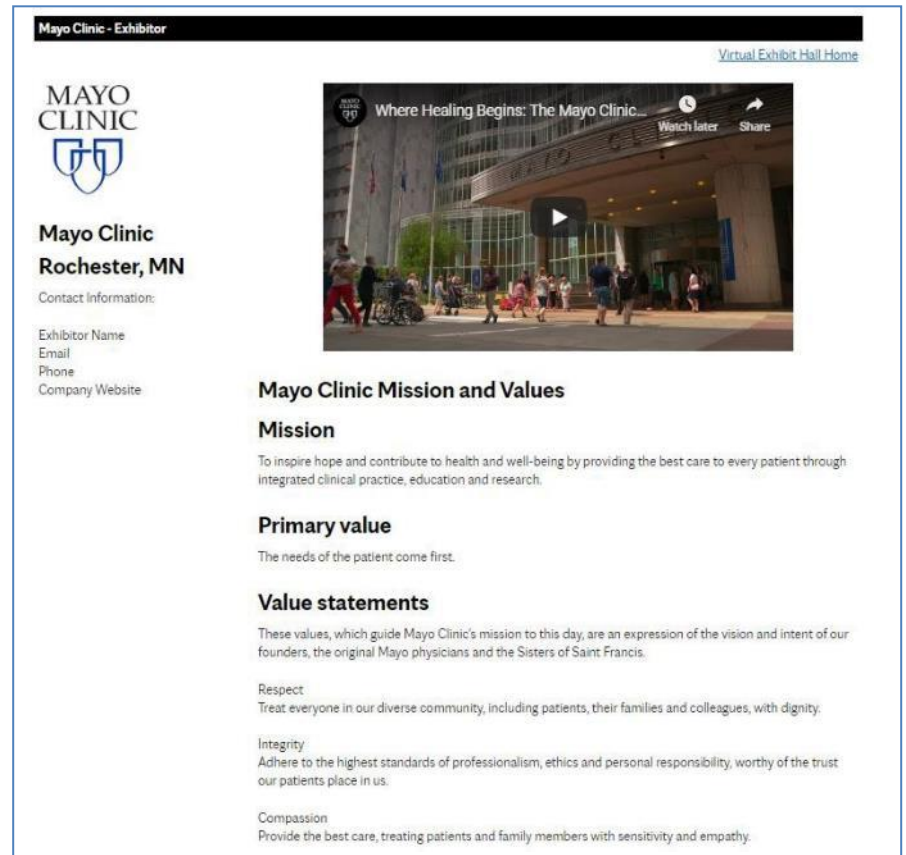
Open 24/7 for one year for attendees, the Virtual Exhibit Hall maximizes your visibility, while providing unique customization of your messaging. You can showcase your products/services, share company videos and podcasts, provide informational brochures, photos and literature, and offer access to your 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 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 all virtual exhibit materials by July 24, 2024.



The screenshot shows a virtual exhibit hall interface for Mayo Clinic. At the top left, it says "Mayo Clinic - Exhibitor". On the right, there is a link for "Virtual Exhibit Hall Home". The main content area features the Mayo Clinic logo and the text "Mayo Clinic Rochester, MN". Below this, there is a section for "Contact Information" with fields for Exhibitor Name, Email, Phone, and Company Website. To the right of the contact information is a video player with the title "Where Healing Begins: The Mayo Clinic" and buttons for "Watch later" and "Share". Below the video player is a section titled "Mayo Clinic Mission and Values" which includes sub-sections for "Mission", "Primary value", and "Value statements".

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 attendees and their guests with special course rates at Lotte Hotel, Seattle, WA. In order to receive the special rate, reservations must be made before the room block is filled or before the *expiration date of July 16, 2024*, whichever comes first. Reservations will be taken following this date based on space and rate availability.

Reserve early, the room block and hotel are expected to fill.

Run of House Rate: \$329 (plus applicable state and local taxes and \$4 per night Seattle Tourism Assessment)

Note: There is an additional charge of \$75 per person for more than double occupancy to include *guests aged 12 and up*.

Waived Urban Experience Fee - Complimentary access to the fitness center, business center, Wi-Fi, and refreshments in guest room (bottled water, tea, and Nespresso)

Check-in: 3:00 pm

Checkout: 12:00 pm

[Online Reservations](#)

Phone: 206-800-8112

Reference Mayo Clinic Medically Unexplained Symptoms 2024 when making your reservation

Parking:

Hotel offers limited valet-only parking. Current hourly valet parking rates apply.

- Event Parking- \$35 per car, per day
- Overnight Parking- \$75 per car, per night
- Valet/Hosted Parking- Billed at the rate of each vehicle's hourly rate

All travel and lodging expenses are the sole responsibility of the individual exhibitor.

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.
- Exhibitor may only distribute educational promotional materials at their exhibit space. Distribution of noneducational items (pens, notepads, etc), pharmaceuticals, or product samples is 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 General Internal Medicine nor Lotte Hotel, Seattle, 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 General Internal Medicine and Lotte Hotel, Seattle, 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.