



**Mayo Clinic Innovations in Gastroenterology and  
Hepatology 2024:  
AI and Beyond**



Exhibitor and Sponsorship Prospectus

September 19 – 21, 2024

## Welcome

Greetings,

On behalf of course directors Nayantara Coelho-Prabhu, M.B.B.S., Shounak Majumder, M.D., Doug A. Simonetto, M.D., and the Mayo Clinic School of Continuous Professional Development we are pleased to announce our upcoming course, **Mayo Clinic Innovations in Gastroenterology and Hepatology: AI and Beyond 2024**, to be held at Le Méridien in Denver, CO on September 19 – 21, 2024.

### Course Description

Mayo Clinic Innovations in Gastroenterology and Hepatology 2024: AI & Beyond features exciting and promising innovations across a spectrum ranging from endoscopy techniques and devices to digital applications and artificial intelligence (AI) enabled tools for diagnosis and management of GI and hepatobiliary diseases. Trainees, clinicians, clinical investigators, researchers, computer scientists, data scientists, engineers, and healthcare innovators interested in an up-close look at the landscape of current and future innovations in gastroenterology and hepatology will interact with known experts and cutting-edge researchers.

### Target Audience

This course is designed for physicians, scientists, PhDs, residents, fellows, data scientists, biomedical engineers, and researchers. Building on the momentum from 2023, we hope to welcome 75-100 attendees.

### Exhibit Information

Mayo Clinic recognizes these types of educational programs would not be possible without your support. We invite you to participate in this educational activity with an exhibit table in the amount of \$2,500 or with a sponsorship opportunity. Details are listed below. In support of ACCME guidelines, commercial support will be in a separate area from the educational activity. This event is open to multiple pharmaceutical companies.

To receive a guaranteed space for exhibiting and/or course sponsorship, please complete our letter of agreement Monday, July 22, 2024. For your convenience, Mayo Clinic's Tax ID is 41-6011702.

If you have any questions, please feel free to contact us.

Sincerely,

**Mallory Hedquist**  
CME Specialist

Mayo Clinic School of Continuous Professional  
Development  
200 First Street SW  
Rochester, MN 55905

**Kris Jones**  
Education Coordinator

Phone: 507-266-3071  
E-mail: [jones.kristen@mayo.edu](mailto:jones.kristen@mayo.edu)

## Sponsorship Opportunities

Benefits of sponsorship:

- Interact face-to-face with numerous medical professionals,
- Build visibility for your company in a competitive marketplace,
- Expand your customer base and strengthen existing customer relationships,
- Introduce new products and services,
- Additional advertisement opportunities to expand reach and further socialize with attendees.

<p style="text-align: center;"><b>Platinum - \$15,000</b></p> <p>General Sponsorship, Three complimentary registrations including pre-course workshop, Private 30-minute meeting with course directors and select faculty for up to 3 company representatives.</p>	<p style="text-align: center;"><b>Gold - \$10,000</b></p> <p>General Sponsorship, Two complimentary registrations including pre-course workshop, Private 15-minute meeting with course directors for up to 2 company representatives</p>
<p style="text-align: center;"><b>Silver - \$7,500</b></p> <p>General Sponsorship, Two complimentary registrations.</p>	<p style="text-align: center;"><b>Bronze - \$5,000</b></p> <p>General Sponsorship, One complimentary registration.</p>
<p style="text-align: center;"><b>Internet/AV - \$8,500</b></p> <p><i>Exclusive Opportunity</i> Wi-Fi Network/Password includes company name, Two complimentary registrations.</p>	<p style="text-align: center;"><b>Attendee Reception - \$20,000</b></p> <p><i>Exclusive Opportunity</i> Signage around attendee reception, Four complimentary registrations that include attendance at pre-course workshop, Company representation at reception.</p>

**All sponsorship levels include:**

- One 6' exhibit table for two representatives for the length of the conference,
- Sponsorship acknowledgement on webpage, announcements, signage, and at break times during the course,
- Access to networking opportunities throughout the course,
- Receive a list of conference attendees.

Sponsorships range from \$5,000 to \$20,000 and feature various perks that include but are not limited to: signage near meals and seating, complimentary registrations, and company name and password on Wi-Fi instructions. Please email Mallory Hedquist, [hedquist.mallory@mayo.edu](mailto:hedquist.mallory@mayo.edu), and Kris Jones, [jones.kristen@mayo.edu](mailto:jones.kristen@mayo.edu), for more information on alternative opportunities.

*A signed letter of agreement is required to secure your sponsorship, this agreement form will be sent after sponsorship details are agreed upon. Email Mallory Hedquist, [hedquist.mallory@mayo.edu](mailto:hedquist.mallory@mayo.edu), and Kris Jones, [jones.kristen@mayo.edu](mailto:jones.kristen@mayo.edu), for information and to secure your sponsorship.*

## Product Theater Opportunities:

Benefits of product theater:

- Interact face-to-face with numerous medical professionals,
- Build visibility for your company in a competitive marketplace,
- Expand your customer base and strengthen existing customer relationships,
- Introduce new products and services,
- Additional advertisement opportunities to expand reach and further socialize with attendees.

<b>Breakfast Product Theater</b> <i>\$15,000</i>	<b>Lunch Product Theater</b> <i>\$20,000</i>
<p>30-minute opportunity to speak on Saturday, September 21<sup>st</sup>, during breakfast and build awareness for your company's product during lunch. This is a Promotional Symposium (Non-CME Event). Mayo Clinic will provide food and beverage for the product theater.</p> <p>Nonaccredited programs such as these are independently developed and directly sponsored by industry and are presented in an educational format that will provide insight on new or controversial developments.</p> <ul style="list-style-type: none"><li>• One available,</li><li>• Two complimentary registrations including pre-course workshop,</li><li>• Additional benefits listed below.</li></ul>	<p>30-minute opportunity to speak on Friday, September 20<sup>th</sup>, during lunch and build awareness for your company's product during lunch. This is a Promotional Symposium (Non-CME Event). Mayo Clinic will provide food and beverage for the product theater.</p> <p>Nonaccredited programs such as these are independently developed and directly sponsored by industry and are presented in an educational format that will provide insight on new or controversial developments.</p> <ul style="list-style-type: none"><li>• One available,</li><li>• Two complimentary registrations including pre-course workshop,</li><li>• Additional benefits listed below.</li></ul>

### All product theater levels include:

- One 6' exhibit table for two representatives for the length of the conference,
- Acknowledgement on webpage, announcements, signage, and at break times during the course,
- Access to networking opportunities throughout the course,
- Receive a list of conference attendees.

*A signed letter of agreement is required to secure your product theater, this agreement form will be sent after details are agreed upon. Email Mallory Hedquist, [hedquist.mallory@mayo.edu](mailto:hedquist.mallory@mayo.edu), and Kris Jones, [jones.kristen@mayo.edu](mailto:jones.kristen@mayo.edu), for information and to confirm your spot.*

## Exhibit Opportunities - \$2,500

Technical and educational exhibits provide a professional and educational environment in which physicians 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 Include:

- Interact face-to-face with numerous medical professionals,
- Build visibility for your company in a competitive marketplace,
- Expand your customer base and strengthen existing customer relationships,
- Advertisement opportunities to expand reach and further socialize with attendees,
- Introduce new products and services.

## [Click here to secure your exhibit table](#)

*A signed letter of agreement is required to secure your exhibit space.*

### Details:

- One 6' exhibit table for two representatives for the length of the conference,
- Sponsorship acknowledgement on course webpage, announcements, and at break times during the course,
- Access to networking opportunities throughout the course,
- Receive a list of conference attendees.

### Exhibit Hours:

Set Up – September 19 – TBD AM

September 19 – 12:00pm – 5:00pm

September 20 – 7:00am – 5:15pm

September 21 – 7:00am – 3:00pm

Tear Down – September 20, any time after morning break. *All materials must be removed by 5pm on Saturday, September 21.*

### Payment Details:

Make check payable to:

Mayo Clinic – MCSCPD

200 First St SW, Plummer 2-60

Attn: Kris Jones

Rochester, MN 55905

Reference: INNOVATIONS GIHEP 24 – 24R01636

Credit Card payments:

To pay by credit card, please call 800-323-2688.

Reference: INNOVATIONS GIHEP 24 – 24R01636





# Mayo Clinic's Innovations Gastroenterology and Hepatology 2024: AI & Beyond

Denver, CO  
September 19 – 21, 2024

LIVE & LIVESTREAM

Thursday, September 19, 2024	
12:00 PM	<b>Check In for Workshop (live only)</b> Lunch for Workshop Attendees
1:00 PM	<b>GI Innovations Workshop – Exploration and Entrepreneurship</b> <i>Rena F. Hale, Ph.D., Mayo Clinic Entrepreneurial Education</i> <i>Manik Aggarwal, M.B.B.S., Mayo Clinic Rochester – Gastroenterology</i> <i>Kathryn A. Schmidt, M.D., Mayo Clinic Rochester – Gastroenterology</i>
5:00 PM	Adjourn Workshop
5:30 PM	Attendee Reception & Poster Display
Friday, September 20, 2024	
7:00 AM	Registration & Breakfast
7:45 AM	<b>Welcome Remarks</b> <i>Nayantara Coelho-Prabhu, M.B.B.S., Mayo Clinic Rochester – Gastroenterology</i> <i>Shounak Majumder, M.D., Mayo Clinic Rochester – Gastroenterology</i> <i>Doug A. Simonetto, M.D., Mayo Clinic Rochester – Gastroenterology</i>
<b>Innovations in Endoscopy</b> <i>Nayantara Coelho-Prabhu, M.B.B.S., Mayo Clinic Rochester – Gastroenterology</i> <i>Elizabeth Rajan, M.D., Mayo Clinic Rochester – Gastroenterology (VIRTUAL)</i>	
8:00 AM	<b>What's New in Endo-Bariatrics?</b> <i>Dilhana S. Badurdeen, M.B.B.S., M.D., Mayo Clinic Jacksonville – Gastroenterology</i>
8:15 AM	<b>Robotics</b> <i>Andrew C. Storm, M.D., Mayo Clinic Rochester – Gastroenterology</i>
8:30 AM	<b>To Be Announced</b> <i>To Be Announced</i>
8:45 AM	<b>Translating AI Capabilities into Endoscopy Practice: Opportunities, Barriers, and Solutions</b> <i>Tyler Berzin, M.D., M.S., Digestive Disease Center at Beth Israel Deaconess Medical Center</i>
9:15 AM	<b>Panel Question and Answer</b> <i>Dilhana S. Badurdeen, M.B.B.S., M.D., Mayo Clinic Jacksonville – Gastroenterology</i> <i>Andrew C. Storm, M.D., Mayo Clinic Rochester – Gastroenterology</i> <i>Tyler Berzin, M.D., M.S., Digestive Disease Center at Beth Israel Deaconess Medical Center</i>

9:45 AM	Refreshment Break
<b>The Digital GI Clinic</b> <i>Laura E. Raffals, M.D., Mayo Clinic Rochester – Gastroenterology</i> <i>Victor G. Chedid, M.D., M.S., Mayo Clinic Rochester – Gastroenterology</i>	
10:00 AM	<b>Remote Care in Chronic Liver Disease: Where Are We and How Far Can We Go?</b> <i>Doug A. Simonetto, M.D., Mayo Clinic Rochester – Gastroenterology</i>
10:15 AM	<b>Hospital-At-Home: Meeting Acutely Ill Patients Where They Are</b> <i>Michael J. Maniaci, M.D., Mayo Clinic Florida – Hospital/Internal Medicine</i>
10:30 AM	<b>Artificial Intelligence in Inflammatory Bowel Disease: How Will It Change Our Practice?</b> <i>William A. Faubion Jr., M.D., Mayo Clinic Arizona – Research</i>
10:45 AM	<b>GI Care in the Metaverse: Virtual Reality as Therapeutic Tool</b> <i>Iris Wang, M.D., Mayo Clinic Rochester – Gastroenterology</i>
11:15 AM	<b>Machine Learning-enabled Decision Support tools in the Care of Liver Transplant Patients</b> <i>Mamatha Bhat MD, MSC, PHD, FRCPC, Bhat Liver Lab</i>
11:30 AM	<b>Leveraging Generative Artificial Intelligence in Gastroenterology Care</b> <i>Victor G. Chedid, M.D., M.S., Mayo Clinic Rochester - Gastroenterology</i>
11:45AM	<b>Panel Question and Answer</b> <i>Doug A. Simonetto, M.D., Mayo Clinic Rochester – Gastroenterology</i> <i>Michael J. Maniaci, M.D., Mayo Clinic Florida – Hospital/Internal Medicine</i> <i>William A. Faubion Jr, M.D., Mayo Clinic Arizona – Research</i> <i>Mamatha Bhat MD, MSC, PHD, FRCPC, Bhat Liver Lab</i> <i>Victor G. Chedid, M.D., M.S., Mayo Clinic Rochester - Gastroenterology</i>
12:00 PM	Lunch & Exhibitors
<b>Image Based AI Applications in Gastroenterology</b> <i>Tyler Berzin, MD, MS, Digestive Disease Center at Beth Israel Deaconess Medical Center</i> <i>Andrew C. Storm, M.D., Mayo Clinic Rochester – Gastroenterology</i>	
1:00 PM	<b>Esophagus</b> <i>Cadman L. Leggett, M.D., Mayo Clinic Rochester—Gastroenterology</i>
1:25 PM	<b>Colon</b> <i>Nayantara Coelho-Prabhu, M.B.B.S., Mayo Clinic Rochester – Gastroenterology</i>
1:50 PM	<b>Digital Pathology</b> <i>To Be Announced</i>
2:15 PM	<b>Radiology</b> <i>To Be Announced</i>
2:40 PM	<b>Panel Question and Answer</b> <i>Cadman L. Leggett, M.D., Mayo Clinic Rochester—Gastroenterology</i> <i>Nayantara Coelho-Prabhu, M.B.B.S., Mayo Clinic Rochester – Gastroenterology</i>
3:00 PM	Refreshment Break

3:15 PM	<b>Pitch Competition – Shark Tank Style</b> Moderators: <i>Raseen Tariq, M.B.B.S., Mayo Clinic Rochester – Gastroenterology</i> <i>Tiffany Wu, M.D., Mayo Clinic Rochester – Transplant Hepatology</i> Judges: <i>William A. Faubion J, M.D., Mayo Clinic Arizona – Research</i> <i>Rena F. Hale, Ph.D., Mayo Clinic Entrepreneurial Education</i> <i>Elizabeth Rajan, M.D., Mayo Clinic Rochester – Gastroenterology (VIRTUAL)</i>
5:15 PM	<b>End of Day Closing Remarks</b> <i>Nayantara Coelho-Prabhu, M.B.B.S., Mayo Clinic Rochester – Gastroenterology</i> <i>Shounak Majumder, M.D., Mayo Clinic Rochester – Gastroenterology</i> <i>Doug A. Simonetto, M.D., Mayo Clinic Rochester – Gastroenterology</i>
5:30 PM	<i>Adjourn</i>
<b>Saturday, September 21, 2024</b>	
7:00 AM	<i>Registration &amp; Breakfast</i>
<b>The GI Innovator’s Toolkit</b> <i>Rena F. Hale, Ph.D., Mayo Clinic Entrepreneurial Education</i> <i>Shounak Majumder, M.D., Mayo Clinic Rochester – Gastroenterology</i>	
7:45 AM	<b>Software As Medical Device: What Does a Gastroenterologist Need to Know In 2024</b> <i>Darrell S. Pardi, M.D., Mayo Clinic Rochester – Gastroenterology</i>
8:00 AM	<b>Understanding the Business of Digital Product Development</b> <i>Manu Nair, Mayo Clinic Rochester – Corporate Development</i>
8:15 AM	<b>Solving Obesity: From Idea to Product to Company</b> <i>Andres J. Acosta, M.D., Ph.D., Mayo Clinic Rochester – Gastroenterology</i>
8:30 AM	<b>Leading Change with the Growth Mindset: Dos and Don’ts</b> <i>Laura E. Raffals, M.D., Mayo Clinic Rochester – Gastroenterology</i>
8:45 AM	<b>Panel Question and Answer</b> <i>Darrell S. Pardi, M.D., Mayo Clinic Rochester – Gastroenterology</i> <i>Manu Nair, Mayo Clinic Rochester – Corporate Development</i> <i>Andres J. Acosta, M.D., Ph.D., Mayo Clinic Rochester – Gastroenterology</i> <i>Laura E. Raffals, M.D., Mayo Clinic Rochester – Gastroenterology</i>
9:00 AM	<b>Ethical Implementation of AI in Healthcare</b> <i>Momin Malik, Ph.D., Mayo Clinic Rochester – Center for Digital Health</i>
9:30 AM	<b>Question and Answer</b>
9:45 AM	<i>Refreshment Break</i>



<b>Innovations in Gastroenterology and Liver Cancers</b>	
<i>Darrell S. Pardi, M.D., Mayo Clinic Rochester – Gastroenterology</i> <i>Iris Wang, M.D., Mayo Clinic Rochester – Gastroenterology</i>	
10:00 AM	<b>AI-Based Approaches for Detection of Esophageal Cancer</b> <i>Chamil C. Codipilly, M.D., Mayo Clinic Rochester – Gastroenterology</i>
10:15 AM	<b>Innovations in Early Detection of Pancreatic Cancer</b> <i>Shounak Majumder, M.D., Mayo Clinic Rochester – Gastroenterology</i>
10:30 AM	<b>Treatment of GI Cancers: Emerging Therapies with Future Impact</b> <i>Thor R. Halfdanarson, M.D., Mayo Clinic – Medical Oncology</i>
10:45 AM	<b>The Current Landscape of Multicancer Detection Blood Tests</b> <i>John B. Kisiel, M.D., Mayo Clinic Rochester – Gastroenterology</i>
<b>Resident/Fellow Selected Oral Abstract Presentations</b>	
<i>Shounak Majumder, M.D., Mayo Clinic Rochester – Gastroenterology</i> <i>Doug A. Simonetto, M.D., Mayo Clinic Rochester – Gastroenterology</i>	
11:00 AM	<b>TBD Abstract 1</b> <i>Author Name</i>
11:15 AM	<b>TBD Abstract 2</b> <i>Author Name</i>
11:30 AM	<b>TBD Abstract 3</b> <i>Author Name</i>
11:45 AM	<b>TBD Abstract 4</b> <i>Author Name</i>
12:00 PM	<i>Lunch and Exhibitors</i>
1:00 PM	<b>DEU Showcase</b> <i>Andrew C. Storm, M.D., Mayo Clinic Rochester – Gastroenterology</i> <i>Elizabeth Rajan, M.D., Mayo Clinic Rochester – Gastroenterology (VIRTUAL)</i>
2:45 PM	<b>Course Closing Remarks</b> <i>Nayantara Coelho-Prabhu, M.B.B.S., Mayo Clinic Rochester – Gastroenterology</i> <i>Shounak Majumder, M.D., Mayo Clinic Rochester – Gastroenterology</i> <i>Doug A. Simonetto, M.D., Mayo Clinic Rochester – Gastroenterology</i>
3:00 PM	Adjourn

# Request for Taxpayer Identification Number and Certification

**Give Form to the  
 requester. Do not  
 send to the IRS.**

▶ Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

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.  
**Mayo Clinic**

**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 **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC     C Corporation     S Corporation     Partnership     Trust/estate

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.

Other (see instructions) ▶ **501 (c)(3) tax-exempt non-profit organization**

**4** Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) 1

Exemption from FATCA reporting code (if any) A

(Applies to accounts maintained outside the U.S.)

**5** Address (number, street, and apt. or suite no.) See instructions.  
**200 First Street Sw**

**6** City, state, and ZIP code  
**Rochester, MN 55905**

**7** List account number(s) here (optional)

Requester's name and address (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.

**Social security number**

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or

**Employer identification number**

4	1	-	6	0	1	1	7	0	2
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## 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 ▶ *Kelly M. Huneke*    Date ▶ 1/2/2024

## 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.*