



May 15, 2024

Dear Exhibitor

On behalf of Mayo Clinic, Mayo School of Continuous Professional Development, and course directors, Timothy D. Lyon, M.D. and David D. Thiel, M.D., we hope you will consider a display opportunity at our **Mayo Clinic Update in Urology 2025** course to be held **February 26 – March 1, 2025 at San Juan Marriott Resort, San Juan, Puerto Rico**. We expect around 150 general urologists, robotic surgeons, oncologists, and radiation oncologists specializing throughout the spectrum of clinical urology participating both nationally and internationally. The course is taking the place of the canceled course in the Bahamas from 2022. This course makes use of the world class urologic surgical expertise from Mayo Clinic sites in Rochester, MN; Scottsdale, AZ; and Jacksonville, FL. They will focus on novel therapies for various urologic conditions: prostate cancer, kidney cancer, bladder cancer, men's sexual health, BPH, incontinence and more.

Display Fees are as follows:

\$2,500 – Wednesday-Saturday Live Exhibit

\$2,500 – Virtual Exhibit

\$4,000 – Both Live and Virtual

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.

Live Exhibit Benefits:

- Promotion available at the live four-day course from registration until the conclusion of the final lecture on the last day
- 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 6-foot table and two chairs
- Exhibitors may sit in the general session to listen to talks of interest if space is available (all company logos must be removed and not visible when entering the education space)

Virtual Exhibit Benefits:

- Promotion available from the time a company signs the LOA and exhibit booth website is built until 3/1/2026
- Listing in the online exhibitor directory linked to your company website and landing page (listing will be in the order company content is received.)
- Exhibit booth customization, options include PowerPoint slide, PDF handout or video
- 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.

Additional advertisement opportunities are offered to expand reach and provide further interaction with attendees. Review the Additional advertisement opportunities of this prospectus for full pricing and details.

Additional Advertisement Opportunities

Promotional Symposium (Non-CME) - \$15,000

Limited to 3 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. The timings for these promotional symposia will 7:00 am to 7:30 am on Wednesday – Friday.

Signage at Breakfasts - \$7,500

Limited to 4 companies. Will include signage for the course (banner-up style) with sponsoring company logos on it being placed in the meal area during all 4 breakfasts.

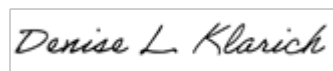
Conference Bag Inserts - \$2,000

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 150 copies of the flyer or advertisement (no larger than 8 ½ x 11, no more than one page) and MCSCPD will stuff them into the official conference bags.

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
Education Administrative Coordinator

Make checks payable to:
Mayo Clinic Florida
4500 San Pablo Road
Jacksonville, FL 32224
Attn: Accounting Activity #5325J00221
Tax ID: 59-3337028

Mayo Clinic Update in Urology 2025
 February 26 – March 1, 2025
 San Juan Marriott & Stellaris Casino

All Presentations in Atlantic Standard Time (UTC -4 hours)

Wednesday, February 26, 2025	
7:00 a.m.	Continental Breakfast & Exhibit Hall
7:45	Introduction/Pretest <i>Timothy Lyon, M.D. and David Thiel, M.D.</i>
	PROSTATE CANCER I Moderator: Raymond Pak, M.D., M.B.A. and Ricardo Sanchez, M.D.
8:00	Single Port, Retzius Sparing, and What's Next for Robotic Prostatectomy <i>Matthew Tollefson, M.D.</i>
8:15	Optimizing Prostate MRI for the Urologist <i>Candice Bolan, M.D.</i>
8:30	Transperineal Fusion Prostate Biopsy: Technique and Results Enhancement <i>Derek Lomas, M.D.</i>
8:45	When to Obtain Molecular Testing for Risk Stratification in Prostate Cancer <i>Igor Frank, M.D.</i>
9:00	Hypofractionated Radiotherapy for Prostate Cancer: How and When <i>Albert Attia, M.D.</i>
9:15	Optimal Role of Focal Therapy for Clinically Localized Prostate Cancer <i>Derek Lomas, M.D.</i>
9:30	Q&A Panel Discussion: Moderator - Raymond Pak, M.D., M.B.A
10:05	Break & Exhibit Hall
	ENDOUROLOGY Moderator: Chandler Dora, M.D.
10:40	HOLEP: Tips and Tricks and Results Enhancement <i>Chandler Dora, M.D.</i>
10:55	Introducing HoLEP into a Hospital Setting <i>Giovanni Gonzalez, M.D.</i>
11:10	Robotic Simple Prostatectomy for Large Gland BPH <i>Ram Pathak, M.D.</i>
11:25	Update on Aquablation <i>Mitchell Humphreys, M.D.</i>
11:40	Introduction of Suction Devices into Ureteroscopy for Stone Disease <i>Karen Stern, M.D.</i>
11:55	Metabolic Work-up of Urolithiasis <i>Ivan Porter, II M.D.</i>
12:10	Q&A Panel Discussion: Moderator – Chandler Dora, M.D.
12:30 p.m.	Adjourn

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Thursday, February 27, 2025	
7:00 a.m.	Continental Breakfast & Exhibit Hall
	BLADDER CANCER Moderator: Timothy Lyon, M.D.
7:30	Risk Stratified Approach to NMIBC <i>Timothy Lyon, M.D.</i>
7:45	Contemporary Approach to BCG-Unresponsive Disease <i>Andrew Zganjar, M.D.</i>
8:00	Robotic Radical Cystectomy: Xi vs SP <i>Mark Tyson II, M.D., M.P.H.</i>
8:15	Incorporating Perioperative ERAS Pathways in Urologic Surgery <i>Ryan Chadha, M.D.</i>
8:30	Endoscopic Ablation and Intracavitary Therapy for Upper Tract Urothelial Carcinoma <i>Aaron Potretzke, M.D.</i>
8:45	Radical Nephroureterectomy – Tips and Tricks, Extent of Lymphadenectomy <i>Vidit Sharma, M.D.</i>
9:00	Update on Systemic Therapy for Urothelial Carcinoma <i>Adam Kase, M.D.</i>
9:15	Q&A Panel Discussion: Moderator – Timothy Lyon, M.D.
9:35	Break & Exhibit Hall
	MEDICAL PRACTICE Moderator: Gregory Broderick, M.D. and Alberto Ramirez, M.D.
10:00	Private Equity in Urology <i>Wes White, M.D.</i>
10:15	Telemedicine and AUA Health Policy <i>Kevin Koo, M.D., M.P.H.</i>
10:30	Advanced Health Care at Home: The Mayo Clinic Experience <i>Michael Maniaci, M.D.</i>
10:45	Ambient AI and Utility in a Clinical Setting <i>Nik Gajarawala</i>
11:00	Quality Assessment in Urology <i>Matthew Nielsen, M.D., M.S.</i>
11:15	Continuous Urologic Credentialing and Innovations in Physician Recredentialing <i>Gregory Broderick, M.D.</i>
11:30	Alternative Evaluations of Operating Room Efficiency <i>Chris Hasse, MBA</i>
11:45	Q&A Panel Discussion: Moderator – Gregory Broderick, M.D.
12:15	Adjourn

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Friday, February 28, 2025	
7:00 a.m.	Continental Breakfast & Exhibit Hall
PROSTATE CANCER II Moderator: Ram Pathak, M.D.	
7:30	Health Equity and Racial Disparities in Prostate Cancer <i>Matthew Nielsen, M.D., M.S.</i>
7:45	AUA Guidelines: Salvage Therapy for Prostate Cancer <i>Stephen Boorjian, M.D.</i>
8:00	Surgical Management of Recurrent Prostate Cancer <i>R. Jeffrey Karnes, M.D.</i>
8:15	Advanced PET Imaging for Prostate Cancer <i>Ephraim Parent, M.D., Ph.D.</i>
8:30	Radiopharmaceuticals for Prostate Cancer <i>Oliver Sartor, M.D.</i>
8:45	Castrate Resistant Prostate Cancer Management for the Urologist <i>Winston Tan, M.D.</i>
9:00	Automated Identification of Key Steps in Robotic Prostatectomy: Current State and Future Directors <i>Abhinav Khanna, M.D.</i>
9:15	Q&A Panel Discussion: Moderator – Ram Pathak, M.D.
10:00	Break & Exhibit Hall
MEN'S HEALTH Moderator: Gregory Broderick, M.D.	
10:15	Workup and Management of Male Stress Urinary Incontinence <i>TBA</i>
10:30	Surgical Approach to Peyronie's Disease <i>Matthew Ziegelmann, M.D.</i>
10:45	Revision Penile Prosthetic Surgery <i>Gregory A. Broderick, M.D.</i>
11:00	Cost Effectiveness of Surgical BPH Therapies <i>Kevin Wymer, M.D.</i>
11:15	Update on Management of Priapism <i>Tobias Köhler, M.D., M.P.H.</i>
11:30	Bringing the OR into the Office, How I Do Office-Based Surgery <i>Sevann Helo, M.D.</i>
11:45	Management of Vesicourethral Complications after Prostate Cancer Therapy <i>Boyd Viers, M.D.</i>
12:00	Q&A Panel Discussion/Cases: Moderator - Gregory Broderick, M.D.
12:30 p.m.	Adjourn

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Saturday, March 1, 2025	
7:00 a.m.	Continental Breakfast & Exhibit Hall
KIDNEY CANCER Moderator: David Thiel, M.D.	
7:30	Modern Approach to the Small Renal Mass <i>Haidar Abdul-Muhsin, M.B., Ch.B.</i>
7:45	Robotic Partial Nephrectomy, Technique Optimization <i>Paul Andrews, M.D.</i>
8:00	Update on Renal Mass Ablation <i>Gregory Frey, M.D., M.P.H.</i>
8:15	10 Things to Know About Renal Cell Carcinoma <i>Bradley Leibovich, MD</i>
8:30	10 Things to Know About Imaging for Renal Masses <i>Kelly Cox, D.O.</i>
8:45	Adjuvant Therapy for RCC, and Sequence of Systemic Therapy Options <i>Roxana Dronca, M.D.</i>
9:00	Q&A Panel Discussion: Moderator – David Thiel, M.D.
9:45	Break & Exhibit Hall
FEMALE UROLOGY AND RECONSTRUCTION Moderator: Steven Petrou, M.D.	
10:00	Alternative Therapies in Stress Urinary Incontinence <i>TBA</i>
10:15	Treating Recurrent Incontinence After a Sling <i>Steven Petrou, M.D.</i>
10:30	Top 10 Things to Know about Neurogenic Bladder Management <i>Katie Anderson, M.D.</i>
10:45	Updates in Sacral Neuromodulation <i>Amberly Wolber, M.D.</i>
11:00	Robotic Sacrocolpopexy: Tips and Tricks <i>Sherif El Nashar, M.B., B.Ch., M.S.</i>
11:15	Treatment of Urethral Stricture Disease in Women <i>Aqsa Khan, M.D.</i>
11:30	Pediatric Emergencies for the Adult Urologist <i>Candace Granberg, M.D.</i>
11:45	Q&A Panel Discussion: Moderator Steven Petrou, M.D.
12:00	Adjourn

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Request for Taxpayer Identification Number and Certification

Go to www.irs.gov/FormW9 for instructions and the latest information.

Give form to the
requester. Do not
send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See Specific Instructions on page 3.	1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)				
	Mayo Clinic Jacksonville				
	2 Business name/disregarded entity name, if different from above.				
	3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes.			4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):	
	<input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____ Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.			Exempt payee code (if any) <u> 1 </u>	
	<input checked="" type="checkbox"/> Other (see instructions) 501 (c) (3) Tax-exempt Nonprofit Corporation			Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) <u> A </u>	
	3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions <input type="checkbox"/>			(Applies to accounts maintained outside the United States.)	
5 Address (number, street, and apt. or suite no.). See instructions.			Requester's name and address (optional)		
4500 San Pablo Road					
6 City, state, and ZIP code					
Jacksonville, FL 32224					
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. See also *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																									
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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	<i>Katy Domaille</i>	Date	04/25/2024
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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.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they