



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

September 19, 2024

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 4th Annual Mayo Clinic Specialty Updates for the Generalist Team – 2025 being held April 3-5, 2025, 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

To sign up as an exhibitor or sponsor at this activity please visit the 4th Annual Mayo Clinic Specialty Updates for the Generalist Team 2025 Exhibit Agreement Form at: <https://ce.mayo.edu/content/4th-annual-mayo-clinic-specialty-updates-generalist-team-2025-exhibit-agreement-form>

**Additional Advertisement Opportunities:**

**Promotional Symposium (Non-CME) Sponsorship - \$7,500 (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 - \$5,500 - (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 12, 2025 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. Display space is limited, and table assignments will be made on a first come, first served basis.

**Virtual Exhibit Benefits:**

- Promotion available from the time a company completes the setup of their virtual booth until one year after the course - 4/5/2026
- 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 #25J01702  
4500 San Pablo Road  
Jacksonville, FL 32224

Tax ID: 59-3337028

**Request for Taxpayer  
 Identification Number and Certification**

Go to [www.irs.gov/FormW9](http://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.

**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.

Individual/sole proprietor     C corporation     S corporation     Partnership     Trust/estate

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.

Other (see instructions) **501 (c) (3) Tax-exempt Nonprofit Corporation**

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

Exempt payee code (if any) **1**

Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) **A**

(Applies to accounts maintained outside the United States.)

**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

**5** Address (number, street, and apt. or suite no.). See instructions.  
**4500 San Pablo Road**

**6** City, state, and ZIP code  
**Jacksonville, FL 32224**

**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.

**Social security number**

			-			-			
--	--	--	---	--	--	---	--	--	--

**or**

**Employer identification number**

5	9	-	3	3	3	7	0	2	8
---	---	---	---	---	---	---	---	---	---

**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.

**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 *Katy Domaille*    Date *04/25/2024*

**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).

**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



School of Continuous  
Professional Development



# 4<sup>th</sup> Annual Mayo Clinic Specialty Updates for the Generalist Team 2025

April 3-5, 2025

## MAKE PLANS TO ATTEND

Margaritaville Resort Orlando  
Kissimmee, Florida



**18.00**  
AMA PRA  
Category 1  
Credit™  
ANCC,  
AOA Category 2-A,  
AAPA,  
AAFP,  
Attendance

[ce.mayo.edu/internalmed2025](https://ce.mayo.edu/internalmed2025)

## COURSE HIGHLIGHTS

The 4th Annual Mayo Clinic Specialty Updates for the Generalist Team 2025 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 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:

- EKG Findings: What to Ignore and What to Refer
- Medical Cannabis and CBD Products
- Central Sensitization Syndrome
- C. Diff in 2025
- Age-Related Hearing Loss
- Migraines: Treatments You Can Lean On
- Diabetic Kidney Disease
- State of the Art in Pulmonary Hypertension
- Celiac Disease in 2025
- Neuroendocrine Tumors
- Pruritus With and Without Rash

## 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 heart disease and chronic pain or central sensitization
- Discuss management of common ophthalmic complaints
- Explain diagnosis and treatment of chronic ear disease and hearing loss

## COURSE DIRECTORS

William C. Palmer, M.D.  
Jacqueline D. Squire, M.D.



## GUEST FACULTY

**Michelle Kim, M.D.**  
Cleveland Clinic  
Cleveland, OH

**Luz Fonacier, MD**  
NYU, Grossman Long Island School  
of Medicine  
Mineola, NY

## 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

- State-of-the-Art in Pulmonary Hypertension
- What to Know about Rhinitis in 2025
- What All Providers Should Know about ECMO
- Myocarditis: The Basics
- Celiac Disease in 2025
- Building a Research Team
- C. Diff in 2025
- Central Sensitization Syndrome: Key Points for All Providers
- Age-Related Hearing Loss: Updates in Evaluation and Management
- Handling Hurricane and Mass Casualty
- What You Need to Know About Regenerative Medicine
- Plasma Cell Disorders 101
- Pituitary Tumors for the Generalist
- Evaluation and Management of Chronic Pelvic Pain
- Neuroendocrine Tumors
- Functional GI Disorders: Pearls for Providers
- Pre-Anesthesia Medical Evaluation: Do's and Don'ts
- Incidental EKG Findings: What to Ignore and What to Refer
- Migraines: Treatments You Can Lean On
- How Not to Miss Hereditary Amyloidosis
- Intervention for Blood Clots: When to Call IR
- HIV Updates for 2025
- Personalizing Outpatient Care of Patients with Cirrhosis
- Diabetic Kidney Disease
- Pruritus With and Without Rash
- Surgical Options for The Esophagus: Hernias, GERD, and Achalasia

- Overview of Medical Cannabis and CBD Products
- Care of Common Ophthalmic Complaints
- Drug Allergy in 2025
- Behcet's: A Practical Approach

## COURSE REGISTRATION

---

Physician/Scientists	<b>\$800</b>
----------------------	--------------

---

Resident, Physician Assistant and Nurse Practitioner	<b>\$700</b>
------------------------------------------------------------	--------------

---

[ce.mayo.edu/internalmed2025](https://ce.mayo.edu/internalmed2025)

## 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. (This sentence must be printed in bold type.)

### 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.

### Other Healthcare Professionals

A record of attendance will be provided to other healthcare professionals for requesting credits in accordance with state nursing boards, specialty societies, or other professional associations.



# 4<sup>th</sup> Annual Mayo Clinic Specialty Updates for the Generalist Team 2025



**APRIL 3-5, 2025**

**Margaritaville Resort Orlando  
Kissimmee, Florida**

[ce.mayo.edu/internalmed2025](https://ce.mayo.edu/internalmed2025)



---

**Mayo Clinic School of Continuous Professional Development**  
[ce.mayo.edu](https://ce.mayo.edu) | [cme@mayo.edu](mailto: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

## 4<sup>th</sup> Annual Specialty Updates for the Generalist Team – 2025

*Program subject to change without notice*

**Thursday, April 3, 2025**

---

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.      **State of the Art in Pulmonary Hypertension**  
Charles Burger, MD

7:50 a.m.      **What to Know about Rhinitis in 2025**  
Jacqueline Squire, MD

8:25 a.m.      **What All Providers Should Know about ECMO**  
Pramod Guru, MBBS, MD

9:00 a.m.      **Myocarditis: The Basics**  
Leslie Cooper, MD

9:35 a.m.      **Celiac Disease in 2025**  
Joseph Murray, MD

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

### **SESSION II**

10:40 a.m.     **Building a Research Team**  
Alfredo Quinones-Hinojosa, MD

11:15 a.m.     **C. Diff in 2025**  
Sammer Elwasila, MD

11:50 a.m.     **Central Sensitization Syndrome: Key Points for All Providers**  
Arya Mohabbat, MD

12:25 p.m.     **Age-Related Hearing Loss: Updates in Evaluation and Management**  
Mallory Raymond, MD

1:00 p.m.      **Handling Hurricane and Mass Casualty Emergencies**  
Jeremy Collado, MD

1:35 p.m.      **ADJOURN**





# Mayo Clinic

## 4<sup>th</sup> Annual Specialty Updates for the Generalist Team – 2025

*Program subject to change without notice*

**Friday, April 4, 2025**

---

6:15 a.m.      **Breakfast**

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

### **SESSION III**

7:15 a.m.      **What You Need to Know About Regenerative Medicine**  
Shane Shapiro, MD

7:50 a.m.      **Plasma Cell Disorders 101**  
Vivek Roy, MD

8:25 a.m.      **Pituitary Tumors for the Generalist**  
Susan Samson, MD, PhD

9:00 a.m.      **Evaluation and Management of Chronic Pelvic Pain**  
Aakriti Carrubba, MD

9:35 a.m.      **Neuroendocrine Tumors**  
Michelle Kim, MD  
Department Chair, Gastroenterology, Hepatology, & Nutrition. Cleveland Clinic

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

### **SESSION IV**

10:40 a.m.     **Functional GI Disorders: Pearls for Providers**  
Michael Camilleri, MD, DSc

11:15 a.m.     **Pre-Anesthesia Medical Evaluation: Do's and Don'ts**  
J. Ross Renew, MD

11:50 a.m.     **Incidental EKG Findings: What to Ignore and What to Refer**  
Fred Kusumoto, MD

12:25 p.m.     **Migraines: Treatments You Can Lean On**  
Olga Fermo, MD

1:00 p.m.      **How Not to Miss Hereditary Amyloidosis**  
Elizabeth Mauricio, MD

1:35 p.m.      **ADJOURN**



# Mayo Clinic

## 4<sup>th</sup> Annual Specialty Updates for the Generalist Team – 2025

*Program subject to change without notice*

**Saturday, April 5, 2025**

---

6:30 a.m.      **Breakfast**

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

### **SESSION V**

7:15 a.m.      **Intervention for Blood Clots: When to Call IR**  
Gregory Frey, MD, MPH

7:50 a.m.      **HIV Updates for 2025**  
Bob K Horsley, MD

8:25 a.m.      **Personalizing Outpatient Care of Patients with Cirrhosis**  
William Palmer, MD

9:00 a.m.      **Diabetic Kidney Disease**  
Michael Mao, MD

9:35 a.m.      **Pruritus With and Without Rash**  
Luz Fonacier, MD  
Professor, NYU Grossman Long Island School of Medicine

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

### **SESSION VI**

10:40 a.m.     **Surgical Options for The Esophagus: Hernias, GERD, and Achalasia**  
Steven Bowers, MD

11:15 a.m.     **Overview of Medical Cannabis and CBD Products**  
Linda Huang, PharmD

11:50 a.m.     **Care of Common Ophthalmic Complaints**  
Richard TenHulzen, MD

12:25 p.m.     **Drug Allergy in 2025**  
Alexei Gonzalez Estrada, MD

1:00 p.m.      **Behcet's: A Practical Approach**  
Ronald Butendieck, MD

1:35 p.m.      **ADJOURN**