



School of Continuous
Professional
Development

Exhibitor and Sponsorship Prospectus



17th Annual Mayo Clinic Cardiology Update:
The Heart of the Matter - 2026

DATES AND LOCATION

Meeting Dates:

July 29, 2026 to August 1, 2026

Meeting Location:

Enchantment Resort
525 Boynton Canyon
Sedona, AZ 86336

Additional Course Details:

Additional course details can be found on the [conference website](#).

COURSE DIRECTORS AND KEY CONTACTS

Course Directors

Luis R. Scott, M.D.
Chair Department of Cardiology

Fadi E. Shamoun, M.D..
Cardiovascular Diseases / Vascular Medicine

Key Contacts

Phoebe Andrews
CME Specialist
Direct Line: 480-574-5891
E-mail: andrews.phoebe@mayo.edu

WELCOME

Greetings,

On behalf of the Mayo Clinic School of Continuous Professional Development, we are pleased to announce the upcoming **17th Annual Mayo Clinic Cardiology Update: The Heart of the Matter** to be held at the Enchantment Resort in Sedona, Arizona on July 29 – August 1, 2026.

Course Highlights

The Mayo Clinic Cardiology Update course features an overview of current diagnosis and management strategies across a broad spectrum of cardiovascular diseases including:

- Arrhythmias
- Valvular and Ischemic heart disease
- Cardiomyopathies
- Congestive heart failure
- Aortic and Vascular Diseases
- Artificial Intelligence in Cardiovascular Medicine
- Preventive Cardiology

Target Audience

The intended audience includes practicing cardiologists, cardiovascular and internal medicine trainees, emergency medicine physicians, internal medicine physicians, family medicine specialists and trainees, physician assistants, nurse practitioners, nurses, and any staff with a cardiovascular interest. We anticipate 150-200 attendees joining this course in person.

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 \$4,200 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.

Mayo Clinic's Tax ID is 86-0800150

Sponsorship Information

We have a variety of sponsorship opportunities for you to consider. Each of the opportunities is explained in further detail throughout this document. If you do not see what you are looking for, contact us and we will be happy to discuss additional advertising opportunities.

We appreciate your consideration of this request and hope you will join us in Sedona in July.

Sincerely,

Phoebe Andrews
Continuous Medical Education Specialist
Mayo Clinic School of Continuous Professional Development

SPONSORSHIP OPPORTUNITIES

Overview: This course offers limited exclusive marketing and advertising opportunities. These are designed to provide exposure to attendees and presenters during the annual conference.

Lanyards \$2,000 (*Sponsor-provided, pre-printed lanyards; limited to one organization*)

Every attendee is required to wear a name badge, so what better way to advertise your company than with your logo on a lanyard! (Quantity to be determined 60 days before course.)

Conference Bags \$3,000 (*Sponsor-provided, pre-printed drawstring bags; limited to one organization*)

Help keep course attendees organized by providing them with a drawstring bag to carry their course materials in with your company's logo on it! Drawstring bags to be provided by sponsor; artwork and bag are subject to MCSCPD approval. (Quantity to be determined 60 days before course.)

Hotel Key Card- \$7,500.00 (Exclusive) \$7,500

Personalize hotel guest room keys with your company's logo or product promotion for immediate exposure to attendees. Use this as a great way to introduce yourselves to our attendees upon checking into the host hotel. Include your booth number to remind them where you will be throughout the conference. (Artwork to be provided by sponsoring company)

Non-CME Product Theatre - \$14,000 - \$17,000 (*Limited to four organizations*)

These non-accredited programs, independently developed and directly sponsored by industry, are presented in an educational format that will provide insight on new or controversial developments. Product theatre may not conflict with course content. We recommend that product theater company provide information flyer/invitation handouts to be inserted into attendee registration packets and posters to display for better exposure. (Does Not Include audio/visual equipment - No CME credit.) Participating companies are responsible for providing flyer/invitation and posters.

Conference Bag Inserts \$1,500 each (*Multiple opportunities available*)

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 copies of the flyer or advertisement (no larger than 8 1/2 x 11, no more than one page) and the MCSCPD will stuff them into the official conference bags. A limited number of bag inserts are permitted, so early reservation is encouraged. Artwork is subject to MCSCPD approval. (Quantity of fliers/advertisements to be determined 60 days

Welcome Reception Napkins - \$1,500 (Sponsor-provided, pre-printed cocktail napkins; limited to one organization)

There will be a Welcome Reception on July 29th where all attendees and exhibitors are invited to attend. You will be able to broadcast your company on cocktail napkins that are distributed at the bars.

Exhibit Opportunities - \$4,200

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.

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

All exhibit sponsorships include:

- Includes a 6ft table, two chairs and linen at the course
- Promotion at the live four-day course
- Exhibitors are provided with the same meals and beverages provided to registered attendees
- Attendees are encouraged daily by the course moderator to visit and connect with the exhibitors
- An attendee list including registered attendee's name, degree, specialty, city, state, and demographics distributed week of course
- Vendor recognition in online course syllabus for all registered attendees to access
- Acknowledgement in announcements and on the rolling break slides throughout the course
- Access to networking opportunities throughout the course

Payment Details:

Credit Card payments (preferred method):

Pay online at link provided upon completion of exhibitor agreement, or please call 800-323-2688.

Reference: 26S00610 - CARDIOUPDATE2026

ACH Payment Details provided upon request (preferred method).

Make checks payable to: **Mayo Clinic School of Continuous Professional Development**

Mail to:

Mayo Clinic
PO Box 4006
Rochester, MN 55903

Reference: 26S00610 - CARDIOUPDATE2026