



**General ENT Updates & Tackling Problematic
Sinusitis 2027
Industry Support Prospectus**

***February 3-6, 2027
Grand Hyatt Kauai, Koloa, Hawaii***

Greetings!

On behalf of the Course Directors and the Mayo Clinic School of Continuous Professional Development, we are pleased to announce the upcoming General ENT Updates & Tackling Problematic Sinusitis 2026, at the Grand Hyatt Kauai, Koloa, Hawaii.

We expect around 50 attendees, including otolaryngologists, allergists, physician assistants, nurse practitioners, audiologists and speech language pathologists, nurses, allied health professionals, and resident fellows in ENT with a strong interest in ENT care. The annual Mayo Clinic ENT Updates course is combined with the Tackling Problematic Sinusitis 2027 course to discuss the latest clinical advancements in general otolaryngology and rhinology. Mayo Clinic faculty delivers an all-encompassing and in-depth analysis of various subspecialties in comprehensive otolaryngology. Additional sessions with national and international rhinology experts discuss and debate medical and surgical treatments for chronic rhinosinusitis, tumors and rhinologic conditions.

We invite your company to join us along with the world-renowned faculty and support this conference. Companies that support this Mayo Clinic conference are acknowledged in several ways. Ample opportunities are provided during the conference for sponsors and exhibitors to network with attendees and to showcase their products and services. Mayo Clinic recognizes that these types of educational programs would not be possible without your support. We invite you to participate in this educational activity with sponsorship or as an exhibitor. Details are listed below. In support of ACCME guidelines, commercial support will be in a separate area from the educational activity.

To receive a guaranteed space for exhibiting and/or course sponsorship, please complete our [letter of agreement](#) by Monday, January 25, 2027, or before space is full, whichever comes first. For your convenience, Mayo Clinic's Tax ID is 86-0800150.

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

Sincerely,

Addie Graves

Graves.Addison@mayo.edu

Education Administration Coordinator

Dates, Location, Key Contacts, and Travel Information

Dates

Wednesday, February 3
Thursday, February 4
Friday, February 5
Saturday, February 6

Course Directors

- Eric J. Moore, M.D.
- Jeffrey R. Janus, M.D.
- David G. Lott, M.D.
- Angela M. Donaldson, M.D.
- Devyani Lal, M.D.
- Erin K. O'Brien, M.D.

Location

Grand Hyatt Kauai
Koloa, Kauai, Hawaii

Key Contact

Addie Graves
Education Administration Coordinator
Graves.Addison@mayo.edu

Course Website

CE.MAYO.EDU/entsinus2027

Travel Information

It can be found on the course website under the location tab.

Benefits of Exhibiting and Sponsoring

Technical and educational exhibits provide a professional and educational environment in which healthcare providers can receive demonstrations, view products and services and discuss the uses of these products and services, including how they may improve the quality of care in the field. Additionally, the exhibits enhance the educational content of the meeting, helping to provide quality continuing medical education.

Benefits:

- Interact face-to-face with influential decision makers and numerous medical professionals in the field
- 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.

Exhibit Opportunity

\$5,500.00

Exhibit tables offer an opportunity for company representatives to engage with attendees and faculty during break times of the course. All exhibits include:

- One 6' exhibit table for two representatives
- Exhibitors are provided the same meals and beverages provided to registered attendees

Industry Support Prospectus | General ENT Updates & Tackling Problematic Sinusitis 2026 | February 3-6, 2027

- Acknowledgement at course through rolling announcements and the online course syllabus
- Access to networking opportunities throughout the course
- Receive a list of conference attendees on the first day of the course

Exhibit Hours

- Set Up: Tuesday, February 2 – TBD
- Wednesday, February 3 – Breakfast, Break
- Thursday, February 4 – Breakfast, Breaks, Lunch
- Friday, February 5 – Breakfast, Break
- Saturday, February 6 – Breakfast, Break
- Tear Down: All materials must be removed by 12:50pm on Saturday, February 6, 2027.

Sponsorship Opportunities

Non-CME Product Theater – Breakfast Session

\$20,000 – Breakfast (~~Three~~ TWO Opportunities Available)

Accepted sessions will feature a 60-minute opportunity to speak during one of the following times:

- ~~Thursday, February 4~~
- Friday, February 5
- Saturday, February 6

Non-CME Product Theater – Lunch Session

\$35,000 – Lunch (~~Exclusive Opportunity~~) No Longer Available

Accepted sessions will feature a 60-minute opportunity to speak during one of the following times:

- Thursday, February 4

A Non-CME Educational Session or Product Theater provides an opportunity for an organization to speak to attendees and faculty of the course during break time. These sessions may be focused on either a product/device or an educational topic that is relevant to both the course and the company.

This is a Promotional Symposium (Non-CME Event). Mayo Clinic will provide food and beverages for the product theater. Participating companies are responsible for providing flyer/invitation and posters. 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.

The Planning Committee reserves the right to review all submissions before final agreements have been executed. Companies are encouraged to speak on educational topics in addition to products. Please note, audio/visual equipment and fees are the responsibility of the industry supporter.

Flyers/Conference Bag Inserts | \$1,500 *(Multiple Opportunities Available)*

Flyers/advertisements are a great way to invite attendees to your booth, announce your booth participation, or promote conference-related events. Your company will provide printed copies (no larger than 8 ½" x 11", one page maximum), and MCSCPD will include them at the registration. Limited number of flyers/advertisements will be accepted, so early reservation is encouraged.

Lanyards | \$2,000 ~~(Exclusive Opportunity)~~ No longer available

(Sponsor-provided, pre-printed lanyards)

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 ~~(Exclusive Opportunity)~~ No longer available

(Sponsor-provided, drawstring or tote bags)

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

Hotel Key Cards | \$7,500 (Exclusive Opportunity)

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. (Artwork to be provided by sponsoring company)

A signed Letter of Agreement (LOA) is required to secure your exhibit space and sponsorship. If interested in exhibiting or one of the above sponsorship opportunities, please complete the form linked [here](#).

Payment Information

Check Payments

An invoice will be emailed to the contact identified on the Letter of Agreement form.

Online Credit Card Payment

Access through the letter of agreement form or call 1-800-323-2688.

ACH/EFT Payment

Instructions provided upon request

Rules and Regulations

In applying for exhibit space and sponsorship opportunities, company representatives agree to abide by the following regulations:

Exhibit Regulations:

Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its assigned space.

- Attire of exhibit personnel should be consistent with the professional atmosphere of the conference.
- 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 space.
- Canvassing or distribution of advertising material by an exhibitor is not permitted outside of the exhibitor's space.
- Canvassing or marketing of any products or services in any part of the meeting rooms by anyone representing a non-exhibiting firm is strictly 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 compete in any way 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 that have paid a conference registration fee 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:

Mayo Clinic School of Continuous Professional Development, the employees thereof, nor their representatives, nor any member of the Conference Committee or Hotel, shall be responsible for

injury, loss, or damage that may occur to the Exhibitor or their property from any cause whatsoever, prior to, during, or subsequent to the period of the Exhibit. The Exhibitor agrees to indemnify the Mayo Clinic Continuous Professional Development and Hotel and their employees, volunteers, and committees from any and all claims of loss, damage, or injury. Exhibitors are encouraged to insure themselves against property loss or damage, and against both general and personal liability.

The Exhibitor understands and agrees that, for the safety of conference participants, the Exhibitor shall not perform any procedures on or provide any services to conference participants that are either invasive or are customarily performed in a practitioner's office.

**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 Arizona	
	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. 13400 East Shea Boulevard	Requester's name and address (optional)
6 City, state, and ZIP code Scottsdale, AZ 85259		
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									
			-				-		
or									
Employer identification number									
8	6		-	0	8	0	0	1	5
									0

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 <i>1/2/2026</i>
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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

ENT Updates/Sinusitis 2027 Program Schedule		
Grand Hyatt, Kauai, HI		
February 3 - 6, 2027		
Time Zone		

Day 1		Wednesday, February 3, 2027
7:00 AM	7:30 AM	Registration/Breakfast/ Exhibits
7:30 AM	7:35 AM	Welcome Announcements- Day 1 Oncology
		General ENT
		Session I: Head and Neck Oncology Moderator: Eric J. Moore, M.D.
7:35 AM	7:55 AM	Oral Cavity Carcinoma Update Daniel L. Price, M.D.
7:55 AM	8:15 AM	Oropharynx Carcinoma Update Travis J. Haller, M.D.
8:15 AM	8:35 AM	Laryngeal Cancer Update Linda X. Yin, M.D.
8:35 AM	9:05 AM	Head and Neck Panel All Presenting Faculty
		Session II: Head and Neck Oncology Moderator: Eric J. Moore, M.D.
9:05 AM	9:25 AM	Thyroid ?Parathyroid Update Jeffrey R. Janus, M.D.
9:25 AM	9:45 AM	Salivary Tumor Update Eric J. Moore, M.D.
9:45 AM	10:05 AM	Head and Neck Recon Update Samip Patel, M.D.
10:05 AM	10:35 AM	Head and Neck Reconstruction Panel All Presenting Faculty

10:35 AM	10:55 AM	Break / Exhibits
		Laryngology Moderator: David Lott, M.D.
10:55 AM	11:15 AM	Office-Based Laryngology: Practical Tips David Lott, M.D.
11:15 AM	11:35 AM	Benign Larynx Lesions Dale C. Ekbom, M.D.
11:35 AM	11:55 AM	Endoscopic Management of Airway Disease Dale C. Ekbom, M.D.
11:55 AM	12:25 PM	Laryngology Panel Dale C. Ekbom, M.D./David Lott, M.D.
12:25 PM	12:25 PM	Adjourn

Day 2		Thursday, February 4, 2027
6:30 AM	7:30 AM	Continental Breakfast and Exhibits/Product Theaters
7:30 AM	7:35 AM	Welcome Announcements - Day 2 General ENT and General Rhinology
		General ENT Continued
		Session IV: FPRS Moderator: Michael D. Olson, M.D., M.S.
7:35 AM	7:55 AM	Updates in Aging Face Deanna C. Menapace, M.D.
7:55 AM	8:15 AM	UPdates in Rhinoplasty Grant S. Hamilton III, M.D.
8:15 AM	8:35 AM	UPdates in Facial Paralysis Jacob K. Dey, M.D.

8:35 AM	9:05 AM	Challenging Cases in Moh's Reconstruction Michael D. Olson, M.D., M.S.
		Session V: Otology Moderator: Jim R. Dornhoffer, M.D.
9:05 AM	9:25 AM	Updates in Hearing Loss Matthew L. Carlson, M.D.
9:25 AM	9:45 AM	Updates in Cochlear Implantation Nicholas L. Deep, M.D.
9:45 AM	10:05 AM	Updates in Middle Ear Surgery Joseph T. Breen, M.D.
10:05 AM	10:35 AM	Interesting Cases in Otology Moderator: Jim R. Dornhoffer, M.D.
10:35 AM	10:55 AM	Break / Exhibits
		Session VI: Pediatric ENT Moderator: William J. Remington, M.D.
10:55 AM	11:15 AM	Updates in adenotonsillar disease Emily E. Bukowski, M.D.
11:15 AM	11:35 AM	Updates in Pediatric Airway Josh P. Wiedermann, M.D.
11:35 AM	11:55 AM	Updates in childhood eustachian tube dysfunction William J. Remington, M.D.
11:55 AM	12:25 PM	Pediatric ENT Panel All Presenting Faculty
12:25 PM	1:25 PM	Lunch and Product Theater
		General Rhinology
		Session VII: General Rhinology
1:25 PM	1:40 PM	Introduction Moderator: All Course Directors

1:40 PM	2:10 PM	Unified airway and CRS: New insights into pathophysiology and epidemiology Valerie J. Lund, DBE, MS, FRCS, FACSHon
2:10 PM	2:40 PM	CRS Subtypes: Thinking Primary, Secondary and Endotypes Devyani Lal, M.D.
2:40 PM	3:10 PM	2026 updates and guidelines on use of systemic corticosteroids Angela Donaldson, M.D.
3:10 PM	3:25 PM	Office-based rhinology procedure update Erin K. O'Brien, M.D.
3:25 PM	3:40 PM	Break / Exhibits
3:40 PM	4:10 PM	Ethical and medicolegal considerations in rhinology: balloons, biologics, ESS Angela Donaldson, M.D.
4:10 PM	4:45 PM	Ethical dilemmas in rhinology: cases All Presenting Faculty
4:45 PM	5:00 PM	Q&A All Presenting Faculty
5:00 PM	5:00 PM	Adjourn
5:00 PM	7:00 PM	Welcome Reception

Day 3		Friday, February 5, 2027
6:30 AM	7:30 AM	Continental Breakfast and Exhibits/Product Theaters
7:30 AM	7:35 AM	Welcome Announcements- Day 3 General Rhinology

		General Rhinology Continued
		Session VIII: CRS Moderator: Devyani Lal, M.D.
7:35 AM	8:05 AM	CRS associated with immunodeficiency Angela Donaldson, M.D.
8:05 AM	8:35 AM	Eosinophilic granulomatosis with polyangitis and Granulomatosis with polyangitis Valerie J. Lund, DBE, MS, FRCS, FACSHon
8:35 AM	9:05 AM	Allergic Fungal Rhinosinusitis and AERD: shifts in paradigm Elina Jerschow, M.D., M.S.
9:05 AM	9:50 AM	What's snot and What's not: Case based scenarios Moderator: Erin K. O'Brien, M.D. , Panelists: Janalee K. Stokken, M.D., Jake Eide, M.D., Elina Jerschow, M.D., M.S.
9:50 AM	10:05 AM	Break / Exhibits
10:05 AM	10:35 AM	Odontogenic sinusitis: Dental treatment or ESS first Zech G. Franks, M.D.
10:35 AM	11:05 AM	Wise frontal sinus surgery Devyani Lal, M.D.
11:05 AM	11:35 AM	Prevention and management of complications Angela Donaldson, M.D.
11:35 AM	11:50 AM	Q&A All Presenting Faculty
11:50 AM	12:35 PM	Endoscopic orbital cases tips and tricks: DCR, decompressions and more Janalee Stokken, MD
12:35 PM	12:35 PM	Adjourn

Day 4		Saturday, February 6, 2027
6:30 AM	7:30 AM	Continental Breakfast and Exhibits/Product Theaters
7:30 AM	7:35 AM	Welcome Announcements- Day 4 Advanced Rhinology and General ENT
		Advanced Rhinology
		Session IX: Advanced Rhinology and Research Moderator: Erin K. O'Brien, M.D.
7:35 AM	8:05 AM	Efficacy of biologics for polyps: responder rate and effect size Valerie J. Lund, DBE, MS, FRCS, FACSHon
8:05 AM	8:35 AM	Assessing completeness of surgery: why it matters Devyani Lal, M.D.
8:35 AM	9:05 AM	Biologics versus sinus surgery Elina Jerschow, M.D., M.S.
9:05 AM	9:50 AM	Completeness of Surgery Index: an exercise in choosing (revision) surgery Moderator: Janalee K. Stokken, M.D.; panelists: Jake G. Eide, M.D., Zech G. Franks, M.D., Angela Donaldson, M.D.
9:50 AM	10:05 AM	Break / Exhibits
10:05 AM	10:35 AM	Surgical repair of CSF rhinorrhea Zech G. Franks, M.D.
10:35 AM	11:05 AM	CSF leaks: managing IIH after leak repair Erin K. O'Brien, M.D.
11:05 AM	11:35 AM	Updates in sinonasal malignancy management Jake Eide, M.D.
11:35 AM	11:50 AM	Q&A All Presenting Faculty
		General ENT

		Session X: Moderator: David Lott, M.D.
11:50 AM	12:10 PM	Updates in OSA Michael D. Olson, M.D., M.S.
12:10 PM	12:50 PM	Panel: Optimizing AI in Your Practice Presenting Faculty
12:50 PM	12:50 PM	Adjourn