



Industry Support Prospectus

The Future is Now: Advances in Hematology and Oncology Critical Care 2027

Hilton North Scottsdale at Cavasson
February 18, 2027 to February 20, 2027



Welcome

On behalf of the course directors, planning committee, and the Mayo Clinic School of Continuous Professional Development, we are pleased to announce the upcoming course The Future is Now: Advances in Hematology and Oncology Critical Care 2027! This inaugural summit will be held February 18, 2027, to February 20, 2027, at the Hilton North Scottsdale at Cavasson and livestream.

Course Description:

The Future is Now: Advances in Hematology Oncology Critical Care 2027 highlights novel diagnostics and therapeutics in the care of the critically ill hematology oncology patient. Multidisciplinary education is offered and focuses on neurologic, cardiac, respiratory, renal and other organ failure complications.

Target Audience:

Target audience includes physicians, advanced practice providers, nurses, pharmacists, and respiratory therapists specializing in hematology, oncology, critical care and emergency medicine. Additional specialists who may benefit from this educational content include anesthesiologists, surgeons and hospitalists.

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 sponsorship. 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 and medical companies.

To receive a guaranteed space for exhibiting and/or course sponsorship, please complete our letter of agreement Monday, January 11th, 2027. For your convenience, Mayo Clinic's Tax ID is 86-0800150.

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

Sincerely,

Cami Greden
CME Specialist

Merna Shamoun
Education Administrative Coordinator

Shamoun.Merna@mayo.edu

Key Information

Dates

February 18, 2027, to February 20, 2027

Course Website

<https://ce.mayo.edu/futureisnow>

Location

Hilton North Scottsdale at Cavasson
7965 E. Cavasson Boulevard
Scottsdale, AZ 85255

Course Directors

Ayan Sen, M.D.
Janhavi Athale, M.D.
Rodrigo Cartin-Ceba, M.D.
Pierre Noel, M.D.
Bhaves M. Patel, M.D.
Allison C. Rosenthal, D.O.

Key Contact

Merna Shamoun
Mayo Clinic School of Continuous Professional
Development (MCSCPD)
5951 East Mayo Boulevard
Phoenix, AZ 85054
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Benefits of Sponsorship & Exhibits

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 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
- Introducing new products and services
- Additional advertisement opportunities to expand reach and further socialize with attendees
- Sponsorships opportunities

Product Theater (two opportunities available)

- **Non-CME Product Theater: 45 Minutes - \$25,000.00 (exclusive opportunity)**
 - Thursday February 18th 12:10-12:55pm
- **Non-CME Product Theater: 30 Minutes - \$20,000.00 (exclusive opportunity)**
 - Friday February 19th 12:10-12:40

A non-CME Educational Session or Product Theater provides an opportunity for an organization to speak to attendees and faculty of the course during mealtimes. 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. The Product Theater opportunity includes 2 complimentary name badges (non-CME) and one 6-foot exhibit table with two chairs. Nonaccredited programs such as these are independently developed and directly sponsored by industry and are presented in an educational format that will provide insight into new or controversial developments. Please note, audio/visual equipment and fees are the responsibility of the industry supporter.

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.

Sponsorship Opportunities:

Attendee Reception Sponsor - \$15,500.00 *Exclusive Opportunity*

- Company signage at the Attendee Welcome Reception on Thursday, February 18th
- Three complimentary registrations,
- One 6' exhibit table for two representatives,
- Sponsorship acknowledgement at course through signage and announcements,
- Access to networking opportunities throughout the course,
- Receive a list of conference attendees on the first day of the course.

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Internet Sponsor - \$11,500.00 Exclusive Opportunity

- Company signage at course with Wi-Fi sign on instructions,
- Two complimentary registrations,
- One 6' exhibit table for two representatives,
- Sponsorship acknowledgement at course through signage and announcements,
- Access to networking opportunities throughout the course,
- Receive a list of conference attendees on the first day of the course.

Lanyard Sponsor - \$7,500.00 Exclusive Opportunity

- Company will provide lanyards for attendees to use at the course with their Attendee Name Badges,
- One complimentary registration,
- One 6' exhibit table for two representatives,
- Sponsorship acknowledgement at course through signage and announcements,
- Access to networking opportunities throughout the course,
- Receive a list of conference attendees on the first day of the course.

Daily Coffee & Refreshments Sponsor - \$5,000.00 Three Available

- Company signage at coffee and refreshment station on specified day,
- One complimentary registration,
- One 6' exhibit table for two representatives,
- Sponsorship acknowledgement at course through signage and announcements,
- Access to networking opportunities throughout the course,
- Receive a list of conference attendees on the first day of the course.

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

Tiered Sponsorship Opportunities

The course is pleased to offer alternative sponsorship opportunities on a tiered basis. Please reach out to Dorinda Johnson and Cami Greden with your sponsorship idea and the planning team will review and decide which tier, Platinum, Gold, Silver, or Bronze the sponsorship fits into. Please note, Platinum sponsorship starts at \$15,500, Gold sponsorship starts at \$11,500, Silver at \$7,500, and Bronze at \$5,000. Each level of sponsorship includes an exhibit table for two representatives, sponsorship acknowledgement throughout the course, access to networking opportunities, a list of conference attendees, and various complimentary registrations. Email Merna Shamoun, Shamoun.Merna@mayo.edu to secure your tiered sponsorship.

Exhibit Opportunity

\$2,500.00 *Limited space available*

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

- Includes one 6 ft table and two chairs,
- Acknowledgement at course through signage and announcements,
- Access to networking opportunities throughout the course,
- Receive an attendee list including registered attendee's name, credentials, city, state on the first day of the course.

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

A signed Letter of Agreement is required to secure your exhibit space. Please note, space is limited.

Exhibit Hours

Set Up: Wednesday, February 17 – TBD

Thursday, February 18 – Breakfast, Refreshment Breaks, and Lunch

Friday, February 19 – Breakfast, Refreshment Breaks, and Lunch

Saturday, February 20 – Breakfast and Refreshment Break

Tear Down: All materials must be removed by 2:30pm on Saturday, February 20, 2027

Payment Information

Make check payable to:

An invoice will be emailed to the contact identified on the Letter of Agreement. Remit payment by check to the address on the invoice.

Credit Card payments:

To pay by credit card, [use this form](#) (online form for exhibitor payments only) or call 800-323-2688.

Reference: Future Is Now Adv. Hem/Onc CC 27 or 27S02381

Travel Information

A block of rooms has been reserved at a special group rate of \$399 (USD), per night. To receive the special group rate, make your reservation before the room block is filled or by the expiration date - Tuesday, January 20, 2027.

You may use this link [The Future is Now: Advances in Hematology Oncology Critical Care](#) or call (480) 648-1500 or (800) 774-1500 to book your room; please identify yourself as part of the Future Is Now Advances in Hematology and Oncology Critical Care group.

Attendees are responsible for their own reservations. The standard hotel reservation cancellation policy will apply to individual reservations unless otherwise specified. All travel and lodging expenses are the sole responsibility of the individual registrant.

Rules and Regulations

In applying for exhibit space, exhibitors 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 in 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.