

Second Annual Scripps Cancer Care Symposium
A Nursing & Advanced Practice Provider Collaboration
September 26-28, 2014
Doubletree San Diego Mission Valley • San Diego, California

Exhibitor Prospectus

About the Course

This symposium is designed for nurses, nurse practitioners, physician assistants, clinical nurse specialists, and other health care professionals dedicated to the field of hematology/oncology that practice in settings across the continuum of care. During this two and a half day conference, attendees will benefit from an intimate learning environment in which renowned faculty will present the latest in evidence based oncology care and provide practical strategies and tools helping you to improve quality of life and outcomes for patients with cancer and their families. Don't miss this opportunity to interact and network with like-minded colleagues while earning a generous amount of CE credits!

Target Audience

- Hematology & Oncology Nurses
- Hematology & Oncology Nurse Practitioners
- Clinical Nurse Specialists
- Physician Assistants
- Experienced Hematology & Oncology Health Care Professionals

Conference Highlights

- Comprehensive presentations of the latest advances in cancer diagnosis and treatment with a strong patient care focus
- Small group workshops allowing for additional interaction with expert faculty on pertinent topics
- A mobile app will provide you with access to conference course materials from the convenience of your mobile device or computer

Benefits of Exhibiting

Scripps Second Annual Scripps Cancer Care Symposium: *A Nursing & Advanced Practice Provider Collaboration* is the result of combining the annual Advanced Practice Oncology Providers Symposium and the annual Oncology Nurses Symposium into a power house conference that combines topics in both hematology and oncology. We anticipate approximately 250-300 attendees from across the country to attend this second annual event. As an exhibitor, you will have the opportunity to showcase your company's products and services to a targeted health care population already active in the field of hematology-oncology. Here are just a few benefits exhibiting offers:

- Interact face-to-face with influential decision makers
- Build visibility for your company in a competitive marketplace
- Expand your prospect base and strengthen existing customer relationships
- Introduce new products and services
- Generate new sales leads

Exhibitor Raffle – Attendees will be encouraged to visit all booths for the chance to be entered into various raffle drawings. All participants will receive a map of the exhibit space that must be stamped by each exhibiting company in order to be eligible for prizes. This is not only guaranteed to motivate attendees but to also increase booth traffic for all exhibitors. If you are interested in donating prizes for the raffle, please contact Meredith Twohy at 858-652-6586.

About Scripps

Scripps Health is committed to combating cancer. That's why we mobilized the collective resources of five hospital campuses, our affiliated physicians and a renowned research center to form the Scripps Cancer Center. These providers work collaboratively toward prevention, early detection and coordinated treatment. The center's multidisciplinary approach ensures a comprehensive treatment plan that pairs leading-edge technology with an experienced, respectful care staff that are sensitive to the whole person and a range of healing approaches. Patients benefit from a collective array of cancer-specific personnel and services, as well as vigorous dialog between researchers and clinicians that brings the latest medical knowledge bedside. For more information on Scripps Cancer Center visit: www.scripps.org/services/cancer-care.

Scripps Conference Services & CME, which offers more than 40 nationally recognized annual conferences in over 15 specialty areas, is committed to providing exceptional educational courses for physicians and other health care professionals. More information,

conference brochure and exhibit prospectus downloads are available at scripps.org/conferenceservices. Sign up to for future email updates from Scripps Conference Services & CME on conferences in a variety of specialty areas at www.scripps.org/CMEemails. This is **free to subscribe** and you can opt-out at any time.

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Exhibit & Conference Contact

Meredith Twohy, Project Manager
Scripps Conference Services & CME
11025 N. Torrey Pines Rd, Suite 200
La Jolla, CA 92037

Phone: 858-652-5486
Fax: 858-652-5565
Email: twohy.meredith@scrippshealth.org
Web: www.scripps.org/conferenceservices

Exhibit Schedule

Friday, September 26, 2014

6 a.m. Exhibitor Move-in
8 a.m. Registration & View Exhibits
9:30 a.m. Break & View Exhibits
10:45 a.m. Break & View Exhibits
12:15 p.m. Lunch (exhibitors welcome)
2:45 p.m. Break & View Exhibits

Saturday, September 27, 2014

8 a.m. Registration & View Exhibits
9:30 a.m. Break & View Exhibits
10:45 a.m. Break & View Exhibits
12:15 p.m. Lunch (exhibitors welcome)
2:15 p.m. Break & View Exhibits

Sunday, September 28, 2014

7:30 a.m. Registration & View Exhibits
10 a.m. Break & View Exhibits
10:30 a.m. Exhibitor Move-out

**Exhibit times are subject to change*

Booth Traffic

The exhibit hall is located near the main conference area where all breakfast and breaks are served, guaranteeing quality interaction with attendees. Additionally, exhibiting company representatives are invited to attend food and beverage functions; offering many opportunities outside the formal exhibit times to interact with conference attendees and expert faculty.

While Scripps makes every effort to promote and encourage attendees to visit the Exhibit Hall, we cannot guarantee booth traffic. It is the exhibiting company's responsibility to promote its presence at the course through pre-meeting notifications and on-site promotions to draw traffic to their booth.

Attendee Demographics

2013 Attendance 260

2014 Anticipated Attendance: 250-300

Degree Breakdown

Registered Nurse	60%
Physician Assistant	3%
Advanced Practice Nurse	28%
Other	9%

Geographic Breakdown

Southwest	57%
South	5%
Southeast	1%
Northwest	13%



Northeast 11%

Midwest 13%

Past Exhibitors

Algeta US	Diplomat Specialty Pharmacy	Oncology Nursing Society
Amgen	Flow Design	Onyx Pharmaceuticals
AoK Uniform Company	Genentech, Inc.	Pfizer
Astellas Pharma US, Inc.	Johnson & Johnson Health Care	Prometheus Laboratories Inc.
Astra Zeneca	Systems, Inc.	San Diego Gamma Knife Center
Bayer Healthcare-Oncology	Mary Kay	San Diego Hospice
Boehringer Ingelheim	Millennium: The Takeda Oncology	Scripps Cancer Center
Pharmaceuticals, Inc.	Company	Stupidcancer.org
Bristol-Myers Squibb Oncology	Novartis Pharmaceuticals	Teva Oncology
Celgene		Walgreens Infusion Services

Exhibit Opportunities

Exhibit – 6’ table	\$2,500
Exhibit – 8’ table	\$3,000

Please note: Scripps is a non-profit organization; therefore we cannot provide a non-profit discount on the exhibit fees.

Included with your exhibit purchase:

- Materials: table linens, carpet, chair & wastebasket
- Complimentary access for two (2) company representatives to attend all conference activities (educational sessions and all food & beverage functions)
- CME Credit: Exhibitors wishing to receive CME credit must complete the Registration Form in the conference brochure, indicate ‘Exhibitor’ under the payment section, and submit to Scripps. Please note that a post conference evaluation will need to be submitted by to receive a certificate.
- Attendee List: a list of pre-registered attendees will be sent to all confirmed exhibitors prior to the conference. After the conference, a final list will be sent. Please note: only limited attendee information will be provided (name, affiliation, city and state).

Not included with your exhibit purchase:

- Pipe and drape (not available)
- Electricity (If needed please indicate on application and further information will be sent to you.)
- Additional furniture or equipment rentals (space restrictions apply)
- Labor for installing or dismantling your exhibit display.
- Representatives beyond the two (2) company representatives at the table
- Security: the exhibit area will be locked each evening but no security guard will be present. Anything you leave in the exhibit area will be left at your own risk. Neither the hotel nor Scripps will accept liability for any items in the exhibit area at any time.

Exhibit Information/Conference Venue

Doubletree Hotel San Diego Mission Valley

7450 Hazard Center Drive
San Diego, California 92108
Telephone: 619-297-5466

For shipping purposes, please add the following to your label:

Hold For: 2014 Scripps Cancer Care Symposium/Meredith Twohy

Shipping Dates

All materials should arrive no earlier than **Wednesday, September 24, 2014**. If materials are received prior to this date the exhibiting company will be responsible for these charges. Materials that are shipped will be available at your company’s exhibit space during the first installation session. If you have items to ship after the conference, FedEx and UPS can be arranged directly with the hotel. You are responsible for providing all necessary shipping materials as well as all related expenses.

Payment/Confirmation/Space Assignments

- All exhibit applications must be received by **Friday, September 19, 2014**. Upon receipt of the application, a confirmation email will be sent.



- Payment must be received prior to the conference commencement.
- The exhibit cancellation deadline is **Friday, September 19, 2014**. Scripps will refund the exhibit fee, less a \$500 processing fee. After **Friday, September 19, 2014** no refunds will be granted.
- Exhibit space must be occupied by 7 a.m. on September 26, 2014. Failure to meet this deadline may cause forfeiture of your space. Scripps may use or reassign the space without refund. Exhibitors who anticipate delays must notify Scripps.

Application Review

For an exhibit application to be accepted by Scripps, the products and services must be educational in nature and relate to the educational activity content. Scripps reserves the right to accept or reject a potential exhibitor based on its assessment of whether the company/organization's products and/or services are relevant to the conference content. All exhibits will be reviewed by Scripps.

Exhibitor Housing

Please make your own hotel reservations and request the Scripps Cancer Care Symposium reduced rate of \$179/night by calling the **Double Tree by Hilton San Diego/Mission Valley** directly at **619-297-5466**. Make your reservations early! **A block of rooms is being held for us until September 7, 2014**. After this date, reservations will be accepted on a space and rate availability basis only.

All rooms also come with:

- Complimentary internet in the guestrooms
- Complimentary use of the fitness center
- Discounted self-parking

CME Guidelines & Scripps Policies

CME Guidelines Related to Educational Grants, Exhibit Space, and Promotional Activities

In compliance with the ACCME Standards for Commercial Support, arrangements for commercial exhibits or advertisements cannot influence planning 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 in any way compete with the learning experience prior to, during, or immediately after the activity.
- Company representatives must refrain from holding any commercial discussions in the educational ballroom. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's space. Canvassing or distributing promotional materials outside the exhibitor's rented exhibit space is not permitted.
- Commercial interest representatives may attend CME activities at the discretion of Scripps for the direct purpose of the representatives' own education. However, they may not engage in sales or marketing activities while in the space or place of the educational activity.

Liability

- Neither Scripps, nor the Facility, the employees thereof, nor their representatives, nor any member of the Conference Committee shall be responsible for any injury, loss, or damage that may occur to the Exhibitor or his property from any cause whatsoever, prior to, during, or subsequent to the period of the Exhibit. The Exhibitor agrees to indemnify Scripps, and the Facility and their employees, volunteers, and committees from any and all claims for loss, damage, or injury. Exhibitors are encouraged to insure themselves against property loss or damage, and against both general and personal liability.
- Exhibitor understands and agrees that, for the safety of conference attendees, Exhibitor shall not perform any procedures on or provide any services to conference attendees that are either invasive or are customarily performed in a practitioner's office.

Guests

Under no circumstances may children/spouses/guests of representatives be in the exhibit area or conference areas unless they are registered attendees.

Scripps Conference Modification or Cancellation

Scripps reserves the right to modify the course's schedule or program as necessary. Scripps also reserves the right to cancel this conference, in which case a full refund of the registration/exhibit fees will be provided. We are unable to refund any travel costs (flight, hotel, etc.) in the case of Scripps cancellation.

Recording and Photography Clause

Scripps reserves exclusive rights to record (audio and video) and/or photograph all conference proceedings for use in marketing materials, presentations and course content sales.

Additional Support Opportunities

Satellite Symposia and Events

Scripps offers organizations the opportunity to host satellite symposia and events in conjunction with the conference. Scripps is strongly committed to ensuring the best possible chance for success of all such events but cannot guarantee attendance at any satellite program. Available dates and times are assigned on a first-come, first-served base.

Dates and Times Available for Satellite Symposia:

- Friday, September 26th (Breakfast Symposium)
- Friday, September 26th (Dinner Symposium)-**SOLD**
- Saturday, September 27th (Breakfast Symposium) -**SOLD**
- Saturday, September 27th (Dinner Symposium) -**SOLD**
- Sunday, September 28th (Breakfast Symposium)

Satellite Symposium with Scripps Promotional Support	\$10,000
<ul style="list-style-type: none"> • Approval to hold the event in conjunction with the Scripps conference • Approval to hold the event at the conference venue (based on space availability) • Inclusion of marketing collateral in attendee confirmation packets • E-mail blasts (2) to all registered attendees • Signage (1) and brochures/invitations posted near the Scripps registration desk • Inclusion in the conference daily announcements <p>The above fees do not include:</p> <ul style="list-style-type: none"> • Creation of marketing materials such as brochures/invitations, signage, etc.; Scripps reserves the right to approve all materials • Logistical arrangements; all meeting organization is the responsibility of the hosting company • Exhibit space; additional fees apply • Scripps Health does not guarantee attendance during this event • Scripps Conference Services & CME is not responsible for any food and beverage costs 	
Conference App Sponsor	\$3,000
A mobile app will be provided to all conference attendees/faculty which is how all attendees and faculty will access the conference course materials from the convenience of their mobile device or computer. Your company will be listed as the sole supporter of this app, with a banner on the app, as well as the option to send one message to all attendees, via the mobile app (Note: 165 character limit to the message).	
General Conference Support	Call for pricing
Putting together a high-quality, educational conference can be costly. Support from philanthropic funds, commercial support and exhibit fees help make this conference possible. Organizations that are interested in providing general support will receive recognition.	



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Exhibitor Application

COMPANY INFORMATION

Mail all Exhibit Correspondence to:							
Company Name: <i>(as it should appear on marketing materials)</i>							
Company Street Address:							
City:		State:		Zip/Postal Code:		Country:	
Phone:				Fax:			
E-mail: <i>(required for confirmation)</i>							

SUPPORT OPPORTUNITIES

Satellite Symposia:	<input type="checkbox"/> Satellite Symposium with Scripps Promotional Support \$10,000 <i>(Please select the date below)</i>	<input type="checkbox"/> Conference App Sponsor \$3,000	<input type="checkbox"/> General Conference Support \$ _____
	<input type="checkbox"/> Friday, September 26 th (Breakfast Symposium)	<input type="checkbox"/> Friday, September 26 th (Dinner Symposium) SOLD	<input type="checkbox"/> Saturday, September 27 th (Breakfast Symposium) SOLD
	<input type="checkbox"/> Saturday, September 27 th (Dinner Symposium) SOLD	<input type="checkbox"/> Saturday, September 28 th (Breakfast Symposium)	

EXHIBIT FEES

Tabletop Exhibit Space:	<input type="checkbox"/> 6' table \$2,500	<input type="checkbox"/> 8' table \$3,000	
Name of Company Representatives Working at Booth: <i>(2 complimentary representatives)</i>			

EXHIBIT DISPLAY INFORMATION

Do you require electricity for your display? YES NO (Please note: You will be responsible for the cost of electricity at your booth)

Please indicate which companies you cannot be located next to: _____

AGREEMENT

It is agreed and understood that the information in this exhibitor prospectus is part of a contract between the exhibiting company and Scripps. This application shall serve as both a contractual agreement and invoice for exhibitors.

 (Print name of company/organization)

agrees to abide by the rules and regulations of the Scripps Cancer Care Symposium as set forth in the Exhibitor Prospectus.

Signature: _____ Title: _____ Date: _____

METHOD OF PAYMENT

Please select payment method:

- Check** *Please make checks payable to Scripps (in U.S. dollars only)*
 Visa **MasterCard** **AMEX** **Discover** *If paying by credit card, please complete the information below*

<i>Credit Card Number</i>	<i>Expiration Date</i>	<i>Security Code on Card (Required)</i>
<i>Name on Card</i>	<i>Signature</i>	
<i>Billing Address if Different From Above</i>		

This application will not be processed unless signed and accompanied by full payment of exhibit/support fees – **Scripps Tax ID # 95-1684089**

Please send your completed application and full payment to:
 Meredith Twohy · Scripps Conference Services & CME
 11025 N. Torrey Pines Road, Suite 200 · La Jolla, CA 92037 Fax: 858-652-5565 · twohy.meredith@scrippshealth.org