

34th Annual Primary Care Summer Conference
August 4-6, 2017
 Hilton San Diego Resort • Mission Bay • San Diego, California

Exhibitor Prospectus

About the Course

Scripps Health’s Primary Care Summer Conference was designed by primary care physicians for primary care physicians and will present content from their unique perspective. This important CME conference will educate and promote improved patient outcomes in a broad range of therapeutic areas commonly encountered in the busy primary care practice. In addition to an overview of the history and current science of a variety of specialty areas, content will be presented in a very practical, patient-focused manner relevant to the specific primary care setting and challenges.

Benefits of Exhibiting & Supporting

The Primary Care Summer Conference is a nationally accredited continuing medical education conference for family practice, internal medicine and general practice medical professionals. As an exhibitor, you will have the opportunity to showcase your company’s products and services to the most commonly visited health care practitioners. 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 market reach and strengthen existing customer relationships
- Introduce new products and services
- Generate new sales leads

About Scripps

Scripps Health, a nonprofit health care system based in San Diego, California, includes more than 2,600 affiliated physicians and over 13,000 employees at five acute-care hospital campuses, home health care services and a network of clinics, physician offices and outpatient centers. Scripps is committed to contributing to the future of medicine through its clinical research trials, graduate medical education and continuing medical education programs. More information can be found at www.scripps.org. Based in San Diego, California, Scripps Conference Services & CME is committed to improving the quality of health care and advancing the practice of medicine by providing evidence-based, up-to-date and clinically relevant continuing medical education (CME) courses.

Exhibit & Conference Contact

Ms. Carlin Admirand
 Program Development Manager
 Scripps Conference Services & CME
 11025 N. Torrey Pines Rd, Suite 200
 La Jolla, California 92037
 Phone: 858-652-5487
 Email: admirand.carlin@scrippshealth.org
 Web: <http://www.scripps.org/conferenceservices>



www.linkedin.com/company/scripps-health
www.facebook.com/ScrippsCME
www.twitter.com/scrippshealth
www.youtube.com/scrippshealth

Subscribe to our newsletter: www.scripps.org/CMEemails

Attendee Demographics

	Physicians	Other Health Care Professionals
2016 Attendance	125	30
2017 Anticipated Attendance	140	30

Exhibit Schedule

Thursday, August 3, 2017

5-7 p.m. Exhibitor Move-in

Friday, August 4, 2017

6-7 a.m. Exhibitor Move-in
 7-7:55 a.m. Registration, Continental Breakfast & View Exhibits
 10-10:30 a.m. Break & View Exhibits
 12:30 p.m. Adjourn

Saturday, August 5, 2017

7-8 a.m. Continental Breakfast & View Exhibits
 10-10:30 a.m. Break & View Exhibits
 12:30 p.m. Adjourn

Sunday, August 6, 2017

7-8 a.m. Continental Breakfast & View Exhibits
 10-10:30 a.m. Break & View Exhibits
 12:30 p.m. Final Adjournment

Exhibit Opportunities

Exhibit – 6’ table (includes two full access passes).....	\$2,000
Exhibit – 8’ table (includes four full access passes	\$2,500

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

Included with your exhibit purchase:

- Materials: table, linens, carpet, chairs, and wastebasket
- Electricity and wireless internet access
- Full access conference passes determined by size of table
- Access to mobile conference app containing course materials, recordings, faculty information and more
- Logo placement and company description in mobile conference app with link to your organization’s website
- Exhibitors wishing to receive CME credit must complete the post conference evaluation to receive a certificate
- A list of pre-registered attendees will be sent to all confirmed exhibitors two weeks prior to the conference. Exhibitors will receive an updated list at the conference and a final list of attendees approximately one week after the conference has concluded.

Not included with your exhibit purchase:

- Pipe and drape (not available)
- Additional furniture or equipment rentals (space restrictions apply)
- Labor for installing or dismantling your exhibit display
- Security: the exhibit area will be locked each evening however, a security guard will not be present overnight. We do ask that you do not leave any valuable items unattended at your booth at any time. 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.

Booth Traffic

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.

Additional Support Opportunities

Fellowship Awards Program	\$2,000 per fellow
The purpose of this program is to provide an opportunity for 5-10 family practice fellows to attend our educational conference. Those selected to attend will have their travel expenses and registration fees for the conference paid for.	
Conference Note Pads (Exclusive Sponsorship)	\$2,500
All attendees will receive a note pad to use throughout the week. Your company logo will be printed on the front cover of each pad while your company logo and website will be printed on the back cover.	
Room Key Cards (Exclusive Sponsorship)	\$5,000
Advertise your exhibit hall location on the hotel room key cards! All conference participants staying at the hotel will receive a key card with your company information and booth location.	
Charging Station (Exclusive Sponsorship)	\$7,500
The use of PDAs, tablets and smart phones is greater than ever requiring attendees to power up during the conference. The charging station will be “wrapped” with your company logo and name to recognize your company’s support and encourage a visit to your booth.	
Satellite Symposia	\$10,000 each
<p>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 and offers the following fee and service options.</p> <ul style="list-style-type: none"> • Approval to hold the event in conjunction with the Scripps conference (Friday/Saturday lunch or dinner symposium after conference concludes) • 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 • Approval to send brochures/invitations out to non-registered attendees in the area <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 and associated costs are 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 registering and/or tracking attendees for the symposia 	

Exhibit & Conference Venue

Hilton San Diego Resort
 1775 East Mission Bay Drive
 San Diego, CA 92109
 Phone: 619-276-4010
www.sandiegohilton.com

For shipping purposes, please add the following to your label:
 Attn: Kerri Higgins/Carlin Admirand/Scripps, Aug. 4-6, 2017

Shipping Dates

All materials should arrive no earlier than August 2, 2017. 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.

Exhibitor Payment/Confirmation/Space Assignments

- All applications must be received by **July 28, 2017**.
- Payment must be received prior to the conference commencement.

- The exhibit cancellation deadline is **July 21, 2017**. Scripps will retain a \$500 processing fee. After July 21, 2017 no refunds will be granted.
- Exhibit space must be occupied by **7 a.m. on August 4, 2017**. Failure to meet this deadline will 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

A block of rooms is being held for us at the special rate of \$269 per night **until July 12, 2017 or the room block fills, whichever comes first**. After this date, reservations will be accepted on a space and rate availability basis only. Be sure to mention that you are attending the Scripps Primary Care conference when making your reservations to receive the reduced rate. This low rate also includes:

- No resort fee
- Discounted overnight parking
- Complimentary Internet in guest rooms
- Complimentary use of the fitness center
- 10% discount at Mantra, the Art of Spa

CME Guidelines Related to Educational Grants, Exhibit Space & 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 except for any injury, loss, or damage to the extent arising from the negligence or willful misconduct of Scripps, the Facility, their employees, their representatives or any member of the Conference Committee. The Exhibitor agrees to indemnify Scripps, the Facility and their employees, volunteers, and committees from any and all claims for loss, damage, or injury except for any claims for loss, damage or injury to the extent arising from the negligence or willful misconduct of Scripps, the Facility, their employees, volunteers, and committees. 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.

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Application to Exhibit

COMPANY INFORMATION

Company Name:			
Company Contact:			
Phone:		E-mail:	

EXHIBIT FEES

Exhibit Space:	<input type="checkbox"/> 6' table \$2,000	<input type="checkbox"/> 8' table \$2,500
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SUPPORT OPPORTUNITIES

<input type="checkbox"/> Fellowship Awards Program (per fellow) \$2,000	<input type="checkbox"/> Conference Note Pads (Exclusive) \$2,500
<input type="checkbox"/> Room Key Cards (Exclusive) \$5,000	<input type="checkbox"/> Charging Station (Exclusive) \$7,500
<input type="checkbox"/> Satellite Symposium (Fri/Sat) \$10,000 each	

EXHIBIT DISPLAY INFORMATION

Do you require electricity for your display? YES NO

What will your display consist of? Tabletop Only Tabletop & Pop-Up

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

METHOD OF PAYMENT

Check Please make checks payable to Scripps (in U.S. dollars only) Scripps Tax ID # 95-1684089

Visa **MasterCard** **AMEX** **Discover** If paying by credit card, please complete the information below

Credit Card Number	Expiration Date
Security Code on Card (Required)	Billing Zip Code

PAYMENT/CONFIRMATION/SPACE ASSIGNMENTS

- All exhibit space requests will be accommodated based on availability.
- The exhibit cancellation deadline is July 21, 2017. Scripps CME will refund the exhibit fee less the \$500 deposit. After July 21, 2017 no refunds will be granted.
- Exhibit space must be occupied by 7 a.m. Friday, August 4, 2017. Exhibitors who anticipate delays must notify Scripps CME.

AGREEMENT

This application will not be processed unless signed by an authorized company representative. 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 **Primary Care Summer Conference/Scripps CME** set forth in the exhibitor prospectus.

Signature: _____ Title: _____ Date: _____

Please send your completed application and full payment to:

Carlin Admirand · Scripps Conference Services & CME
 11025 N. Torrey Pines Road, Suite 200 • La Jolla, CA 92037
 Fax: 858-652-5565 • admirand.carlin@scrippshealth.org