

**Scripps Cancer Center's  
Oncology Update 2024**

July 20, 2024 • Marriott La Jolla • San Diego, California  
 July 27, 2024 • Hyatt Regency Irvine • Irvine, California  
 August 3, 2024 • Hyatt Regency Seattle • Seattle, Washington  
 August 10, 2024 • Marriott Santa Clara • Santa Clara, California

*Exhibitor Prospectus*

**IMPORTANT NOTE:** If you do not receive a confirmation from Scripps within one (1) business day of submitting your exhibit application and/or payment, please call our office at 858-678-6400 to speak with a member of the CME staff. **We cannot guarantee an exhibit space if you have not received a confirmation from our team.**

**Conference Dates & Locations**

**PLEASE FORWARD TO YOUR COLLEAGUES IN THE APPROPRIATE TERRITORIES**

<b>Saturday, July 20, 2024</b> <b>San Diego Marriott La Jolla</b> 4240 La Jolla Village Dr. La Jolla, CA 92037	<b>Saturday, July 27, 2024</b> <b>Hyatt Regency Irvine</b> 17900 Jamboree Rd. Irvine, CA 92614	<b>Saturday, August 3, 2024</b> <b>Hyatt Regency Seattle</b> 808 Howell St. Seattle, WA 98101	<b>Saturday, August 10, 2024</b> <b>Santa Clara Marriott</b> 2700 Mission College Blvd. Santa Clara, CA 95054
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**About the Course**

Scripps Cancer Center's 2024 Oncology Update is a one-day conference designed to offer physicians and advanced practice providers an overview of the most recent advances in the treatment of hematologic and oncologic malignancies. During this comprehensive educational course, clinical experts in the field will review the latest clinical data and practice-changing findings from a wide variety of recently published studies and conference presentations. Esteemed faculty will review exciting and important developments and discuss their relevance to clinical practice.

**Benefits of Exhibiting & Supporting**

As an exhibitor, you will have the opportunity to showcase your company's products and services to a targeted health care population. Here are just a few benefits exhibiting offers:

- Interact face-to-face with influential decision makers
- Introduce new products and services
- Expand your market reach and strengthen existing relationships
- Generate new sales leads
- Ability to upload PDFs, brochures, and other content to dedicated company page in mobile conference app
- Option to host satellite symposiums/product theaters to educate participants on your products.

**About Scripps**

Scripps was founded in 1924 by philanthropist Ellen Browning Scripps in the community of La Jolla, California. Since that time Scripps has grown into a private, nonprofit, integrated health system in San Diego, California that is ranked among the top 15 health systems in the nation. Scripps treats 700,000 patients annually and now extends from Chula Vista to Oceanside. The organization encompasses:

- Four hospitals on five campuses
- More than 3,000 affiliated physicians and 15,000 employees
- Scripps Clinic and Scripps Coastal Medical Center, a network of integrated facilities with specialists from more than 60 medical and surgical specialties at more than 28 outpatient centers and clinics
- Same-day, walk-in care at Scripps HealthExpress
- Four emergency rooms and three urgent care centers
- Home health care
- A wide range of health education classes and support services for patients

**Exhibit Schedule**

<b>Friday</b>	
6 p.m.	Early Exhibitor Move-in
<b>Saturday</b>	
6-7 a.m.	Exhibitor Move-in
7-8 a.m.	Registration, Breakfast & View Exhibits
9:50-10:20 a.m.	Break & View Exhibits
Noon-1 p.m.	Lunch
2:40 p.m.	Adjourn & Exhibitor Move-out

**Exhibit Opportunities**

<b>Exhibit – 6' space (includes two full access passes).....</b>	<b>\$3,750</b>
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**Included with Your Purchase**

- Materials: table, linens, carpet, chairs, and wastebasket
- Wireless internet access
- Two full access conference passes
- 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

**Not Included with Your Purchase**

- Pipe and drape (not available)
- Additional furniture or equipment rentals (space restrictions apply)
- Electricity and/or additional audio-visual equipment (can be rented through hotel AV company)
- Labor for installing or dismantling your exhibit display
- Security: the exhibit area will remain open and no security guard will be present. We 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.

**Attendee Lists**

In alignment with the ACCME Standards for Integrity and Independence in Accredited Continuing Education, exhibitors will only be provided with limited participant information from those who have agreed to have their information shared. This list will be given to you approximately four weeks prior to the meeting, with updated lists given to you onsite and post-conference.

**Additional Support Opportunities & Pricing**

<b>Non-CME Breakfast Symposium (1 per city)</b>	<b>\$20,000</b>
<p>An enhanced breakfast buffet in a private meeting room will be provided as part of this sponsorship. Details on the symposium will be included in the conference brochure permitted they are received in time for printing. These symposiums can be jointly or exclusively sponsored.</p> <p><b>Included</b></p> <ul style="list-style-type: none"> <li>• Buffet style food and beverage will be arranged by Scripps with the hotel on your behalf</li> <li>• Audio visual equipment included: screen, projector, laptop connections, podium, podium microphone, sound system (additions or upgrades will be charged to sponsoring organization)</li> <li>• Inclusion of your company’s marketing collateral at registration desk and PDF versions in conference mobile app</li> <li>• E-mail blast to all registered attendees with your symposium details</li> <li>• Inclusion of symposium details in the onsite conference agenda and conference mobile app</li> </ul> <p><b>NOT Included</b></p> <ul style="list-style-type: none"> <li>• Plated or boxed meals</li> <li>• Speaker introduction - it is the sponsoring company’s responsibility to introduce their symposium speaker and moderate the session</li> <li>• Creation of marketing materials such as brochures/invitations, signage, etc. - Scripps reserves the right to approve all materials</li> <li>• Exhibit space (additional fees apply)</li> <li>• Scripps Health does not guarantee attendance during this event</li> <li>• On-site tracking of attendance at the symposium for reporting (Sunshine Act). Sponsoring company is responsible for tracking attendance onsite for their product theater.</li> </ul>	
<b>Non-CME Lunch Symposium (1 per city)</b>	<b>\$25,000</b>
<p>An enhanced lunch buffet in a private meeting room will be provided as part of this sponsorship. Details on the symposium will be included in the conference brochure permitted they are received in time for printing. These symposiums can be jointly or exclusively sponsored.</p> <p><b>Included</b></p> <ul style="list-style-type: none"> <li>• Buffet style food and beverage will be arranged by Scripps with the hotel on your behalf</li> <li>• Audio visual equipment included: screen, projector, laptop connections, podium, podium microphone, sound system (additions or upgrades will be charged to sponsoring organization)</li> <li>• Inclusion of your company’s marketing collateral at registration desk and PDF versions in conference mobile app</li> <li>• E-mail blast to all registered attendees with your symposium details</li> <li>• Inclusion of symposium details in the onsite conference agenda and conference mobile app</li> </ul> <p><b>NOT Included</b></p> <ul style="list-style-type: none"> <li>• Plated or boxed meals</li> <li>• Speaker introduction - it is the sponsoring company’s responsibility to introduce their symposium speaker and moderate the session</li> <li>• Creation of marketing materials such as brochures/invitations, signage, etc. - Scripps reserves the right to approve all materials</li> <li>• Exhibit space (additional fees apply)</li> <li>• Scripps Health does not guarantee attendance during this event</li> </ul>	

- On-site tracking of attendance at the symposium for reporting (Sunshine Act). Sponsoring company is responsible for tracking attendance onsite for their product theater.

### Shipping Information

#### Shipping Dates

All materials should arrive at the venue **no earlier than 2 days prior to the meeting date**. If materials are received prior to this date the exhibiting company will be responsible for these charges. Please arrange the pick-up with your carrier. Boxes will need to be labelled and sealed prior to departure. Please bring your tracking number onsite for reference when picking up your packages. Scripps is not liable or responsible for picking up or shipping out your packages.

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

Attn: YOUR NAME/Scripps Oncology Update [date of meeting]

Company

Box # of #

#### Payment Information

- All exhibit and symposium applications must be received by **the Friday two weeks prior to the meeting date**. Upon receipt of the application, a confirmation email will be sent.
- Payment must be received prior to the start of the activity.
- The exhibit cancellation deadline is **the Friday two weeks prior to the meeting date**. Scripps CME will refund the cost of the exhibit less a \$500 processing fee. After that date no refunds will be granted.
- The satellite symposium/product theater cancellation deadline is **the Friday two weeks prior to the meeting date**. Scripps CME will refund the cost of the satellite symposium/product theater less a \$1,000 processing fee. After that date no refunds will be granted.
- Exhibit space must be occupied by 7 a.m. on Saturday. 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.

Scripps reserves the right to refuse the application of any party whose product, service or proposed exhibit is, in Scripps sole discretion, not in keeping with the character of the educational activity and exhibition hall. Approval of the exhibit application is in the sole discretion of Scripps, and may be withheld, among other reasons, for: (a) poor credit history of Exhibitor, including but not limited to past due amounts owing to Scripps, or (b) breach of the Conditions or any other contract provisions governing any previous trade show or other event conducted or sponsored by Scripps.

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

In compliance with the ACCME Standards for Integrity and Independence in Accredited Continuing Education, 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.

### Exhibit Conditions, Rules and Regulations

Exhibits must adhere, in each case in the determination of Scripps in its sole discretion, to each of the following standards:

- Exhibitor must promote the marketing of products and services that relate to the educational activity content.
- Exhibitor may encourage or advance its own products, equipment or services; however, Exhibitor shall not unfairly criticize the products or methods of any other exhibitor.
- Exhibitor shall not directly or indirectly promote or advertise any idea or product which is inconsistent with the stated purpose of the educational activity content.
- Exhibitor shall not infringe the copyrights, trademarks or other intellectual property rights of any third party or unfairly compete with other exhibits.
- Exhibitor's exhibit shall not have an undesirable or unreasonable deleterious effect upon another exhibit or the educational activity.
- Scripps reserves the right to prohibit or remove any exhibit which detracts from the general character of the Exhibition as a whole, or consists of products or services inconsistent with the purpose of the Exhibition. The right to prohibit or remove includes, but is not limited to, such persons, things, conduct, printed matter or anything else of a character which Scripps deems objectionable.
- Scripps reserves the right, in its sole discretion, to refuse any person, including without limitation any employee of Exhibitor, admission to the Exhibition.

- Scripps accepts no responsibility for breakdown or failure of any of the services provided for, or in connection with, the Exhibition.

**Printed Material Distribution/Canvassing**

Canvassing in any part of the facilities utilized during the Scripps CME program is strictly forbidden, and anyone doing so will be requested to leave the building. Distribution of advertising or printed material by the exhibitor outside of the exhibitor's allotted space will not be permitted unless the distribution or advertising is agreed to in advance with Scripps.

**Liability**

Once an application has been approved by Scripps the following liability policies apply. Exhibitors are encouraged to insure themselves against property loss or damage and against liability for personal injury.

- 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.

**FDA Regulations**

Exhibitors are reminded of the Food and Drug Administration (FDA) restrictions on the promotion of investigational and pre-approved drugs and devices. Exhibitors are also cautioned about FDA prohibition of promoting approved drugs for unapproved purposes. Information regarding FDA regulations may be obtained directly from the FDA. Requests for information and guidance can be obtained at [www.fda.gov/cder](http://www.fda.gov/cder), the FDA's medical advertising information line, 301-796-1200, or directed to:

FDA Division of Drug Marketing FDA/CDRH/Office of Device Evaluation  
10903 New Hampshire Ave. [www.fda.gov](http://www.fda.gov)  
Building 51, Room 3200 for more information.  
Silver Spring, MD 20993-8002

**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.

**Health and Safety Waiver and Assumption of Risk**

By completion and submission of the exhibitor registration form, representatives certify that they have read and fully understand the Health and Safety Waiver and Assumption of Risk Agreement posted on the conference webpage.

**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.

**Family/Guest Attendance Policy**

All conference activities are exclusively reserved for paid conference attendees. Children and family members are not allowed to attend meal functions or permitted in the general session room.

**Exhibit & Conference Contact****Shannon Pate**

Education Program Manager  
Scripps Health  
4275 Campus Point Court, CPB205  
San Diego, California 92121  
Phone: 858-678-6050  
Email : [pate.shannon@scrippshealth.org](mailto:pate.shannon@scrippshealth.org)

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Scripps Cancer Center's  
Oncology Update 2024

Application to Sponsor

**COMPANY INFORMATION**

<b>Company Name:</b>			
<b>Company Contact:</b>			
<b>Phone:</b>		<b>E-mail:</b>	
<i>*If you are working with a third-party tradeshow management company, please put their information below:</i>			
<b>Third-party Company Name:</b>			

**CONFERENCE DATE & LOCATION:**

<input type="checkbox"/> San Diego July 20, 2024 • San Diego Marriott La Jolla <b>SOLD OUT</b>
<input type="checkbox"/> Irvine July 27, 2024 • Hyatt Regency Irvine
<input type="checkbox"/> Seattle August 3, 2024 • Hyatt Regency Seattle <b>SOLD OUT</b>
<input type="checkbox"/> Santa Clara August 10, 2024 • Santa Clara Marriott

**EXHIBIT FEES**

<input type="checkbox"/> Exhibit – 6’ Space with Two Conference Badges	<b>\$3,750</b>
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**SYMPOSIUM OPPORTUNITIES**

<input type="checkbox"/> Breakfast Symposium 7-8 a.m. <b>SOLD OUT - All Cities</b>	<b>\$20,000</b>
<input type="checkbox"/> Lunch Symposium Noon-1 p.m. <b>SOLD OUT - All Cities</b>	<b>\$25,000</b>

**METHOD OF PAYMENT**

Please select payment method:

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

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**EXHIBIT CONDITIONS AND DEADLINES**

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- The satellite symposium/product theater cancellation deadline is the Friday two weeks before the meeting date. Scripps CME will refund the cost of the satellite symposium/product theater less a \$1,000 processing fee. After that date no refunds will be granted.
- Scripps reserves the right to prohibit or remove any exhibit which detracts from the general character of the Exhibition as a whole or consists of products or services inconsistent with the purpose of the Exhibition. The right to prohibit or remove includes, but is not limited to, such persons, things, conduct, printed matter or anything else of a character which Scripps deems objectionable.
- Scripps reserves the right, in its sole discretion, to refuse any person, including without limitation any employee of Exhibitor, admission to the Exhibition.
- Scripps accepts no responsibility for breakdown or failure of any of the services provided for, or in connection with, the Exhibition.

**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 **Scripps Health CME** set forth in the exhibitor prospectus.

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Please send your completed application and full payment to:**  
Shannon Pate · Scripps Conference Services & CME  
4275 Campus Point Court, CPB 205 · San Diego, CA 92121  
pate.shannon@scrippshealth.org