

*Exhibitor Prospectus***15th Annual: The Fundamentals of Diabetes Management****Thursday, May 31, 2018****Scripps Memorial Hospital La Jolla – Schaetzel Center****[www.scripps.org/springdiabetescme](http://www.scripps.org/springdiabetescme)****10th Annual: Clinical Management for Diabetes Care:****New Approaches for the Real-World Practice****Friday, November 9, 2018****Scripps Memorial Hospital La Jolla – Schaetzel Center****[www.scripps.org/falldiabetescme](http://www.scripps.org/falldiabetescme)****About the Courses****15th Annual: The Fundamentals of Diabetes Management****Thursday, May 31, 2018****Scripps Memorial Hospital La Jolla – Schaetzel Center****[www.scripps.org/springdiabetescme](http://www.scripps.org/springdiabetescme)**

This training course covers basic concepts with the latest updates related to diabetes management and treatment, including prevention of complications, nutrition, physical activity, behavior modification, and standards of care.

**Target Audience:** This course is designed for primary care physicians, physician assistants, nurse practitioners, pharmacists, certified diabetes educators, and other allied health professions involved in the care of patients with type 2 diabetes.

**10th Annual: Clinical Management for Diabetes Care:****New Approaches for the Real-World Practice****Friday, November 9, 2018****Scripps Memorial Hospital La Jolla – Schaetzel Center****[www.scripps.org/falldiabetescme](http://www.scripps.org/falldiabetescme)**

This conference will highlight the latest concepts and devices in the treatment of obesity and diabetes. The symposium will offer specialists and primary care providers an interactive venue where leading experts will discuss diabetes prevention, obesity management, starting and progressing care, advanced diabetes care, managing co-morbid conditions, and emerging trends and technology for diabetes patients. Incorporating Digital and Health Coaching Approaches into Practice to Improve Diabetes Care will be highlighted throughout the course and provide an update on the latest research and evidence base to support these approaches and will offer practical, real-world methods of incorporating both techniques within a practice environment to improve diabetes care. The course will be taught by nationally and internationally known experts who are actively involved in clinical trials and studies related to the management of obesity and diabetes. Physicians will be provided with the necessary context to integrate the relevant information into their practices to improve the quality of life for their affected patients. They will be provided a tool-kit for patient management and education that helps address patient barriers.

**Target Audience:** This conference is designed for professionals in the fields of endocrinology, diabetes, bariatric/metabolic surgery, cardiology, epidemiology, gastroenterology, internal medicine, family medicine, pharmacology, nutrition, basic science, public health, as well as allied health professionals, policy makers and scientists from pharmaceutical and medical device industries.

**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 already active in the field of diabetes management. 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 Whittier Diabetes Institute**

Founded in 1981, Scripps Whittier Diabetes Institute is Southern California’s leading diabetes center of excellence, committed to providing the best evidence-based diabetes screening, education and care in San Diego. Its mission is to improve the quality of life for individuals with diabetes through innovative education programs, clinical expertise, leading-edge research and professional cross-disciplinary collaborations in pursuit of prevention and a cure. For more information visit [www.scripps.org/diabetes](http://www.scripps.org/diabetes).

**Exhibit & Conference Contact**

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**Exhibit Schedule**

7-7:30 a.m.	Exhibitor Move-in
7:30-8 a.m.	Breakfast & View Exhibits
10:15-10:30 a.m.	Break & View Exhibits
Noon	Lunch
2:30-2:45 p.m.	Break & View Exhibits
2:45 p.m.	Exhibitor Move-out

**Exhibit Opportunities**

<b>Exhibit – 6’ table per conference</b> (includes two full access passes).....	<b>\$1,750</b>
<b>Exhibit – 6’ table BOTH conferences</b> (includes two full access passes).....	<b>\$3,500</b>

**Included with your exhibit purchase:**

- Materials: table, two chairs
- Full access conference passes determined by size of exhibit space
- Additional conference passes available at a discounted rate of \$100 each
- 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 2 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 (not available)
- Labor for installing or dismantling your exhibit display (not available)

**Booth Traffic**

While Scripps makes every effort to promote and encourage attendees to visit the Exhibit area, 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 & Pricing**

<p><b>Satellite Symposia</b> 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.</p> <p><b>Dates and Times Available for Satellite Symposia:</b></p> <ul style="list-style-type: none"> <li>• Contact Scripps Conference Services &amp; CME for specific dates and times available for Satellite Symposia</li> </ul> <p><b>Sponsorship fees include:</b></p> <ul style="list-style-type: none"> <li>• Approval to hold the event in conjunction with the Scripps conference</li> <li>• Approval to hold the event at the conference venue (based on space availability)</li> <li>• Inclusion of marketing collateral in attendee confirmation packets</li> <li>• E-mail blasts (2) to all registered attendees</li> <li>• Signage (1) and brochures/invitations posted near the Scripps registration desk</li> <li>• Inclusion in the conference daily announcements</li> </ul> <p><b>The above fees do not include:</b></p> <ul style="list-style-type: none"> <li>• Creation of marketing materials such as brochures/invitations, signage, etc.; Scripps reserves the right to approve all materials</li> <li>• Logistical arrangements; all meeting organization is the responsibility of the hosting company</li> <li>• Exhibit space; additional fees apply</li> <li>• Scripps Health does not guarantee attendance during this event</li> <li>• Scripps Conference Services &amp; CME is not responsible for any food and beverage costs</li> </ul>	<p><b>\$10,000</b></p>
<p><b>Conference App Sponsor (Exclusive Sponsorship)</b> 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).</p>	<p><b>\$5,000</b></p>
<p><b>Conference Tote Bags with your logo (Exclusive Sponsorship)</b> All attendees will receive a tote bag for use throughout the conference and to take home for future use. This opportunity includes an insert in each tote bag.</p>	<p><b>\$2,500</b></p>
<p><b>Conference Tote Bag Inserts</b> Encourage a visit to your booth with a tote bag insert. All participants will receive a conference tote bag when they check-in at the conference.</p>	<p><b>\$2,000</b></p>

### Exhibit & Conference Venue

#### The Schaetzel Center

Scripps Memorial Hospital La Jolla  
9888 Genesee Ave  
La Jolla, CA 92037

Please note the Schaetzel Center does not accept any incoming shipments.

#### Exhibitor Payment/Confirmation/Space Assignments

- All applications must be received the week before the course. 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 one week before the course. Scripps will retain a \$500 processing fee. After May 12, 2017 no refunds will be granted.
- Exhibit space must be occupied by 7:30 a.m. on the day of the conference. 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.

### 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 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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**10th Annual: Clinical Management for Diabetes Care:**  
**New Approaches for the Real-World Practice**  
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*Application to Exhibit*

**COMPANY INFORMATION**

<b>Company Name:</b>			
<b>Company Contact:</b>			
<b>Phone:</b>		<b>E-mail:</b>	

**EXHIBIT FEES**

<b>Exhibit Space: 15th Annual: The Fundamentals of Diabetes Management Thursday, May 31, 2018</b>	<input type="checkbox"/> \$1,750
<b>Exhibit Space: 10th Annual: Clinical Management for Diabetes Care: New Approaches for the Real-World Practice Friday, November 9, 2018</b>	<input type="checkbox"/> \$1,750
<b>Exhibit Space: Both Courses</b>	<input type="checkbox"/> \$3,500

**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*

<i>Credit Card Number</i>	<i>Expiration Date</i>
<i>Security Code on Card (Required)</i>	<i>Billing Zip Code</i>

**PAYMENT/CONFIRMATION/SPACE ASSIGNMENTS**

- All exhibit space requests will be accommodated based on availability.
- The exhibit cancellation deadline is one week before the course, the CME office will refund the exhibit fee less the \$500 deposit. One week before the course, no refunds will be granted.
- Exhibit space must be occupied by 7:30 a.m. on the day of the course. 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 **Scripps CME** set forth in the exhibitor prospectus.

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

**Please send your completed application and full payment to:**

Ashley Sandoval, CMP Scripps Health  
 4275 Campus Point Court, CPB205, San Diego, CA 92121 [Sandoval.ashley@scrippshealth.org](mailto:Sandoval.ashley@scrippshealth.org)