

This unique educational experience that includes a current review of the art and science of integrative holistic medicine as well as an opportunity for personal renewal and meaningful connection with other participants. The course format includes lectures, morning and afternoon question and answer panel discussions, small group discussions, focused track sessions and experiential morning programs. Faculty are renowned experts in integrative holistic medicine with experience in providing practical summaries on a wide range of mind-body-spirit topics.

Course Overview

Integrative holistic medicine embraces conventional and complementary therapies that are based in science. It focuses on the whole person-- mind, body, and spirit-- with a strong emphasis on the physician-patient partnership. Integrative holistic medicine is based on the following principles:

- Health is more than the absence of disease.
- A person is more than his/her symptoms, and healing requires a whole-person approach.
- Empowered patients make long-term and lasting changes that support healing and optimal health.

Research has demonstrated that nearly one in three Americans seek out complementary and alternative medicine to supplement conventional care. Patients are now asking their physicians about the medical value of these therapies. Since these approaches have not become routinely incorporated into most medical school curricula, health care providers are seeking trusted sources for learning about these techniques. The course was created with these needs in mind, and sets reasonable standards for the application of integrative holistic medicine.

2014 Conference Highlights

- Comprehensive week-long educational course
- Evidence-based integrative holistic medicine presented by leading experts
- Interactive educational formats including: case studies, small group exercises, experiential demonstrations, and Q&A panel discussions
- Pre-Conference Seminars and Focused Track Sessions
- Meaningful daily opportunities to interact with faculty and attendees to establish a network of like-minded professionals

Target Audience

This educational course is for health care professionals who are seeking to expand their clinical competencies to include a mind-body-spirit approach to healing. Credits are available for many health care professionals: physicians, nurses, dietitians, acupuncturists, pharmacists, physician assistants and more!

Benefits of Exhibiting

Scripps Center for Integrative Medicine's conferences are quickly becoming the country's premier, integrative medicine programs for their in-depth, comprehensive information, provided in a more intimate setting than typically offered by the larger association or trade show events.

Here are just a few benefits exhibiting offers:

- Interact face-to-face with influential decision makers in the field of integrative medicine.
- Build visibility for your company in a competitive marketplace.
- Expand your prospect place and strengthen existing customer relationships.
- Introduce new products and services.
- Generate new sales leads.
- Give product demonstrations and distribute samples.

About Us

Scripps Center for Integrative Medicine blends conventional care with evidence-based complementary treatments and therapies. Physicians at the center take a holistic approach to health and wellness by prescribing a treatment plan that enables the patient to achieve a cohesive balance of mind, body and soul. The center, located in La Jolla, California, is the largest and most comprehensive hospital-based integrative medicine center in the United States and has been featured on many local and national media outlets, such as the Today Show and PBS. For more information visit www.scrippsintegrativemedicine.org.

The American Board of Integrative Holistic Medicine (ABIHM) was founded in 1996. The mission of the ABIHM is to establish standards of care in the application of the body of knowledge encompassed by integrative holistic medicine, so that these concepts can be fully integrated into medical practice, education, health planning and research. The ABIHM also strives to assist holistic healthcare providers in their training and development as medical professionals and healers. For more information visit www.abihm.org

Scripps Conference Services & CME, which offers nationally recognized live conferences in a variety of specialty areas, is committed to improving the quality of health care and advancing the practice of medicine by providing exceptional educational courses for physicians and other health care professionals. More information and conference brochure downloads are available at www.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

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Project Manager

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Email: sandoval.ashley@scrippshealth.org

Exhibit Schedule

ANTICIPATED NUMBER OF EXHIBITORS 40

INSTALLATION

Saturday, October 25

Noon – 5 p.m.

DISMANTLING

Thursday, October 30

4 – 6 p.m.

EXHIBITS OPEN Please note these times are subject to change.

Exhibits Open

Sunday, October 26

7:30-8 a.m. Breakfast & View Exhibits
10:30-11 a.m. Break & View Exhibits
12:30-2 p.m. Lunch*
3-3:30 p.m. Break & View Exhibits

Monday, October 27

7:30-8:15 a.m. Breakfast & View Exhibits
10:30-11 a.m. Break & View Exhibits
12:45-2 p.m. Lunch*
3:30-4 p.m. Break & View Exhibits

Tuesday, October 28

7:30-8:15 a.m. Breakfast & View Exhibits
10:30-11 a.m. Break & View Exhibits
12:45-2 p.m. Lunch*
3:30-4 p.m. Break & View Exhibits

Wednesday, October 29

7:30-8:15 a.m. Breakfast & View Exhibits
10-10:30 a.m. Break & View Exhibits
12:30-2 p.m. Lunch*
3:30-4 p.m. Break & View Exhibits

Thursday, October 30

7:30-8:15 a.m. Breakfast & View Exhibits
10-10:30 a.m. Break & View Exhibits
12:30-2 p.m. Lunch*
3:30-4 p.m. Break & View Exhibits

* lunch is not a designated time to view exhibits, however exhibitors should expect flow through the exhibit hall.

Attendee Demographics

2012 Attendance in San Diego, California 516
2013 Attendance in St Petersburg, Florida 533
2014 Anticipated attendance in San Diego, California 565

2013 Attendee Statistics from St Petersburg, Florida

Occupational setting

45% Private Practice
37% Hospital/Clinic
13% Other
3% Medical School
2% Corporate/ Industry

Geographic Breakdown

South 35%
Northeast 23%
West 21%
Midwest 17%
Unknown 2%
International 2%

Primary job responsibility

87% Direct patient care
5% Other
4% Administration
3% Teaching
1% Research

Degree

85% Physician (MD/DO)
8% Other
3% PA/PA-C/PhD/PharmD
3% Nurse (RN/NP/APRN)
1% BA/BS/MS/MS/MBA

Past Exhibitors

Advanced Naturals
American Board of Physician Specialties
American Herbal Labs & Nano Vita Water
American Holistic Medical Association
Arizona Center for Integrative Medicine
Avazzia
Begin Healing, Inc.
Biomat Store, The
Bio-Tech Pharmacal, Inc.
Boiron
Cancer Treatment Centers of America
Cell Science Systems
Clear Mind Center

College Pharmacy
Doctor's Data, Inc.
Genova Diagnostics, Inc.
Global Advances in Health and Medicine
HeartMath
Host Defense Organic Mushrooms
Integrative Medicine, A Clinician's Journal
Lenyosys
Maharishi Ayurveda
Mas USA, LTD.
Mentor Books
Metagenics
Natura Health Products

Neogenis Labs
NordicNaturals
NuCentury Herbs
Pharmax
Pritikin ICR LLC
Prothera, Inc.
Samia Solutions
The Cardio Group
The Great Plains Laboratory, Inc.
Visual Outcomes
Women's International Pharmacy
Xymogen

Exhibit Opportunities

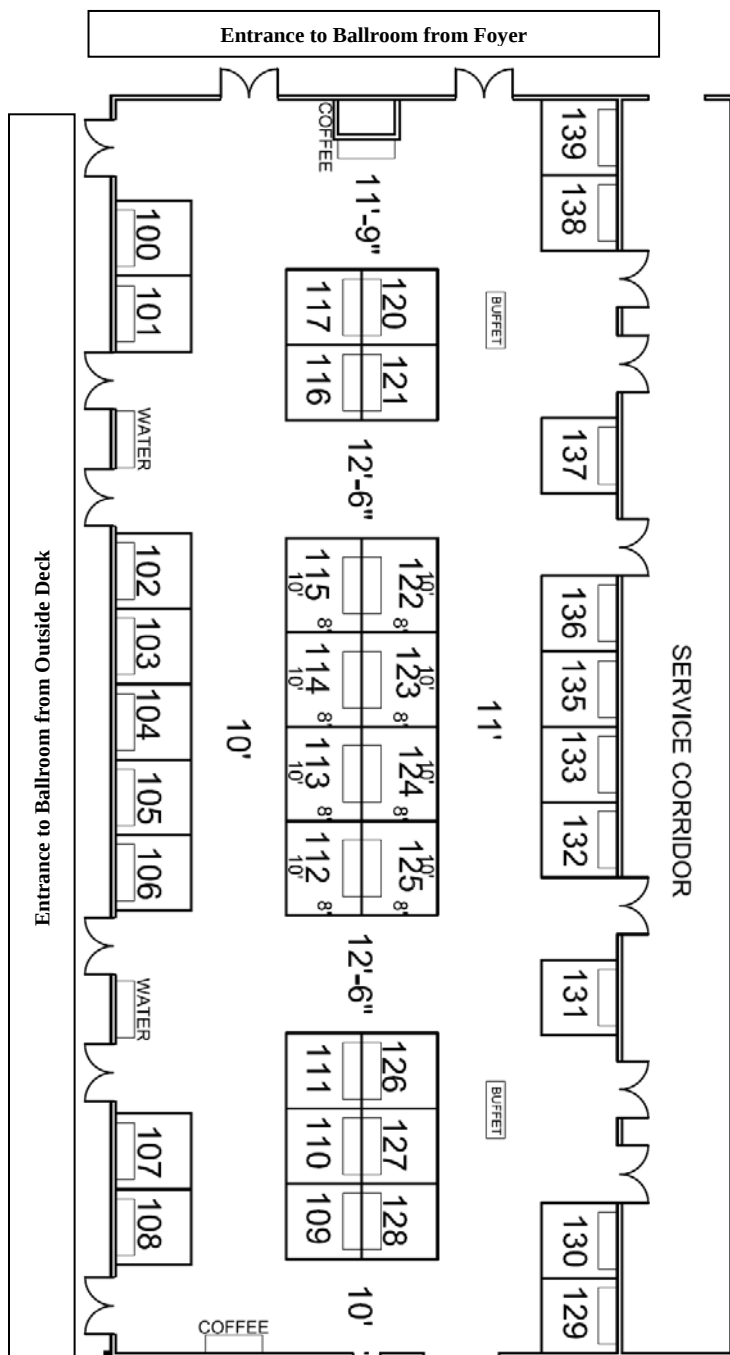
8' x 8' space, 6' table (all booths except for: 112, 113, 114, 115, 122, 123, 124, 125).....	\$4,000
10' x 8' space, 6' table (112, 113, 114, 115, 122, 123, 124, 125).....	\$5,000

Included with your exhibit space:

- Materials: table, table linens, carpet, chair & wastebasket.
- Complimentary access for two (2) company representatives to exhibit and attend all conference activities (educational sessions and food & beverage functions) with reduced registration fees of \$600 available for each additional representatives. Maximum of four (4) representatives allowed.
- 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 the representative(s) to receive a certificate.

Not included with your exhibit space:

- Please contact Blaine Convention Services for: electricity, additional furniture or equipment rentals, labor for installing or dismantling your exhibit display
- Representatives beyond the four (4) company representatives.
- Security: the exhibit area will not be locked each evening and 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.



Booth Availability

Yellow represents 10'x8' space

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Support Opportunities

Satellite Symposium..... Dates/Times available for Satellite Symposia: (Mon, Oct 27 at 6 p.m. or Tue, Oct 28 at 6 p.m.) • 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 flyers posted near the Scripps registration desk • Inclusion in the conference daily announcements	\$10,000
Guarantee of Exclusivity (no other satellite symposium is held concurrently) is an additional • The above fees do not include: ◦ Marketing materials such as flyers, 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	\$5,000
Conference App Sponsor..... 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).	\$5,000
General Conference Support..... 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.	Call for pricing

Exhibit Information

Conference Venue

Paradise Point Resort & Spa

1404 Vacation Road, San Diego, California 92109

Reservations: 888-344-2626

Hotel Direct: 858-274-4630

Web: www.paradisepoint.com

Shipping Information

Blaine Convention Services will be handling all shipping and exhibit details. Once you complete the Application to Exhibit and submit to Scripps Conference Services & CME your information will be sent to **Blaine** whom will be in touch regarding shipping details.

Payment/Confirmation/Space Assignments

- All applications must be received by **October 13, 2014**. Upon receipt of the application, a confirmation email will be sent.
- The exhibit cancellation deadline is **October 20, 2014**. Scripps will refund the exhibit fee, less a \$500 processing fee. After **October 20, 2014** no refunds will be granted, with no exceptions.
- Exhibit space must be occupied by **7:30am on October 26, 2014**. 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.

Housing

Please make your own hotel reservations and request the **Scripps Conference Reduced Rate** starting at **\$192 per night**. A block of rooms will be held for the conference until **October 3, 2014**. After this date, reservations will be accepted on as space and rate available basis only.

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.

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.

COMPANY INFORMATION

Company Main Representative Name:					
Company Name: (as it should appear on marketing materials)					
Company Street Address:					
City:		State:		Zip/Postal Code:	
Phone:				Fax:	
E-mail: (required for confirmation)					

EXHIBIT OPPORTUNITIES

☐ 8'x 8' space \$4,000	☐ 8'x 10' space \$5,000
Please indicate your desired booth number(s): Option 1 _____ Option 2 _____	
Name of Company Representatives Working at Booth: (2 complimentary representatives, 4 maximum)	
1	2
3 additional cost of \$600	4 additional cost of \$600

SUPPORT OPPORTUNITIES

☐ Satellite Symposium	\$10,000	☐ Guarantee of Exclusivity	\$5,000
☐ Monday, October 27 at 6pm		☐ Tuesday, October 28 at 6pm	
☐ Conference App \$5,000			

AGREEMENT

This application will not be processed unless signed and accompanied by full payment of exhibit/support fees. 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 Science & Clinical Application of Integrative Holistic Medicine conference set forth in the Exhibitor Prospectus.

Signature: _____ Title: _____ Date: _____

METHOD OF PAYMENT

Please select payment method: ☐ Check Make checks payable to Scripps. The Scripps Tax ID number is: 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)
Name on Card	Signature	
Billing Address if Different From Above		

Please send your completed application and full payment to:
Ashley Sandoval, CMP · Scripps Conference Services & CME
11025 N. Torrey Pines Road, Suite 200 · La Jolla, CA 92037
Fax: 858-652-5565 · E-mail: sandoval.ashley@scrippshealth.org