

EXHIBITOR PROSPECTUS

NATIONAL HEPATITIS B & C TRAINING PROGRAM AND TREATMENT UPDATE 2015

Cities

San Diego, California	June 6
Los Angeles, California	June 27
San Francisco, California	July 18

Please see course brochure for locations and speakers.

Conference Highlights

- Updates on the latest clinical guidelines with patient-focused sessions addressing hepatitis C and B.
- Local experts providing an interdisciplinary team approach to treatment with physician and midlevel provider faculty.
- Intimate learning environment.
- Interactive formats including practical case studies, small group discussion, and question and answer opportunities.

Target Audience

- | | | |
|------------------------------|----------------------------------|------------------------|
| • Family Practice Physicians | • Hepatologists | • Internists |
| • Gastroenterologists | • Infectious Disease Specialists | • Nurses |
| | | • Physician Assistants |

Attendee Demographics

2014 ATTENDANCE (10 cities)

Average Attendance per City	56
Total Attendance for all Cities	555

2015 ANTICIPATED ATTENDANCE (10 cities)

Average Attendance per City	60
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LEVEL OF DEGREE

46%	Physicians
34%	Nurses/Nurse Practitioners
10%	Physician Assistants
13%	Other (MBA, MPH, etc)

Occupational Setting

48%	Private Practice
31%	Hospital/Clinical Facility
14%	Other (<i>research, teaching, etc</i>)
6%	Corporate/Industry
1%	Medical School

PRIMARY JOB RESPONSIBILITY

87%	Direct Patient Care
4%	Research
4%	Administration
3%	Teaching
2%	Other

Exhibit Schedule

Set Up	6:30 – 7:15 a.m.
Exhibits Open	
Breakfast & View Exhibits	7:30 – 8 a.m.
Break & View Exhibits	9:45 – 10:15 a.m.
Lunch & View Exhibits	12:30 – 1:30 p.m.
Break & View Exhibits	3:10 – 3:30 p.m.
Tear Down	3:30 – 5 p.m.

Exhibit Opportunity

Tabletop Exhibit – 6' table..... \$2,500

Exhibit at three or more cities and the price decrease to \$2,000 per city

Included with your exhibit purchase:

- **Materials:** table linens, carpet, chair & wastebasket.
- **Access:** Complimentary access for two (2) company representatives to exhibit and attend all conference activities.
- **Attendee List:** a list of pre-registered attendees will be sent to all confirmed exhibitors prior to the conference. After the conference, a final attendee list will be sent. Only limited attendee information will be provided (name, affiliation, city and state).

Not included with your exhibit purchase:

- Name Badges, please wear your personal company badge
- Representatives beyond the two (2) company representatives.

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Support Opportunities

Food & Beverage Stations

Attendees and faculty will enjoy a delicious buffet compliments of your generous support. Your company signage will be strategically placed next to your selected food or beverage station in the exhibit hall, as well as in the designated eating area, providing you an opportunity to have your company sales image as a first impression with attendees.

Breakfast
\$3,500
Lunch
\$6,000

Satellite Symposium.....

Dates/Times available for Satellite Symposia: (5 p.m., directly following lectures)

- 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

\$3,000

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).

\$10,000

General Conference Support.....

Call for pricing

Exhibit Information

Payment/Confirmation/Space Assignments

- All applications must be received **two weeks prior** to the conference date.
- The exhibit cancellation deadline is one week prior to the conference date. Scripps will refund the exhibit fee, less a \$500 processing fee. After one week prior to the conference, no refunds will be granted; no exceptions.
- Exhibit space must be occupied by **7:15 a.m. 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 & 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.

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.

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Application to Exhibit

COMPANY INFORMATION

Contact Person: _____

Company Name: _____

Street Address: _____

City: _____ **State:** _____ **Zip/Postal Code:** _____

Phone: _____ **Fax:** _____

E-mail: _____

EXHIBIT FEE

6' tabletop	\$2,500 per city
6' tabletop at three or more cities	\$2,000 per city

SUPPORT OPPORTUNITIES

Breakfast Sponsor, Specify cities _____	\$3,500 per city
Lunch Sponsor, Specify cities _____	\$6,000 per city
Conference App sponsor	\$10,000

CITIES

- Select city's that your company will be exhibit at, below.
- Complimentary access for two (2) company representatives to exhibit and attend all conference activities, per city.
- Please have representatives wear their company name badges.

- ☐ **San Diego, California** June 6
- ☐ **Los Angeles, California** June 27
- ☐ **San Francisco, California** July 18

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. By signing below you agree to abide by the rules and regulations of the National Hepatitis B & C Training Program and Treatment Update set forth in this 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.*

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

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