

Second Annual Clinical Advances in the Diagnosis and Management of Pulmonary Hypertension

January 27, 2018

The Schaetzel Center • Scripps Memorial Hospital • La Jolla, California

Exhibitor Prospectus
About the Course

Pulmonary hypertension (PH) is a common and widely misunderstood syndrome that results from a surprisingly large number of disease processes. It can occur at any age and the risk of developing PH increases with age and other medical conditions. Great strides have been made in the past 15 years in diagnosing and treating pulmonary arterial hypertension (PAH) so that the natural history of PAH is rapidly changing. On the other hand, the more common clinical variant, pulmonary venous hypertension (PVH) has been largely unaffected by medical therapy. In addition, there is often a divide between those who treat PAH and those clinicians whose patients have PVH and are frustrated by the lack of effective therapy.

This conference will be unique in that it will cover all forms of pulmonary hypertension. Expert faculty will discuss the epidemiology of PH, how PH is diagnosed, and the poor outcomes associated with PH when left untreated. Clinicians will leave with a better understanding of the difference between PAH and PVH and why the difference matters. Therapies for PAH and PVH will also be discussed with reference to current clinical guidelines. Participants will return to their practice equipped with the latest evidence base and practical information to improve patient outcomes.

Benefits of Exhibiting & Supporting

Scripps Clinic's pulmonary hypertension conference is a nationally accredited continuing medical education conference for those involved in the care of patients with PH. 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
- 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

Exhibit & Conference Contact
Ms. Carlin Admirand

Program Development Manager
Scripps Conference Services & CME

4275 Campus Point Court, CPB205

San Diego, California 92121

Phone: 858-678-6005

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

Exhibit Schedule
Saturday, January 27, 2018

7-7:30 a.m.	Exhibitor Move-in
7:30-8 a.m.	Breakfast & View Exhibits
9:45-10:15 a.m.	Break & View Exhibits
12:30 p.m.	Final Adjournment/Exhibitor Move-out

Attendee Demographics

	Physicians	Other Health Care Professionals
2018 Anticipated Attendance	40	25

Exhibit Opportunities

Exhibit – 6’ table <i>(includes two full access passes)</i>	\$1,500
--	----------------

Included with your exhibit purchase:

- Materials: table and chairs
- Electricity and 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
- 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 one week 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)
- Printed badges – representatives are encouraged to bring their company provided name badges to wear during display hours
- Labor for installing or dismantling your exhibit display
- Security: 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 venue, 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 & Pricing

Satellite Lunch Symposium or Product Theater	\$5,000
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: • 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 program details in conference brochure if received in time for printing • 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 • Approval to send brochures/invitations out to non-registered attendees in the area The above fee does not include: • Creation of additional marketing materials such as brochures/invitations, signage, etc. (Scripps reserves the right to approve all materials) • All logistical arrangements and associated fees (food and beverage, audio-visual, etc.) is the responsibility of the hosting company • Exhibit space • Scripps Health cannot guarantee attendance during this event	

Exhibit & Conference Venue

The Schaetzel Center

Scripps Memorial Hospital
9890 Genesee Ave
La Jolla, California 92037

This venue will not accept shipments.

Ship all items to:

Scripps Conference Services & CME
Attn: Carlin Admirand
4275 Campus Point Court, CBP205
San Diego, California 92121

Shipping Dates

All materials should arrive no earlier than January 25, 2018. 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 **January 24, 2018**.
- Payment must be received prior to the conference commencement.
- The exhibit cancellation deadline is **January 19, 2018**. Scripps will retain a \$500 processing fee. After January 19th no refunds will be granted.
- Exhibit space must be occupied by **7:30 a.m. on January 19, 2018**. 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.

Second Annual Clinical Advances in the Diagnosis and Management of Pulmonary Hypertension

January 27, 2018

The Schaetzel Center • Scripps Memorial Hospital • La Jolla, California

Application to Exhibit

COMPANY INFORMATION

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

EXHIBIT FEES

Exhibit Space:	☐ 6' table \$1,500
-----------------------	--

ADDITIONAL SUPPORT OPPORTUNITIES

☐ Satellite Symposium \$5,000

EXHIBIT DISPLAY INFORMATION

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 January 19, 2018. Scripps CME will refund the exhibit fee less the \$500 deposit. After January 19th no refunds will be granted.
- Exhibit space must be occupied by 7:30 a.m. Saturday, January 27, 2018. 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:

Carlin Admirand • Scripps Conference Services & CME
4275 Campus Point Court, CPB205 • San Diego, CA 92121
Fax: 858-678-6422 • admirand.carlin@scrippshealth.org