

**7th Annual
Brain Injury Rehabilitation Conference**
Sponsored by the Rehabilitation Center at Scripps Memorial Hospital Encinitas
March 16-17, 2012
San Diego Marriott La Jolla • La Jolla, California

Exhibitor Prospectus

About the Course

The 7th Annual Brain Injury Rehabilitation Conference is designed to provide a clear understanding of the need for multidisciplinary strategies in the management of patients with brain injuries. A renowned faculty of interdisciplinary specialists will present the latest in research and outcomes from a variety of medical perspectives. Topics include interventions and management for medical and physical rehabilitation as well as cognitive, emotional, and social problems common to brain injury patients. A strong emphasis on the need for increased quality, efficiency, and value in response to health care reform will be a consistent theme throughout the course as we continue our quest for excellence in brain injury treatment and rehabilitation.

Benefits of Exhibiting & Supporting

The Annual Brain Injury Rehabilitation Conference is a nationally accredited continuing medical education conference that focuses on educating the entire rehabilitation team. As an exhibitor, you will have the opportunity to showcase your company's products and services to a targeted health care population active in the rehabilitation of patients suffering from brain injuries. 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 prospect base and strengthen existing customer relationships.
- Introduce new products and services.
- Generate new sales leads.

NEW FOR 2012 – Attendees will be encouraged to visit all booths for the chance to be entered into various raffle drawings. All participants will receive a map of the exhibit space that must be stamped by each exhibiting company in order to be eligible for prizes. This is not only guaranteed to motivate attendees but to also increase booth traffic for all exhibitors. If you are interested in donating prizes for the raffle, please contact Carlin Admirand at 858-652-6587.

The Rehabilitation Center at Scripps Memorial Hospital Encinitas

The Rehabilitation Center at Scripps Memorial Hospital Encinitas is a comprehensive rehabilitation facility in northern San Diego County, providing a full range of rehabilitation services with specialization in Neuroscience Services. It is the first facility in the area to be fully accredited in both Brain Injury and Stroke services by the Commission on Accreditation of Rehabilitation Facilities (CARF)—the gold standard for medical rehabilitation facilities—and is entrusted by the United States military with care of returning servicemen's combat-related traumatic brain injuries. In addition, Scripps Memorial Hospital Encinitas is the only hospital in San Diego County to have both JCAHO and CARF accreditation for stroke patients from the emergency department through rehabilitation.

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.

Exhibit & Conference Contact

Carlin Admirand, Project Manager
Scripps Conference Services & CME
11025 N. Torrey Pines Rd, Suite 200
La Jolla, CA 92037

Phone: 858-652-5487
Fax: 858-652-5565
Email: admirand.carlin@scrippshealth.org
Web: www.scripps.org/conferenceservices

Exhibit Schedule

Friday, March 16, 2012

- 6 - 7 a.m. Exhibitor Move-in
- 7 a.m. Registration, Continental Breakfast & View Exhibits
- 10 a.m. Break & View Exhibits
- 12:30 p.m. Lunch
- 3:25 p.m. Break & View Exhibits

Saturday, March 17, 2012

- 7 a.m. Registration, Continental Breakfast & View Exhibits
- 10 a.m. Break & View Exhibits
- 12:30 p.m. Lunch
- 3:25 p.m. Break & View Exhibits

**Exhibit times are subject to change*

The exhibit hall is located near the main conference area where all breakfast and breaks are served, guaranteeing quality interaction with attendees. Additionally, exhibiting company representatives are invited to attend food and beverage functions; offering many opportunities outside the formal exhibit times to interact with conference attendees and expert faculty.

Attendee Demographics

2010 Attendance	215
2011 Attendance	282
2012 Anticipated Attendance	315

Profession	Total Attendance
MD, DO, PhD	14%
RN, NP, MSN, CRRN	19%
SLP	9%
PT, OT, OTR/L	40%
Other	18%

Exhibit Opportunities

Exhibit – 6’ table	\$1,500
Exhibit – 8’ table	\$2,000

Exhibit space is limited to a first come, first served basis.

Included with your exhibit purchase:

- Materials: table linens, carpet, chair & wastebasket
- Electricity (upon request, please indicate on application)
- Complimentary access for two (2) company representatives to attend all conference activities (educational sessions and all food & beverage functions)
- Maximum of two (2) company representatives per table during exhibit hours
- 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 to receive a certificate.
- Attendee List: a list of pre-registered attendees will be sent to all confirmed exhibitors prior to the conference. After the conference, a final list will be sent. Please note: only limited attendee information will be provided (name, affiliation, city and state).

Not included with your exhibit purchase:

- Pipe and drape (not available)

- Additional furniture or equipment rentals (space restrictions apply)
- Labor for installing or dismantling your exhibit display
- Representatives beyond the two (2) company representatives at the table
- Security: No security guard will be present during the conference. Anything you leave in the exhibit area will be left at your own risk. Neither the Marriott La Jolla nor Scripps will accept liability for any items in the exhibit area at any time.

Conference Venue/Exhibitor Information

San Diego Marriott La Jolla

4240 La Jolla Village Drive
La Jolla, California 92037
858-587-1414
www.marriott.com

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

Attn: Carlin Admirand, Scripps, March 16-17, 2012

All materials should arrive no earlier than March 14, 2012. 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 **March 7, 2012**. Upon receipt of the application, a confirmation email will be sent.
- **Payment must be received prior to the conference** commencement in order to guarantee exhibit space.
- The exhibit cancellation deadline is **March 9, 2012**. Scripps will retain a \$500 processing fee. After March 9, 2012 no refunds will be granted.
- Exhibit space must be occupied by **6:45 a.m. on Friday, March 16, 2012**. 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.

Please note: 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.

Exhibitor Housing

Please make your own hotel reservations and request the Scripps Brain Injury Rehabilitation conference reduced rate starting at \$165/night. Make your reservations early! **A block of rooms is being held for us until February 23, 2012.** After this date, reservations will be accepted on a space and rate availability basis only. San Diego Marriott La Jolla Reservations: 858-587-1414

Past Exhibitors

Abbott Nutrition	Defense and Veterans Brain Injury Center
Allergan	Electromed, Inc.
Aspen Medical Products	Learning Services
CareMeridian, LLC	Myomo Inc.
Casa Colina, Inc.	Rehab Without Walls
Centre for Neuro Skills	Scripps Rehabilitation Center

Support Opportunities

Satellite Symposia and Events

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. Scripps offers the following fee and service options.

Satellite Symposium	\$10,000
<ul style="list-style-type: none"> • 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 brochures/invitations posted near the Scripps registration desk • Inclusion in the conference daily announcements • Approval to send brochures/invitations out to non-registered attendees in the area 	

Guarantee of Exclusivity (no other satellite symposium held concurrently)	\$5,000
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The above fees do not include:

- Creation of marketing materials such as brochures/invitations, 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

Private Faculty Dinner	\$3,000
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The speakers, moderators and course directors along with their guests will attend a dinner on Friday evening at the Marriott. Two (2) representatives and their guests are welcome to attend.

General Conference Support	Call for pricing
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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.

CME Guidelines/Promotional Activities/Other

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.

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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Application to Exhibit

COMPANY INFORMATION

Mail all Exhibit Correspondence to:							
Company Name: <i>(as it should appear on marketing materials)</i>							
Company Street Address:							
City:		State:		Zip/Postal Code:		Country:	
Phone:				Fax:			
E-mail: <i>(required for confirmation)</i>							

SUPPORT OPPORTUNITIES

<input type="checkbox"/> Satellite Symposium \$10,000	<input type="checkbox"/> Private Faculty Dinner \$3,000
<input type="checkbox"/> Satellite Symposium (with exclusivity) \$15,000	<input type="checkbox"/> General Conference Support \$

EXHIBIT FEES

Tabletop Exhibit Space:	<input type="checkbox"/> 6' table \$1,500	<input type="checkbox"/> 8' table \$2,000	
Name of Company Representatives Working at Booth: <i>(2 complimentary representatives)</i>			
1		2	

EXHIBIT DISPLAY INFORMATION

Do you require electricity for your display? YES NO

What will your display consist of? Tabletop Only Tabletop & Pop-Up behind Table

Please indicate which companies you cannot be located next to: _____

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

(Print name of company/organization)

agrees to abide by the rules and regulations of the Brain Injury Rehabilitation Conference set forth in the Exhibitor Prospectus.

Signature: _____ Title: _____ Date: _____

METHOD OF PAYMENT

Please select payment method: Check Please make checks payable to Scripps (in U.S. dollars only).
 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>Name on Card</i>	<i>Signature</i>	
<i>Billing Address if Different From Above</i>		

This application will not be processed unless signed and accompanied by full payment of exhibit/support fees. **Scripps Tax ID # 95-1684089**

Please send your completed application and full payment to:
 Carlin Admirand · Scripps Conference Services & CME
 11025 N. Torrey Pines Road, Suite 200 · La Jolla, CA 92037
 Fax: 858-652-5565 · admirand.carlin@scrippshealth.org

Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

Print or type See Specific Instructions on page 2.	Name (as shown on your income tax return) SCRIPPS HEALTH	
	Business name/disregarded entity name, if different from above SCRIPPS CLINICAL RESEARCH	
	Check appropriate box for federal tax classification (required): <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ <input checked="" type="checkbox"/> Other (see instructions) ▶ NON-PROFIT	
	<input type="checkbox"/> Exempt payee	
	Address (number, street, and apt. or suite no.) 11025 NORTH TORREY PINES ROAD, SUITE 200	Requester's name and address (optional)
City, state, and ZIP code LA JOLLA, CA 92037		
List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number								

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Employer identification number									
9	5	-	1	6	8	4	0	8	9

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 4.

Sign Here	Signature of U.S. person ▶	Date ▶ 4/4/11
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.