



**The Future of Genomic Medicine V**  
Thursday, March 1 and Friday, March 2, 2012  
Scripps Seaside Forum • La Jolla, California

*Exhibitor Prospectus*

**About the Course**

The fifth Future of Genomic Medicine conference will focus on the extraordinary advances that are occurring in the field, which include whole genome and exome sequencing, pharmacogenomics, and advances in cancer treatment as an outgrowth of genomics. The 2012 conference will include an in depth session on “idiopathic diseases”, an area in which there has been particularly remarkable progress. We will feature sessions on hot topics from non-scientists to speakers who are journalists, regulatory experts, and lawyers. Our overarching goal is to spearhead efforts to change medicine using genomics.

**About the Scripps Translational Science Institute**

Scripps Translational Science Institute (STSI), a collaborative, bridge initiative between the Scripps Health organization and The Scripps Research Institute, is transforming and integrating clinical and basic research by promoting interdisciplinary omics-based translational research efforts which advance the field of individualized medicine. STSI is supported by the NIH flagship program, Clinical and Translational Science Award (CTSA). Besides Scripps, there are collaborations with the Sanford-Burnham Institute for Medical Research, Children’s Hospital of Philadelphia, Genomics Institute of the Novartis Research Foundation, J. Craig Venter Institute, Salk Institute for Biological Studies, San Diego State University, San Diego Supercomputer Center and The Neurosciences Institute on the San Diego Mesa. The Institute emphasizes all three dimensions of translation: *i*) traditional bench-to-bedside, *ii*) bedside-to-bench and back-to-bedside, and *iii*) bedside to the community medicine. STSI harnesses the excitement of today’s scientific advances to catapult tomorrow’s preventions, betterment of health, and the training of future leaders of academic medicine.

For more information on The Scripps Translational Science Institute (STSI), visit [www.stsiweb.org](http://www.stsiweb.org)  
For more information on Scripps Health, visit [www.scripps.org](http://www.scripps.org)

**Benefits of Exhibiting**

The Future of Genomic Medicine V conference is a nationally marketed and recognized conference. 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.
- Strengthen existing customer relationships.

**Exhibit, Support & Conference Contact**

**Corrine M. Yarbrough**  
Manager, Scripps Conference Services & CME  
11025 North Torrey Pines Rd, Suite 200  
La Jolla, California 92037  
Phone: 858-652-5478 Fax: 858-652-5565  
[Yarbrough.Corrine@Scrippshealth.org](mailto:Yarbrough.Corrine@Scrippshealth.org)

**Exhibit Schedule**

**Thursday, Mar. 1, 2012**



- 6:30 a.m. Exhibitor set-up
- 7:30 a.m. Registration, Breakfast & View Exhibits
- 10:00 a.m. Break & View Exhibits
- 12:15 p.m. Lunch & View Exhibits
- 3:25 p.m. Break & View Exhibits
- 6:30 p.m. Exhibitor tear-down\*

*\*See note regarding security below*

**Friday, Mar. 2, 2012**

- 6:30 a.m. Exhibitor set-up
- 7:30 a.m. Registration, Breakfast & View Exhibits
- 10:45 a.m. Break & View Exhibits
- 12:30 p.m. Lunch & View Exhibits
- 3:45 p.m. Break & View Exhibits
- 6:30 p.m. Exhibitor tear-down

The exhibit hall is located near the main conference area where all breakfasts, lunches and breaks will take place guaranteeing quality interaction with faculty and attendees.

<b>Attendee Demographics</b>	
<b>2007</b> Attendance.....	215
<b>2009</b> Attendance.....	313
<b>2010</b> Attendance.....	345
<b>2011</b> Attendance .....	350
<b>2012 Anticipated</b> Attendance.....	400

**Exhibit & Support Opportunities**

**Exhibit Opportunities**

<b>Tabletop Exhibit – 2 ft. x 5 ft. table</b> .....	<b>\$5,000</b>
<i>Materials provided: Table (pop-up booths allowed), (2) chairs, wireless internet</i>	
<i>Also Included: Complimentary access for two (2) company representatives to all educational sessions</i>	
<i>Not Included: Pipe and drape (not available), additional furniture rentals (space restrictions apply), labor, electricity (dependant upon location), linens</i>	

The exhibit area is located in the space immediately outside of auditorium where breakfasts, lunches and breaks are served, guaranteeing quality interaction with conference faculty and attendees.

**Support Opportunities**

<b>Sole Sponsor of Thursday evening Welcome Reception at Scripps Seaside Forum</b> .....	<b>\$20,000</b>
Registrants and their guests are encouraged to attend the Thursday Evening Welcome Reception at Scripps Seaside Forum. This offers a relaxed atmosphere in which attendees can become acquainted and reacquainted with colleagues. Heavy hors d'oeuvres and beverages will be provided throughout the evening. This is always a well attended event at the Future of Genomic Medicine conference!	

<b>Shuttle Bus</b> .....	<b>\$2,000</b>
During the 2-day conference, buses will operate transporting faculty and attendees between Estancia Hotel & Spa, La Jolla Shores Hotel (where faculty and attendees will be staying) and Kellogg Park to and from Scripps Seaside Forum. Your company name will be seen by the entire Future of Genomic Medicine meeting community and a number of pedestrian consumers, who live, work and visit the La Jolla area. Your company name and logo will appear on the “Shuttle Stop” signs which include the shuttle schedule. Guaranteeing recognition for your company’s support!	



**Contributing Sponsor of Faculty and Attendee Breaks (4 available opportunities!).....** **\$1500 per break**  
Scripps Conference Services & CME will make all of the arrangements for the break service. You may wish to provide your own mugs with your logo to support your company branding.

**General Conference Support.....** **Call for pricing**  
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.

**Recognition for your support includes:**

- Supporters listed on the conference webpage and in the electronic course syllabus
- Signage throughout the duration of the conference located inside of the Scripps Seaside Forum building
- Supporters listed in the PowerPoint Scrolling slides which run before and after the conference as well as during breaks
- Announcement of supporters by the conference course director each conference day

**Please note:** Scripps is a non-profit organization; therefore we cannot provide a non-profit discount on the exhibit fees or support fees.

**Conference Venue**

**The conference will be held at the Scripps Seaside Forum in San Diego, California.**



**Scripps Institution of Oceanography**

Robert Paine Scripps Forum for Science, Society and the Environment  
Samuel H. Scripps Auditorium  
8610 Kennel Way  
La Jolla, California 92037

**Parking and Transportation:**

- **IMPORTANT!** You **CAN NOT** park in the lots outside of Scripps Seaside Forum. Directional parking signs will be displayed and additional information regarding available parking will be provided upon receiving exhibit or support confirmation.
- Parking is available in the underground parking lot at La Jolla Shores Hotel (\$5/day, \$14/overnight) and at Kellogg Park (free). Street parking is also available.
- There will be a looping shuttle on Thursday, Mar. 1 and Friday, Mar. 2 between Estancia Hotel, La Jolla Shores Hotel, Kellogg Park and Scripps Seaside Forum.
- You may also park and walk to/from The La Jolla Shores Hotel and Kellogg Park to Scripps Seaside Forum (approximately 15 minutes).
- There is a 20 minute unloading zone in the Seaside Forum parking lot. You may park here **only** to unload exhibit supplies. If you are parked in this space longer than the allotted 20 minutes you will be towed

**Accommodation Information**

**Estancia La Jolla Hotel & Spa**

Located only one mile from the conference venue, this beautiful hotel is situated adjacent to the Salk Institute for Biological Studies, the University of California San Diego (UCSD), the village of La Jolla, beaches, shopping, and San Diego's world-class attractions.

**Make your reservations early!** A specially priced block of rooms is being held until **February 15, 2012**. After that time, reservations will be accepted on a space and rate availability basis only. Be sure to request the Scripps reduced rate of only \$189 per night plus tax. This low rate also includes:  
Discounted parking \$8 day and \$15 overnight  
Complimentary guestroom internet service



10% Spa Discount, Monday – Friday for conference attendees

Estancia La Jolla Hotel & Spa  
9700 N. Torrey Pines Road  
La Jolla, California 92037

**Reservations:**

Online: [www.estancialajolla.com](http://www.estancialajolla.com) (Enter code: **FOGMV** when making your reservation online in order to receive the reduced rate)

Phone: 877-437-8262 (Reference “*Scripps Genomic Medicine Conference*” when making your reservation in order to receive the reduced rate)

**La Jolla Shores Hotel**

Located only steps from the conference venue, La Jolla Shores Hotel is one of the select few hotels in San Diego situated directly on the beach.

**Make your reservations early!** A specially priced block of rooms is being held until **February 15, 2012**. After that time, reservations will be accepted on a space and rate availability basis only. Be sure to request the Scripps reduced rate of only \$160 per night plus tax for the Garden View Hotel room, \$175 per night plus tax for the Coast View room or \$185 per night plus tax for the Beach Front room. This low rate also includes:

Discounted parking: \$5 day and \$14 overnight

Complimentary guestroom internet service

La Jolla Shores Hotel  
8110 Camino Del Oro  
La Jolla, California 92037

**Reservations:**

Online: [www.ljshoreshotel.com](http://www.ljshoreshotel.com) (Please enter group code **FOGMV** when you “click here for special rates.”)

Phone: 866-392-8762 (Please reference “*Scripps Genomic Medicine Conference*” when making your reservation)

**Scripps Policies regarding Exhibiting and Supporting Educational Programs**

**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**

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.

**Shipping**

All company representatives must transport their own items. Materials can not be shipped (or stored at) to Scripps Institution of Oceanography or to Scripps Conference Services & CME.

**Exhibitor eligibility requirements**

For an exhibit application to be accepted by Scripps Health, 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 Health.

**Exhibit space cancellations**



The exhibit cancellation deadline is **February 06, 2012**. Scripps will retain a \$500 processing fee. After **February 06, 2012** refunds will not be granted, with no exceptions.

### **Company representative conference attendance**

Scripps recognizes how valuable exhibitors are to the success of its conferences. Therefore, Scripps will offer two (2) complimentary full-conference badges providing access to all educational sessions and the conference reception. Please indicate on the Application to Exhibit the names of the company representatives that will attend.

### **Guests**

Under no circumstances may children/spouses/guests of representatives be in the exhibit or conference areas unless they are registered attendees.

### **Security**

The inside portion of Scripps Institution of Oceanography will be locked on Thursday evening following the conclusion of the first day conference. However, please note that you assume all responsibility and risk for anything you leave in the area. Neither Scripps Institution of Oceanography nor Scripps Health will accept liability for any items in the exhibit area, at any time.

### **Attendee Lists**

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).

### **Continuing Medical Education (CME) Credits**

Continuing Medical Education credits will not be offered for this conference.

### **Recording and Photography Clause**

Scripps reserves exclusive rights to record (audio and voice) and/or photograph all conference proceedings for use in marketing materials, presentations and course content sales.

### **Payment/Confirmation/Space Assignment**

- All applications must be received by **February 16, 2012**. Upon receipt of the application, a confirmation email will be sent.
- Payment must be received prior to the conference commencement.
- Exhibit space must be occupied by **7 a.m. on Thursday, Mar. 1, 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.

### **Past Exhibiting and Supporting Companies**

Affymetrix • Agilent Technologies • AltheaDx • Amgen • Applied Biosystems • AstraZeneca • BGI Americas • Boehringer Ingelheim Pharmaceuticals, Inc. • Bristol-Myers Squibb • CardioDx • Complete Genomics, Inc. • Cypress Bioscience, Inc. • Daiichi-Sankyo Lilly • Gen-Probe Incorporated • Genentech • Genomic Health • Genvault • Gilead Sciences, Inc. • Helicos Biosciences Corporation • Illumina • Johnson & Johnson • Life Technologies • Lilly USA • Luminex • MedImpact Healthcare Systems, Inc. • Millennium - The Takeda Oncology Company • Nanogen • Navigenics • Pfizer • Quest Diagnostics • Rain Dance Technologies • Roche • Sanofi-Aventis • Sequenom • Siemens Medical Solutions USA, Inc. • The Medicines Company • Volcano Therapeutics Inc.



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*Application to Exhibit*

**COMPANY INFORMATION**

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

**SUPPORT OPPORTUNITIES**

<input type="checkbox"/> Sole Sponsor of the Thursday Evening Welcome Reception <b>\$20,000</b>	<input type="checkbox"/> Shuttle Bus <b>\$2,000</b>
<input type="checkbox"/> Contributing Sponsor of Faculty and Attendee Breaks (4 available opportunities) <b>\$1,500</b>	<input type="checkbox"/> General Conference Support \$ _____

**EXHIBIT FEES**

<b>Tabletop Exhibit Space:</b>	<input type="checkbox"/> 2 ft. x 5 ft. table <b>\$5,000</b>
<b>Name of Company Representative(s) attending the table:</b> <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 should not be placed 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 Future of Genomic Medicine IV as 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) tax ID #95-168-4089*

**Visa**       **MasterCard**       **AMEX**       **Discover**

*If paying by credit card, please complete the information below*

<i>Credit Card Number</i>		<i>Expiration Date</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:**  
Scripps Conference Services & CME  
**ATTN: Corrine M. Yarbrough**  
11025 N. Torrey Pines Road, Suite 200 • La Jolla, CA 92037  
Fax: 858-652-5565 • Yarbrough.Corrine@Scrippshealth.org  
**Scripps Tax ID # 95-1684089**