

EXHIBITOR PROSPECTUS
NATIONAL HEPATITIS B & C
TRAINING PROGRAM AND TREATMENT UPDATE
11 CITIES · JUNE – OCTOBER 2011

CITIES

SAN DIEGO JUNE 25

Paul Pockros, MD
Tarek Hassanein, MD
Jill Chang, PA-C & Andrea Scherschel, NP

SAN DIEGO MARRIOTT LA JOLLA
4240 LA JOLLA VILLAGE DRIVE
LA JOLLA, CA 92037
858-587-1414

WASHINGTON DC JULY 16

Zobair Younossi, MD
Nila Rafiq, MD
Brian Lam, PA

RENAISSANCE ARLINGTON CAPITAL VIEW
2800 SOUTH POTOMAC AVE
ARLINGTON, VA 22202
703-413-1300

CHICAGO JULY 16

Steve Flamm, MD
Scott Cotler, MD
Wai-Lam, PA-C & Lindsay Dixon, ACNP

RENAISSANCE CHICAGO DOWNTOWN
1 WEST WACKER DRIVE
CHICAGO, IL 60601
312-372-7200

PHILADELPHIA JULY 30

David Kaplan, MD
K. Rajender Reddy, MD
Brenda Appolo, PA-C

COURTYARD PHILADELPHIA DOWNTOWN
21 JUNIPER STREET
PHILADELPHIA, PA 19107
215-496-3200

SAN FRANCISCO JULY 30

Norah Terraulty, MD
Natalie Bzowej, MD
Marice Thomas, RNP

SAN FRANCISCO MARRIOTT UNION SQUARE
480 SUTTER STREET
SAN FRANCISCO, CA 94108
415-398-8900

NEW ORLEANS AUGUST 6

Luis Balart, MD
Shobha Joshi, MD
Jennifer Barret Scheurmann, PA-C

NEW ORLEANS MARRIOTT
555 CANAL STREET
NEW ORLEANS, LA 70130
504-581-1000

HOUSTON AUGUST 13

Norman Sussman, MD
John Vierling, MD
Corinne Wentworth, PA-C

HOUSTON MARRIOTT MEDICAL CENTER
6580 FANNIN STREET
HOUSTON, TX 77030
713-796-0080

IRVINE AUGUST 13 CANCELLED

Timothy Morgan, MD
Ke-Qin Hu, MD
Jason Smith, PharmD & Annette Hampton, NP

IRVINE MARRIOTT
18000 VON KARMAN AVENUE
IRVINE, CA 92612
949-553-0100

MIAMI AUGUST 20

Lennox J. Jeffers, MD
Nikolas Pyrsopoulos, MD
Carla Molliner, PA-C & Kay Sornmayura, ARNP-BC

MIAMI MARRIOTT BISCAYNE BAY
1633 NORTH BAYSHORE DRIVE
MIAMI, FL 33132
305-374-3900

NEW YORK SEPTEMBER 17

Douglast T. Dieterich, MD
Ira Jacobson, MD
Donald Gardinier, DNP & Christine Cervini, NP

NEW YORK MARRIOTT MARQUIS
1535 BROADWAY
NEW YORK, NY 10036
212-398-1900

SEATTLE OCTOBER 15

Kris Kowdley, MD
Chia Wang, MD
Tim Morton, PA-C

RENAISSANCE SEATTLE
515 MADISON STREET
SEATTLE, WA 98104
206-583-0300

LOS ANGELES OCTOBER 15

Sammy Saab, MD
Tse-Ling Fong, MD
Mary Peralta Sr., LVN

COURTYARD PASADENA OLD TOWN
180 NORTH FAIR OAKS AVENUE
PASADENA, CA 91103
626-403-7600

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CONFERENCE OVERVIEW

Up to 5.3 million people—2 percent of the U.S. population—are living with chronic hepatitis B or hepatitis C. These diseases are more common than HIV/AIDS in the U.S. Yet, because hepatitis B and hepatitis C often present no symptoms, most people who have them are unaware until they develop liver cancer or liver disease many years later.

A recent IOM study entitled *Hepatitis and Liver Cancer: A National Strategy for Prevention and Control of Hepatitis B and C* finds that despite the prevalence of the diseases, they are not widely recognized as serious public health problems and states:

“An estimated 0.8–1.4 million people in the United States are chronically infected with hepatitis B virus (HBV) and 2.7–3.9 million people are chronically infected with hepatitis C virus (HCV). Lack of awareness about the prevalence of chronic viral hepatitis in the United States and about the proper methods and target populations for screening and medical management of chronic hepatitis B and hepatitis C contributes to continuing transmission; missing of opportunities for prevention, including vaccination; missing of opportunities for early diagnosis and medical care; and poor health outcomes in infected people.”

The Scripps National Hepatitis B & C Training Program and Treatment Update will contribute towards increasing the number of health care practitioners educated on the prevalence of chronic viral hepatitis, as well as those properly preventing, diagnosing, treating, and/or referring patients with chronic illness; therefore contributing towards prevention of new cases and improved management of already infected patients.

Conference Highlights

- Updates on the latest clinical guidelines with patient-focused sessions addressing hepatitis C in the morning and hepatitis B in the afternoon.
- Local experts providing an interdisciplinary team approach to treatment with physician and midlevel provider faculty.
- Small classroom learning environment with attendance limited to approximately 50 practitioners per city.
- Interactive formats including practical case studies, small group discussion, and question and answer opportunities throughout.
- Receive up to **7.75 AMA PRA Category 1 Credits™**
- Convenient local venues and affordable registration fee.

TARGET AUDIENCE

- Family Practice Physicians
- Gastroenterologists
- Hepatologists
- Infectious Disease Specialists
- Internists
- Nurses
- OB/GYN Physicians
- Pediatricians
- Physician Assistants

CONFERENCE ATTENDEE DEMOGRAPHICS

TEN CITIES IN 2010

2010 Average Attendance per City 45
 2010 Total Attendance for all Cities 450

ELEVEN CITIES IN 2011

2011 Anticipated Average Attendance per City 50
 2011 Anticipated Total Attendance for all Cities 600

LEVEL OF DEGREE

56% Physicians
 24% Nurses/Nurse Practitioners
 10% Physician Assistants
 10% Other (*masters, etc*)

OCCUPATIONAL SETTING

48% Private Practice
 31% Hospital/Clinical Facility
 14% Other (*research, teaching, etc*)
 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 a.m.
 Lunch & View Exhibits 12:15 – 1 p.m.
 Break & View Exhibits 2:30 – 2:45 p.m.
Tear Down 5 – 5:30 p.m.

EXHIBIT & CONFERENCE CONTACT

Ashley Sandoval
Project Manager

Scripps Conference Services & CME

11025 N. Torrey Pines Rd, Suite 200, La Jolla, CA 92037
 Phone: 858-652-5488
 Fax: 858-652-5565
 Email: sandoval.ashley@scrippshealth.org
 Web: www.scripps.org/conferenceservices

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EXHIBIT OPPORTUNITIES

Tabletop Exhibit – 6' table..... \$2,000

REGISTER TO EXHIBIT AT THREE (3) OR MORE CITIES AND RECEIVE 10% OFF YOUR FEES!

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.
- **CME Credit:** Representatives 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 representatives 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 attendee 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 (not available).
- Labor for installing or dismantling your exhibit display.
- Representatives beyond the two (2) company representatives.
- Security: 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.

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

EXHIBIT INFORMATION

Conference Venue, Shipping Information and Housing Information

Once your completed Application to Exhibit is received, more detailed information will be provided to you regarding the conference location, reservation and shipping requirements.

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.

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

Contact Person: _____

Company Name: _____
(as it should appear on marketing materials)

Street Address: _____

City: _____

State: _____

Zip/Postal Code: _____

Phone: _____

Fax: _____

E-mail: _____

(required for confirmation)

EXHIBIT FEES

Tabletop Exhibit Space per City: **\$2,000**

REGISTER TO EXHIBIT AT THREE (3) OR MORE CITIES AND RECEIVE 10% OFF YOUR FEES!

COMPANY REPRESENTATIVES – two (2) per city maximum please indicate names of company representatives.

JUNE 25 – SAN DIEGO

JULY 16 – WASHINGTON DC

JULY 16 – CHICAGO

JULY 30 - PHILADELPHIA

JULY 30 – SAN FRANCISCO

AUGUST 6 – NEW ORLEANS

AUGUST 20– MIAMI

AUGUST 13 - HOUSTON

OCTOBER 15 - SEATTLE

SEPTEMBER 17 – NEW YORK

OCTOBER 15 – LOS ANGELES

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** Please make checks payable to Scripps. Tax ID 95-1684089.
 Visa **MasterCard** **AMEX** **Discover** *If paying by credit card, please complete the information below.*

Credit Card Number *(enter above)*

Expiration Date *(enter above)*

Name on Card *(enter above)*

Signature

Please send your completed application and payment to: Ashley Sandoval • Fax: 858-652-5565 • Email: sandoval.ashley@scrippshealth.org