

11TH ANNUAL

# The Science & Clinical Application of Integrative Holistic Medicine

JOINTLY SPONSORED WITH THE AMERICAN BOARD OF INTEGRATIVE HOLISTIC MEDICINE

**November 7-11, 2010** • Paradise Point Resort, San Diego, California

A unique educational experience for physicians and other health professionals who want to expand their mind-body-spirit clinical competencies.



8TH ANNUAL

# Natural Supplements: *An Evidence-Based Update*

**January 13-16, 2011**  
Hilton San Diego Bayfront, San Diego, California



Exhibit at two of the country's premier continuing medical education conferences and reach a multi-disciplinary audience of integrative medicine thought leaders and health care professionals from across the United States and several international locations.

# Exhibit Information

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## BENEFITS OF EXHIBITING

Scripps Center for Integrative Medicine's conferences are quickly becoming the country's premier, integrative medicine programs for their in-depth, comprehensive information, providing a more intimate setting than typically offered by the larger association or trade show events.

Here are just a few benefits exhibiting offers:

- Interact face-to-face with influential decision makers in the field of integrative medicine.
- 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.
- Give product demonstrations and distribute samples.

## CONFERENCE AND EXHIBIT CONTACTS

### The Science & Clinical Application of Integrative Holistic Medicine

Sunday, November 7- Thursday, November 11, 2010

#### Vicki Thein, CMP

Scripps Conference Services & CME  
11025 N. Torrey Pines Rd, Suite 200  
La Jolla, CA 92037  
Phone: 858-652-5489  
Fax: 858-652-5565  
thein.victoria@scrippshealth.org

### Natural Supplements: An Evidence-Based Update

Thursday, January 13 – Sunday, January 16, 2011

#### Natalie Swentek, CMP

Scripps Conference Services & CME  
11025 N. Torrey Pines Rd, Suite 200  
La Jolla, CA 92037  
Phone: 858-652-5483  
Fax: 858-652-5565  
swentek.natalie@scrippshealth.org

## ABOUT US

**Scripps Center for Integrative Medicine** blends conventional care with evidence-based complementary treatments and therapies. Our health care providers take a holistic approach to health and wellness by prescribing a treatment plan that enables the patient to achieve a cohesive balance of mind, body and soul. The center, located in San Diego, California, is the largest and most comprehensive hospital-based integrative medicine center in the United States and has been featured on many local and national media outlets, such as the Today Show and PBS. For more information visit [scrippsintegrativemedicine.org](http://scrippsintegrativemedicine.org).

#### The American Board of Integrative Holistic Medicine

(ABIHM) was founded in 1996. The mission of the ABIHM is to establish standards of care in the application of the body of knowledge encompassed by integrative holistic medicine, so that these concepts can be fully integrated into medical practice, education, health planning and research. The ABIHM also strives to assist holistic healthcare providers in their training and development as medical professionals and healers. For more information visit [holisticboard.org](http://holisticboard.org).

**Scripps Conference Services & CME**, which offers more than 40 nationally recognized annual conferences in over 15 specialty areas, is committed to providing exceptional educational courses for physicians and other health care professionals. More information and conference brochure or exhibit prospectus downloads are available at [scripps.org/conferenceservices](http://scripps.org/conferenceservices).



# Exhibit Schedule

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### Sunday, November 7 – Thursday, November 11, 2010

Anticipated number of exhibiting companies: 20–25

**Installation** Saturday, November 6  
3 – 6 p.m.

**Exhibits Open** Sunday, November 7  
7:30 – 8 a.m., 9:30 – 10 a.m.  
12:30 – 2 p.m., 3:15 – 3:45 p.m.

**Monday, November 8**  
7:30 – 8:15 a.m., 11 – 11:30 a.m.  
12:30 – 2 p.m., 3:30 – 4 p.m.

**Tuesday, November 9**  
7:30 – 8:15 a.m., 10:15 – 10:45 a.m.  
12:45 – 2:15 p.m., 4 – 4:30 p.m.

**Wednesday, November 10**  
7:30 – 8:15 a.m., 10 – 10:30 a.m.  
12:30 – 2 p.m., 3:30 – 4 p.m.

**Thursday, November 11**  
7:30 – 8:15 a.m., 10 – 10:30 a.m.  
12:30 – 2 p.m., 3:30 – 4 p.m.

**Dismantling** Thursday, November 11  
4 – 7 p.m.

Please note: If you are not exhibiting for the full week, you will be asked to install the evening before your first exhibit day and dismantle the evening of your last exhibit day.

### Thursday, January 13 – Sunday, January 16, 2011

Anticipated number of exhibiting companies: 35–40

**Installation** Thursday, January 13  
5 – 6:30 p.m.

**Exhibits Open** Friday, January 14  
7:30 – 8:15 a.m. Breakfast  
9:30 – 10:15 a.m. Break  
Noon – 1:15 p.m. Lunch  
3 – 3:45 p.m. Break

**Saturday, January 15**  
7:30 – 8:15 a.m. Breakfast  
9:30 – 10:15 a.m. Break  
Noon – 1:15 p.m. Lunch  
2:45 – 3:30 p.m. Break

**Sunday, January 16**  
7:30 – 8:15 a.m. Breakfast  
10 – 10:30 a.m. Break

**Dismantling** Sunday, January 16  
10:30 a.m. – 1 p.m.

*“Week long availability of the exhibitors gave me the opportunity to explore the info I was interested in by weeks end.”*

*- Integrative Holistic Medicine 2009 Attendee*

## PAST EXHIBITING COMPANIES:

Afexa  
All Star Media  
American Holistic Medical Association  
Arizona Center for Integrative Medicine  
Begin Healing, Inc. – Alpha-Stim  
Bioenergy Life Science, Inc.  
BioPharma Scientific  
Boiron  
Comet Coaching  
DC Nutraceuticals  
Doctor's Wellness & Weightloss  
Europharma  
Fairway Physicians Insurance Co.

Genova Diagnostics  
GlaxoSmithKline (Lovaza Fish Oil)  
Haelan Products  
HeartMath  
JHS Natural Products  
Lippincott Williams & Wilkins  
Mannatech  
MedQuest Pharmacy  
Metabolic Maintenance  
Metagenics  
Metamatrix Clinical Laboratory  
Moxxor  
National University System  
Center for Integrative Medicine

Natural Standard  
NeuroScience Inc.  
NIH Office of Dietary Supplements  
Nordic Naturals  
Novus Optimum Lab  
Nutramatrix  
Ortho Molecular Products  
Pharmaceutical Press  
Pharmavite  
PhysioLogics  
ProThera, Inc.  
Protocol For Life Balance  
Pure Encapsulations

San Diego Botanical Garden  
Spectracell Laboratories  
The Center for Health and Well-Being  
Thorne Research  
TIDhealth and Emerson Ecologics  
Tx Options/Hyland's Homeopathic  
Vital Nutrients  
Wellness Pharmacy  
Women's International Pharmacy  
WTSmed  
WynnPharm/Rottapharm  
Your Energy Systems

# Attendee Demographics

## 11TH ANNUAL The Science & Clinical Application of Integrative Holistic Medicine

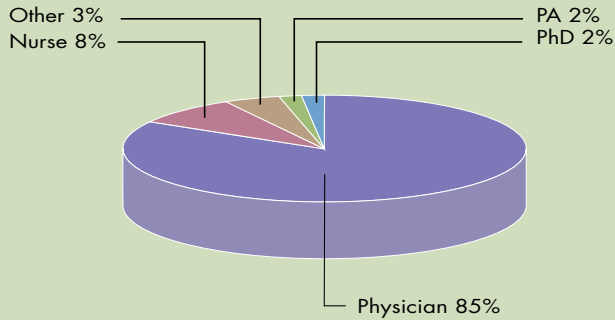
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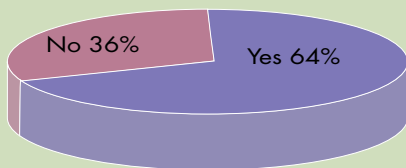
## Natural Supplements: An Evidence-Based Update

ANTICIPATED ATTENDANCE: 325

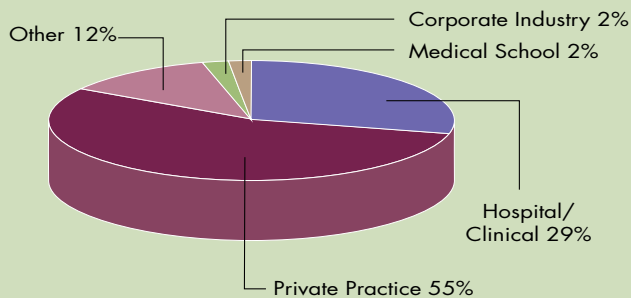
### DEGREE/SPECIALTY



### PROVIDE INTEGRATIVE MEDICINE TO THEIR PATIENTS



### OCCUPATIONAL SETTING



### GEOGRAPHIC BREAKDOWN BY REGION

#### 2008 Conference in San Diego

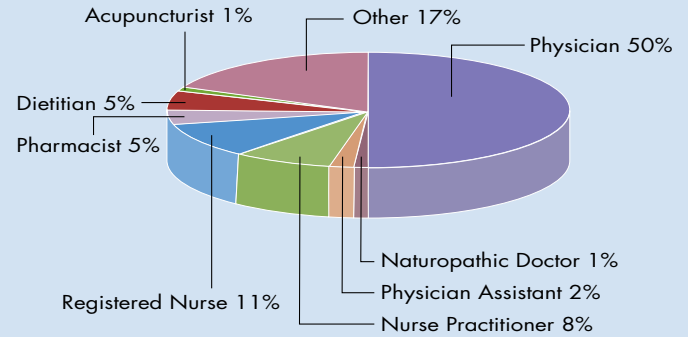
Northeast	11%
Midwest	16%
South	12%
West	56%
International	5%
Canada	
Israel	
Japan	
Slovenia	

#### 2009 Conference in Washington DC

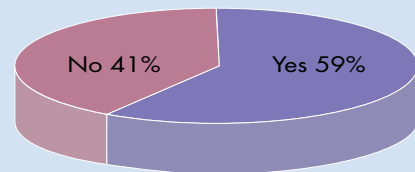
Northeast	26%
Midwest	13%
South	41%
West	18%
International	2%
Canada	
China	
Korea	
Hong Kong	

ANTICIPATED ATTENDANCE: 425

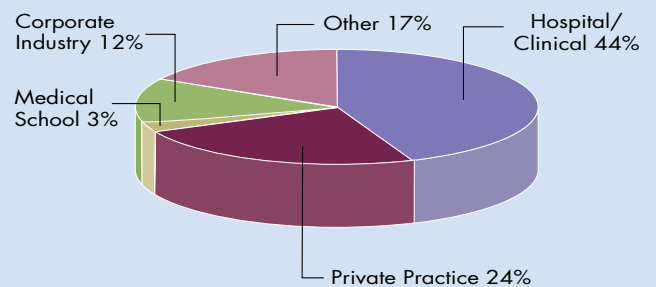
### DEGREE/SPECIALTY



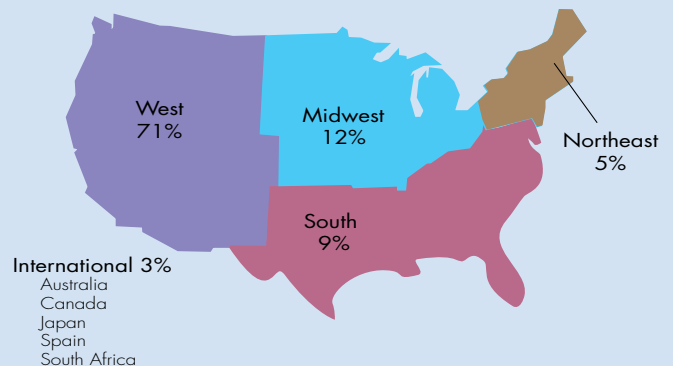
### PROVIDE INTEGRATIVE MEDICINE TO THEIR PATIENTS



### OCCUPATIONAL SETTING



### GEOGRAPHIC BREAKDOWN BY REGION



# Exhibit Opportunities & Information

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## EXHIBIT OPPORTUNITIES

**Register to exhibit at both conferences and receive 10% off all exhibit fees!**

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

	Integrative Holistic Medicine Nov. 2010	Natural Supplements Jan. 2011
Exhibit – 6' table (8' x 6' space)	\$3,000	\$3,000
Exhibit – 8' table (10' x 6' space)	\$4,000	\$4,000
Exhibit – 10' x 10' space	\$6,000	\$6,000
Exhibit Day Rate - 6' table (8' x 6' space)	\$850	N/A
Exhibit Day Rate - 8' table (10' x 6' space)	\$1,000	N/A
Exhibit Day Rate - 10' x 10' space	\$1,500	N/A

### Included with your exhibit purchase:

- Materials: table linens, carpet, chair & wastebasket.
- Electricity (upon request, please indicate on application) and wireless internet access.
- Complimentary access for two (2) company representatives to attend all conference activities (educational sessions and all food & beverage functions) with reduced registration fees available for an additional two (2) company representatives (see application for rates). Maximum of four (4) representatives allowed.
- 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 the representative(s) 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 four (4) company representatives.
- Security: the exhibit area will not be locked each evening and no security guard will be present. 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.

## The Science & Clinical Application of Integrative Holistic Medicine

### Conference Venue/Shipping Address

Paradise Point Resort & Spa  
1404 Vacation Road, San Diego, California 92109  
Reservations: 800-344-262 – Hotel Direct: 858-274-4630  
www.paradisepoint.com

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

Attn: Vicki Thein/ Scripps Nov 7-11, 2010

### Shipping Information

All materials should arrive **no earlier than November 2, 2010**. If materials are received prior to this date the exhibiting company will be responsible for any charges from Paradise Point. Materials that are shipped will be available at your company's exhibit space during installation. 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.

### Payment/Confirmation/Space Assignments

- All applications must be received by **October 22, 2010**. Upon receipt of the application, a confirmation email will be sent.
- The exhibit cancellation deadline is **October 29, 2010**. Scripps will refund the exhibit fee, less a \$500 processing fee. After October 29, 2010 no refunds will be granted, with no exceptions.
- Exhibit space must be occupied by 7:30 a.m., **November 7, 2010**. 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.

### Housing – Newly Renovated Rooms!

Please make your own hotel reservations and request the Scripps Reduced Rate starting at \$197/night. Make your reservations early! A block of rooms will be held for the conference until **October 12, 2010**. After this date, reservations will be accepted on as space and rate available basis only.

## Natural Supplements: An Evidence-Based Update

### Conference Venue (shipping information below)

Hilton San Diego Bayfront  
1 Park Boulevard  
San Diego, California 92101  
Hotel Direct: 619-564-3333  
www.hilton.com

### Shipping Information

The Hilton San Diego Bayfront does not accept exhibit materials; please do not mail any materials to the conference venue. Details on shipping location and costs will be provided at a later date.

### Payment/Confirmation/Space Assignments

- All applications must be received by **December 31, 2010**. Upon receipt of the application, a confirmation email will be sent.
- The exhibit cancellation deadline is **January 1, 2011**. Scripps will refund the exhibit fee, less a \$500 processing fee. After January 1, 2011 no refunds will be granted, with no exceptions.
- Exhibit space must be occupied by 7 a.m., **January 14, 2010**. 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.

### Housing

Please make your own hotel reservations and request the Scripps Reduced Rate starting at \$190/night. Make your reservations early! A block of rooms will be held for the conference until **December 22, 2010**. After this date, reservations will be accepted on as space and rate available basis only.

# Support Opportunities

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**SUPPORT AN OPPORTUNITY BELOW FOR BOTH CONFERENCES AND RECEIVE 10% OFF!**

## Satellite Symposia and Events

	Integrative Holistic Medicine Nov. 2010	Natural Supplements Jan. 2011
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.		
<b>Satellite Symposium</b> <ul style="list-style-type: none"> <li>Approval to hold the event in conjunction with the Scripps conference</li> <li>Requirement that the event be held at an off-site venue</li> </ul>	\$5,000	\$5,000
<b>Satellite Symposium with Scripps Promotional Support</b> <ul style="list-style-type: none"> <li>Approval to hold the event in conjunction with the Scripps conference</li> <li>Approval to hold the event at the conference venue (based on space availability)</li> <li>Inclusion of marketing collateral in attendee confirmation packets</li> <li>E-mail blasts (2) to all registered attendees</li> <li>Signage (1) and flyers posted near the Scripps registration desk</li> <li>Inclusion in the conference daily announcements</li> </ul>	\$10,000	\$10,000
<b>Guarantee of Exclusivity</b> ( <i>no other satellite symposium held concurrently</i> ) <i>In addition to above fees.</i>	\$5,000	\$5,000
All satellite symposium fees do not include the following: <ul style="list-style-type: none"> <li>Marketing materials such as flyers, signage, etc.; Scripps reserves the right to approve all materials</li> <li>Logistical arrangements; all meeting organization is the responsibility of the hosting company</li> <li>Exhibit space; additional fees apply</li> </ul>		
<b>Conference Tote Bag</b> Include up to three (3) of your company inserts/samples inside the conference tote bag given to all participants. Natural Supplements conference: your logo will be exclusively placed on the tote.	\$5,000	\$10,000
<b>Relaxation and Healing Touch Station</b> Certified massage and healing touch practitioners will provide complimentary 5-10 minute back massages for attendees in a quiet, adjacent room. Prominent signage, along with space for a marketing material display, will announce your sponsorship.	\$3,000	\$3,000
<b>Lanyards</b> Your company's logo will appear on each lanyard handed out to all attendees for their name badges.	\$2,500	\$2,500
<b>Reception</b> Attendees will appreciate your support of this popular social event as they network, enjoy delicious food and refreshing beverages. You will benefit from the opportunity to introduce your company during a 5-minute presentation.	\$10,000	\$10,000
<b>Private Faculty Dinner</b> Enjoy a moment away from the conference hustle and bustle with an exclusive dining and social experience with the distinguished faculty. Signage will include your company name and logo. Four (4) representatives from your company may attend and interact with expert faculty.	\$10,000	\$10,000
<b>Premier DVD Sponsor</b> A fully interactive DVD will be mailed to all attendees after the conference. Be the premier sponsor and have your own section with company information as well as your color logo on the DVD label. In addition, a small pamphlet and/or sample can be included in the envelope with the DVD.	N/A	\$5,000
<b>Botanical Gardens Tour</b> The pre-conference botanical garden tour and hands-on informational session is a highly appreciated part of the annual course. As the exclusive sponsor, you may offer sample packets, exhibit and interact directly with the attendees.	N/A	\$7,500
<b>Research Competition/Poster Presentation</b> The research competition displays poster presentations of abstract submissions of original work in two categories. Original Clinical Research and Basic Sciences/Review/Case Studies. Prominent signage will announce your sponsorship.	N/A	\$10,000
<b>Student Scholarships</b> Support the future of integrative medicine by providing registration scholarships for Students/Residents/Fellows to attend this continuing medical education course.	N/A	\$10,000
<b>General Conference Support</b> 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.	Call for Pricing	Call for Pricing

# Application to Exhibit

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November 7-11, 2010

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January 13-16, 2011

MAIL ALL EXHIBIT CORRESPONDENCE TO:

COMPANY NAME (as it should appear on marketing materials)

COMPANY STREET ADDRESS

CITY STATE ZIP/POSTAL CODE

PHONE FAX

E-MAIL (required for confirmation) WEBSITE

### CONFERENCE SELECTION

- THE SCIENCE & CLINICAL APPLICATION OF INTEGRATIVE HOLISTIC MEDICINE
- BOTH - RECEIVE 10% OFF ALL SUPPORT/EXHIBIT FEES
- NATURAL SUPPLEMENTS: AN EVIDENCE-BASED UPDATE

### SATELLITE SYMPOSIUM - (Integrative Holistic Medicine rates / Natural Supplements rates)

- SATELLITE SYMPOSIUM \$5,000 / \$5,000
- SATELLITE SYMPOSIUM WITH SCRIPPS PROMOTIONAL SUPPORT \$10,000 / \$10,000
- GUARANTEE OF EXCLUSIVITY (no other satellite symposium held concurrently) \$5,000 / \$5,000

### SUPPORT OPPORTUNITIES - (Integrative Holistic Medicine rates / Natural Supplements rates)

- CONFERENCE TOTE BAG \$5,000 / \$10,000
- RELAXATION AND HEALING TOUCH STATION \$3,000 / \$3,000
- LANYARDS \$2,500 / \$2,500
- RECEPTION \$10,000 / \$10,000
- PRIVATE FACULTY DINNER \$10,000 / \$10,000
- PREMIER DVD SPONSOR N/A / \$5,000
- BOTANICAL GARDENS TOUR N/A / \$7,500
- RESEARCH COMPETITION/POSTER PRESENTATION N/A / \$10,000
- STUDENT SCHOLARSHIPS N/A / \$10,000
- GENERAL CONFERENCE SUPPORT (Call for pricing)

### EXHIBIT FEES - (Integrative Holistic Medicine rates / Natural Supplements rates)

- |                         |   |   |  |
|-------------------------|---|---|--|
| FULL CONFERENCE RATE    | <input type="checkbox"/> 6' TABLE \$3,000 / \$3,000 | <input type="checkbox"/> 8' TABLE \$4,000 / \$4,000 | <input type="checkbox"/> 10' X 10' SPACE \$6,000 / \$6,000 |
| DAY RATE                | <input type="checkbox"/> 6' TABLE \$850 / N/A       | <input type="checkbox"/> 8' TABLE \$1,000 / N/A     | <input type="checkbox"/> 10' X 10' SPACE \$1,500 / N/A     |
| DAY YOU ARE EXHIBITING: | <input type="checkbox"/> SUN                        | <input type="checkbox"/> MON                        | <input type="checkbox"/> TUES                              |
|                         |   | <input type="checkbox"/> WED                        | <input type="checkbox"/> THURS                             |

NAME OF COMPANY REPRESENTATIVES WORKING AT BOOTH: (2 complimentary representatives, 4 maximum)

- |                               |  |   |
|-------------------------------|--|---|
| <input type="checkbox"/> COMP |  | <input type="checkbox"/> FULL \$550/\$350 |
| <input type="checkbox"/> COMP |  | <input type="checkbox"/> DAY \$250/\$200  |
| <input type="checkbox"/> COMP |  | <input type="checkbox"/> FULL \$550/\$350 |
| <input type="checkbox"/> COMP |  | <input type="checkbox"/> DAY \$250/\$200  |

### 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  FULL 10X10 BOOTH

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 Scripps Center for Integrative Medicine conferences set forth in the Exhibitor Prospectus.

SIGNATURE: \_\_\_\_\_ TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

### PAYMENT

- PLEASE SELECT METHOD OF PAYMENT
- CHECK Make check payable to Scripps. The Scripps ID number is: 95-1684089.
  - VISA  MASTERCARD  AMEX  DISCOVER If paying by credit card, please complete the information below.

CARD NUMBER EXPIRATION DATE

NAME ON CARD SIGNATURE

BILLING ADDRESS IF DIFFERENT FROM ABOVE

This application will not be processed unless signed and accompanied by full payment of exhibit/support fees.