

{ Register to exhibit at two of the three conferences and receive 10% of all exhibit fees! }  
{ Register to exhibit at all three conferences and receive 15% off of all exhibit fees! }

# exhibitor prospectus

3RD ANNUAL

## Integrative and Holistic Nursing Conference: Bringing Healing to You and Your Patients

**September 29 – 30, 2011**

Hilton San Diego Resort, San Diego, California



 Scripps Center for  
Integrative Medicine



American Board of  
Integrative Holistic Medicine

12TH ANNUAL

## The Science & Clinical Application of Integrative Holistic Medicine

JOINTLY SPONSORED WITH THE AMERICAN BOARD OF INTEGRATIVE HOLISTIC MEDICINE

**November 6 - 10, 2011**

Renaissance Vinoy Resort, St. Petersburg, Florida



9TH ANNUAL

## Natural Supplements: An Evidence-Based Update

A CME CONFERENCE FOR HEALTH CARE PROFESSIONALS

**January 19-22, 2012**

Hilton San Diego Bayfront, San Diego, California



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

## 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, provided in 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.

## About Us

**Scripps Center for Integrative Medicine** blends conventional care with evidence-based complementary treatments and therapies. Physicians at the center 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 La Jolla, 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 [www.scrippsintegrativemedicine.org](http://www.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 [www.integrativeholisticdoctors.org](http://www.integrativeholisticdoctors.org).

**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](http://www.scripps.org/conferenceservices).

## CME Guidelines & Scripps 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.

### 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.

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

# Natural Supplements: An Evidence -Based Update

## Conference Venue

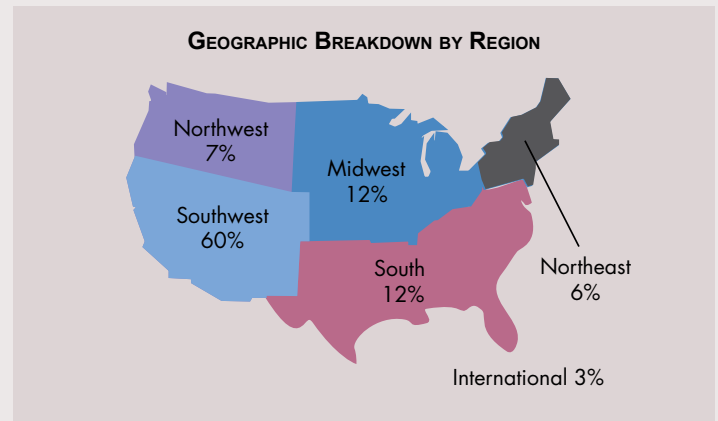
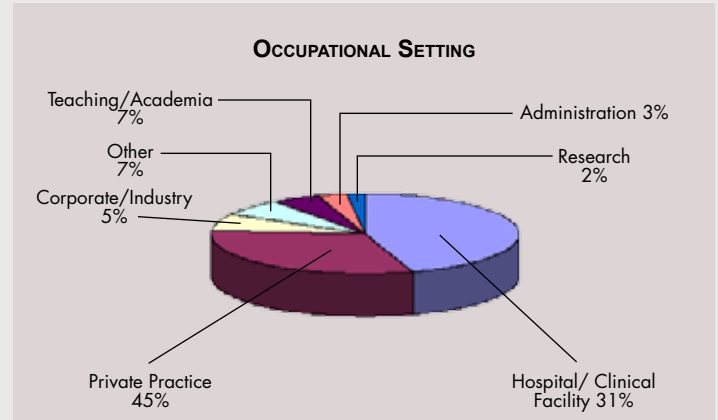
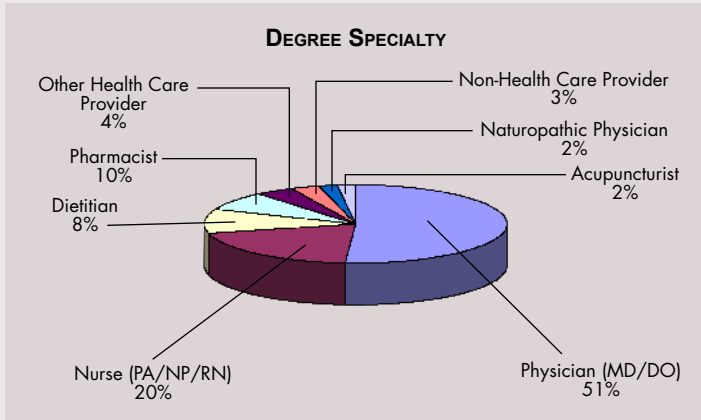
### Hilton San Diego Bayfront

1 Park Boulevard  
San Diego, California 92101

Reservations: 800-445-8667  
Hotel Direct: 619-564-3333  
Web: [www.hilton.com](http://www.hilton.com)

## Attendee Demographics

Anticipated Number of Attendees: 425



## Exhibit Schedule

- Installation** Thursday, January 19  
TBD
- Exhibits Open** Thursday, January 19  
TBD
- Exhibits Open** Friday, January 20
- 7:30 – 8:15 a.m. Breakfast & View Exhibits
  - 9:30 – 10:15 a.m. Break & View Exhibits
  - Noon – 1:15 p.m. Lunch\*
  - 3 – 3:45 p.m. Break & View Exhibits
- Saturday, January 21**
- 7:30 – 8:15 a.m. Breakfast & View Exhibits
  - 9:30 – 10:15 a.m. Break & View Exhibits
  - Noon – 1:15 p.m. Lunch\*
  - 2:45 – 3:30 p.m. Break & View Exhibits
- Sunday, January 22**
- 7:30 – 8:15 a.m. Breakfast & View Exhibits
  - 10 – 10:30 a.m. Break & View Exhibits
- Dismantling** Sunday, January 22  
10:30 a.m. – 1 p.m.

\* Although lunch is not a designated time to view exhibits, exhibitors should expect flow through the exhibit hall.

## Natural Supplements: An Evidence-Based Update Contact

### Natalie Swentek, CMP

Scripps Conference Services & CME  
11025 North Torrey Pines Rd, Suite 200  
La Jolla, CA 92037

Phone: 858-652-5483

Fax: 858-652-5565

Email: [swentek.natalie@scrippshealth.org](mailto:swentek.natalie@scrippshealth.org)

## EXHIBIT OPPORTUNITIES &amp; INFORMATION

Premier 8' x 8' space (booths 101, 121)	\$3,500
8' x 8' space (booths 110 - 112, 123 - 128, 130 - 135)	\$3,000
Premier 10' x 8' space (booths 103, 119)	\$4,500
10' x 8' space (booths 104 - 108, 114 - 118)	\$4,000
Premier 10' x 10' space (booths 102, 120, 122)	\$6,500
10' x 10' space (booths 109, 113, 129)	\$6,000

**Included with your exhibit purchase:**

- Materials: table, table linens, carpet, chair & wastebasket.
- Electricity (upon request and 25 amps only, for additional please contact Blaine) and wireless internet access (upon request, one (1) connection per space).
- Complimentary access for two (2) company representatives to exhibit and 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); please contact Blaine for rental needs.
- Labor for installing or dismantling your exhibit display; please contact Blaine for labor needs.
- 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.

**Shipping Information**

Do not mail any materials to the Hilton San Diego Bayfront. Once you have sent in your application and payment, information on shipping, rentals, etc. will be sent to you.

**Payment/Confirmation/Space Assignments**

- All applications must be received by **December 30, 2011**. Upon receipt of the application, a confirmation email will be sent with shipping, rentals and other information.
- The exhibit cancellation deadline is **January 6, 2012**. Scripps will refund the exhibit fee, less a \$500 processing fee. After **January 6, 2012** no refunds will be granted, no exceptions.
- Exhibit space must be occupied by Noon on **January 19, 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.

**Housing**

Please make your own hotel reservations and request the Scripps Health reduced rate of **\$209**. Make your reservations early! A block of rooms is being held for us until **December 28, 2011**. After this date, reservations will be accepted on a space and rate available basis only. Be sure to request the Natural Supplements room block when making your reservations to receive the reduced rate.

## SUPPORT OPPORTUNITIES &amp; INFORMATION

Lunch Symposium	\$10,000
<ul style="list-style-type: none"> <li>• Dates/Times available for Lunch Symposia: Friday, Jan 20 12:15-1:30 p.m. and Saturday, Jan 21 12:15-1:30 p.m.</li> <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> <li>• Guarantee of Exclusivity (no other lunch symposium is held concurrently) is an additional \$5,000</li> <li>• The above fees do not include: <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> </li> </ul>	
Eco-friendly Conference Tote Bag	\$10,000
Your company logo will appear on the tote and you are able to include up to three (3) of your company inserts/samples inside the conference tote bag given to all participants.	
Reception	\$10,000
Attendees will appreciate your support of this popular social event as they network and enjoy delicious food and refreshing beverages. Prominent signage will announce your sponsorship.	
Private Faculty Dinner	\$10,000
Enjoy a moment away from the conference hustle and bustle with an exclusive dining and social experience with our distinguished faculty. Signage will include your company name and logo. Four (4) representatives from your company may attend.	
Research Competition/Poster Presentation	\$10,000
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.	
Student Scholarships	\$10,000
Support the future of integrative medicine by providing registration scholarships for Students/Residents/Fellows to attend this continuing medical education course.	
Botanical Gardens Tour	\$7,500
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.	
Premier DVD Sponsor	\$5,000
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.	
Relaxation and Healing Touch Station	\$3,000
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.	
Lanyards	\$2,500
Your company's logo will appear on each lanyard handed out to all attendees for their name badges.	
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.	

APPLICATION TO EXHIBIT - Applications must be submitted with full payment in order to confirm exhibit space

COMPANY NAME

CONTACT PERSON

ADDRESS

CITY STATE ZIP/POSTAL CODE:

PHONE FAX

E-MAIL (required for confirmation) WEBSITE:

CONFERENCE SELECTION
INTEGRATIVE AND HOLISTIC NURSING CONFERENCE
THE SCIENCE & CLINICAL APPLICATION OF INTEGRATIVE HOLISTIC MEDICINE
NATURAL SUPPLEMENTS: AN EVIDENCE-BASED UPDATE

SATELLITE SYMPOSIA
THE SCIENCE & CLINICAL APPLICATION OF INTEGRATIVE HOLISTIC MEDICINE
NATURAL SUPPLEMENTS: AN EVIDENCE-BASED UPDATE

SUPPORT OPPORTUNITIES - (Integrative Holistic Medicine rates / Natural Supplements rates)
INTEGRATIVE AND HOLISTIC NURSING CONFERENCE
THE SCIENCE & CLINICAL APPLICATION OF INTEGRATIVE HOLISTIC MEDICINE
NATURAL SUPPLEMENTS: AN EVIDENCE-BASED UPDATE

EXHIBIT FEES
INTEGRATIVE AND HOLISTIC NURSING CONFERENCE
THE SCIENCE & CLINICAL APPLICATION OF INTEGRATIVE HOLISTIC MEDICINE
NATURAL SUPPLEMENTS: AN EVIDENCE-BASED UPDATE

BOOTH NUMBERS Please indicate your desired booth number(s): Option 1 Option 2
INTEGRATIVE AND HOLISTIC NURSING CONFERENCE
THE SCIENCE & CLINICAL APPLICATION OF INTEGRATIVE HOLISTIC MEDICINE
NATURAL SUPPLEMENTS: AN EVIDENCE-BASED UPDATE

EXHIBIT DISPLAY INFORMATION
Do you require electricity for your display (25 amp power will be provided complimentary)?
Do you require a wireless internet connection (one connection will be provided complimentary)?
What will your display consist of?

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.

Signature: Title: Date:

PAYMENT
PLEASE SELECT PAYMENT METHOD
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.

CREDIT CARD NUMBER EXPIRATION DATE

NAME ON CARD SIGNATURE

BILLING ADDRESS IF DIFFERENT FROM ABOVE

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

Application Deadlines:
09/23/11: INTEGRATIVE AND HOLISTIC NURSING CONFERENCE
10/21/11: THE SCIENCE & CLINICAL APPLICATION OF INTEGRATIVE HOLISTIC MEDICINE
12/30/11: NATURAL SUPPLEMENTS: AN EVIDENCE-BASED UPDATE
Please send your completed application and full payment to:
Scripps Conference Services & CME
11025 N. Torrey Pines Road, Suite 200, La Jolla, CA 92037
Phone: 858-652-5400 • Fax: 858-652-5565
med.edu@scrippshealth.org

APPLICATION TO EXHIBIT