

## 17th Annual Primary Care in Paradise

April 2-5, 2012

Kauai Marriott Resort & Beach Club • Kauai, Hawaii

### *Exhibitor Prospectus*

#### About the Course

The broad scope of the primary care physician's practice incorporates management of acute, undiagnosed illness and complex, multisystem disease, as well as the provision of extensive preventive care and general health promotion. Primary care physicians are most often the first medical practitioner contacted by a patient. Therefore, the daily clinical challenges require a distinct approach and special skills in eliciting concerns, focusing key issues, negotiating plans, and helping solve problems; as well as collaborating actively with referral specialists and coordinating the care given by varied organizations.

The Primary Care in Paradise conference will educate and promote improved patient outcomes in a broad range of therapeutic areas commonly encountered in the busy primary care practice. In addition to an overview of the history and current science of a variety of specialty areas, content will be presented in a very practical, patient-focused manner relevant to the specific primary care setting and challenges. Therapeutic areas to be discussed include concussions, pulmonary diseases, sudden cardiac arrest, dermatologic conditions, and breast disease.

#### Benefits of Exhibiting & Supporting

The Primary Care in Paradise is a nationally accredited continuing medical education conference for physicians and other health care professionals that will stress preventive health care and updates in general internal medicine and family practice. As an exhibitor, you will have the opportunity to showcase your company's products and services to a targeted health care population.

- 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.

#### About Scripps

Scripps Health, a nonprofit health care system based in San Diego, California, includes more than 2,600 affiliated physicians and 12,000 employees at five acute-care hospital campuses, home health care services and a network of clinics, physician offices and outpatient centers. Scripps is committed to contributing to the future of medicine through its clinical research trials and graduate medical education programs. More information can be found at [www.scripps.org](http://www.scripps.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).

#### 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

[admirand.carlin@scrippshealth.org](mailto:admirand.carlin@scrippshealth.org)

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

### Exhibit Schedule

**Monday, April 2, 2012**

- 6:30 a.m. Exhibitor Move-in
- 7:30 a.m. Registration, Continental Breakfast & View Exhibits
- 9:30 a.m. Break & View Exhibits

**Tuesday, April 3, 2012**

- 7:30 a.m. Registration, Continental Breakfast & View Exhibits
- 9:30 a.m. Break & View Exhibits

**Wednesday, April 4, 2012**

- 7:30 a.m. Registration, Continental Breakfast & View Exhibits
- 9:30 a.m. Break & View Exhibits

**Thursday, April 5, 2012**

- 7:30 a.m. Registration, Continental Breakfast & View Exhibits
- 9:30 a.m. Break & View Exhibits
- 10 a.m. Exhibitor Move-out

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

	Physicians	Other Health Care Professionals
<b>2009 Attendance</b>	112	12
<b>2010 Attendance</b>	177	27
<b>2011 Attendance</b>	204	27
<b>2012 Anticipated Attendance</b>	220	30

### Exhibit Opportunities

**Exhibit – 6’ table**..... **\$2,500**

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

**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)
- 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: the exhibit area will be locked each evening but 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.

## Exhibit & Conference Venue

### **Kauai Marriott Resort & Beach Club**

Kalapaki Beach, 3610 Rice Street

Lihue - Kauai, Hawaii 96766

Phone: 808-245-5050

Web: [www.marriott.com](http://www.marriott.com)

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

Attn: Carlin Admirand, Scripps Primary Care in Paradise, April 2-5, 2012

**All materials should arrive no earlier than March 30, 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.

**\*Please note if you are shipping large exhibits please contact Carlin Admirand first at 858-652-5487.**

### **Exhibitor Payment/Confirmation/Space Assignments**

- All applications must be received by **March 23, 2012**. Upon receipt of the application, a confirmation email will be sent.
- Payment must be received prior to the conference commencement.
- The exhibit cancellation deadline is **March 23, 2012**. Scripps will retain a \$500 processing fee. After **March 23, 2012** no refunds will be granted.
- Exhibit space must be occupied by **7 am on April 2, 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.

### **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.

### **Exhibitor Housing**

Travel services, including accommodations and rental cars, are arranged through our appointed agent, University Travel. They will be pleased to assist you with flights to Hawaii, extended stays, and answer all of your questions concerning the travel program.

### **University Travel** (CST Registration #1015591-40).

539 N. Glenoaks Blvd., Suite 205

Burbank, CA 91502

Toll Free: 800-821-5094

Phone: 818-563-9808

Fax: 818-563-9842

E-mail: [scrippshawaii@unitrav.com](mailto:scrippshawaii@unitrav.com)

Website: [www.scrippshawaii.com](http://www.scrippshawaii.com)

## CME Guidelines

### **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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#### Exhibitor Reservation Form

#### 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>							

#### EXHIBIT FEES

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

#### 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 Primary Care in Paradise conference 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)*

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](mailto:admirand.carlin@scrippshealth.org)

