

The Future of Genomic Medicine X

Thursday, March 2 – Friday, March 3, 2017

Scripps Seaside Forum | La Jolla, California

Exhibitor Prospectus

About the Conference

The 10th Future of Genomic Medicine conference will be the next iteration of taking genomic knowledge to transform the daily practice of medicine. To do this, we have patients present their story of how genomics affected their medical status, and have an international faculty of experts in genomics, science and medical journalism, and the life science industry provide critical perspective. This year we will be paying particular attention to the exciting area of genomic editing to treat particular diseases, cancer (a disease of the genome), and the genomics of rare and unknown diseases. Furthermore, we will delve into the hot topics of the microbiome, genomic-guided drug therapies and genomic analytics. The overarching goal of the conference is to spearhead efforts to use genomic knowledge to change medicine and make it far more precise and individualized.

Organized by



Presented in partnership with



Target Audience

- Physicians
- Human geneticists
- Genomic scientists
- Researchers
- Health care professionals of all disciplines interested in the future of medicine, especially with respect to individualized therapies

About the Scripps Translational Science Institute

The Scripps Translational Science Institute (STSI) aims to replace the status-quo of one-size-fits-all-medicine with individualized health care that is based on the known genetic factors influencing health and disease and that takes advantage of advances

in digital technology for real-time health monitoring.

Since its founding in 2006, STSI has been distinguished by its leadership in translational genomics and for harnessing digital, or wireless, medical technology for health monitoring of individual patients. In addition, it is the only member of the National Institutes of Health's Clinical and Translational Science Award (CTSA) consortium that is not affiliated with a university.

STSI hybridizes The Scripps Research Institute (TSRI)'s considerable biomedical science expertise with Scripps Health's exceptional patient care and clinical research. As a translational bridge between TSRI and Scripps Health, STSI fosters innovative programs and methodology, provides an optimal setting for training and education and accelerates the conduct of studies that will have the greatest potential impact on the practice of health care in the clinic and the community.

For more information on STSI, visit www.stsiweb.org

For more information on Scripps Health, visit www.scripps.org

For more information on TSRI, visit <http://www.scripps.edu>

Benefits of Exhibiting

The Future of Genomic Medicine X 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

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Scripps Translational Science Institute
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Suite 300 Mail drop: SGM 300
La Jolla, CA 92037
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Yarbrough.Corrine@Scrippshealth.org

Exhibit Schedule

Thursday, March 2, 2017

6:30 a.m.	Exhibitor set-up
7:30 a.m.	Registration, Breakfast & View Exhibits
10:35 a.m.	Break & View Exhibits
12:25 p.m.	Lunch & View Exhibits
3:00 p.m.	Break & View Exhibits
6:00 p.m.	Conference adjourns. Reception immediately following until 7:30 p.m. Exhibits may remain set up until the conclusion of the reception.
7:30 p.m.	Exhibitor tear-down*

*See note regarding security in the policies section below

Friday, March 3, 2017

6:30 a.m.	Exhibitor set-up
7:30 a.m.	Registration, Breakfast & View Exhibits
9:55 a.m.	Break & View Exhibits
12:55 p.m.	Lunch & View Exhibits

2:40 p.m.	Break & View Exhibits
5:00 p.m.	Conference adjourns. Reception immediately following until 7:30 p.m. Exhibits may remain set up until the conclusion of the reception.
7:30 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.

Attendance	
2007 Attendance.....	215
2009 Attendance.....	313
2010 Attendance.....	345
2011 Attendance	350
2012 Attendance.....	451
2013 Attendance.....	526
2014 Attendance.....	558
2015 Attendance.....	550
2016 Attendance.....	673
2017 Anticipated Attendance.....	575

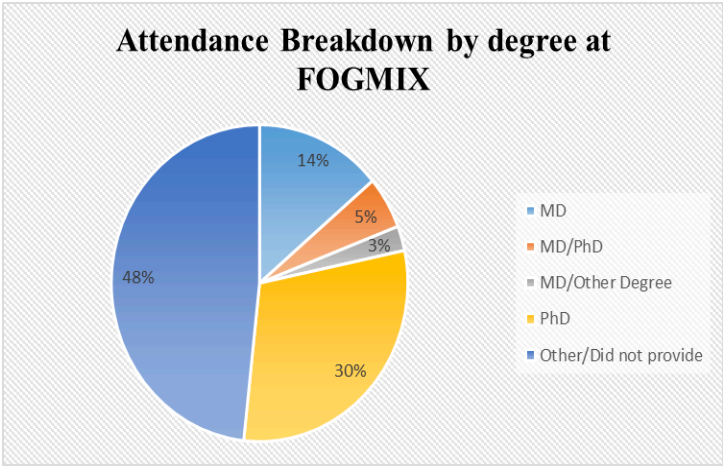


Exhibit & Support Opportunities	
Exhibit Opportunities	
Tabletop Exhibit – 2 ft. x 5 ft. table.....	\$5,000
Materials provided:	Table (pop-up booths allowed), (2) chairs, wireless internet
Also Included:	Complimentary access for two (2) company representatives to all educational sessions
Not Included: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

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	
Sole Sponsor of Thursday evening Welcome Reception	\$50,000 Sold Out!
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! Sponsorship includes; prominent logo placement, slide show that will be displayed during the reception, exhibit space, four complimentary registrations for company representatives, announcement regarding company	

support of the reception (announced by course director)

Sole Sponsor of the Friday Evening Closing Reception

\$50,000

Sold Out!

Registrants and their guests are encouraged to attend the Friday Evening Closing Reception at Scripps Seaside Forum. This offers a relaxed atmosphere in which attendees can become acquainted and reacquainted with colleagues and discuss the conference. Hors d'oeuvres and beverages will be provided throughout the evening. Sponsorship includes; prominent logo placement, slide show that will be displayed during the reception, exhibit space, three complimentary registrations for company representatives, announcement regarding company support of the reception (announced by course director)

Conference Audiovisual.....

\$15,000

2 available!

The Audio Visual sponsorship is a great opportunity to have your company logo highlighted during the General Session. Information regarding your company can be provided on (2) slides that will be shown throughout the conference before General Session and during breaks.

Shuttle Bus.....

\$5,500

During the 2-day conference, buses will operate transporting faculty and attendees between Scripps Translational Science Institute, the Estancia Hotel & Spa, the La Jolla Shores Hotel (where faculty and attendees will be staying) and Kellogg Park to and from Scripps Seaside Forum. Your company name and logo 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!

Charging Station.....

\$5,500

2 available!

The use of PDAs, tablets and smart phones is greater than ever requiring attendees to "power up" during the conference. Your company name and logo will be included on wrapping on the charging station recognizing your company's support. This is an exclusive sponsorship!

Lanyard Sponsorship.....

\$2,500

Conference attendees will have the option to choose to have a lanyard clipped to their conference name badge. Conference name badges must be worn by all attendees and speakers during the 2-day conference. The conference lanyard would be branded with your company name and logo. The product would be ordered by the conference organizer(s).

Contributing Sponsor of Faculty and Attendee Breaks.....

\$1,500 per break

4 available!

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/Partial 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.
- Signage throughout the duration of the conference located inside of the Scripps Seaside Forum complex.
- Supporters listed in the PowerPoint scrolling slides which run before and after the conference as well as during breaks.
- Announcement of supporters by the 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. Companies are limited to supporting (2) opportunities exclusive of a display table.

Conference Resources

A printed syllabus will not be provided for this course. However, any additional information will be available on the conference website to access before, during and after the program. The information posted will include the course agenda, faculty listing, attendee listings, course materials/handouts, supporter/exhibitor listing, and more!

Conference webpage: <http://www.stsiweb.org/event/fogm17/>

Twitter Hashtag: #FOGM17

Scripps Translational Science Institute (STSI): www.stsiweb.org

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. You will be ticketed.
- Directional parking signs will be displayed and additional information regarding available parking will be provided upon registration.
- Parking is available in the following locations:
 - The Pangea Parking Garage located across the street from The Estancia La Jolla Hotel & Spa. Parking is available for visitors on floors 5 & 6. The cost is \$8/day. If this parking option is utilized you may walk across the street to The Estancia La Jolla Hotel & Spa to take advantage of the shuttle to the conference venue.
 - The underground parking lot at La Jolla Shores Hotel (\$10/vehicle) Please see the front desk at the hotel and mention you are attending the Scripps Genomic Medicine Conference in order to obtain a parking pass to receive the discounted rate.
 - Kellogg Park (free).
 - Streets around Scripps Institution of Oceanography (Free. Please note that street sweeping takes place on El Paseo Grande every Thursday from 8 – 11 a.m. Please read signs regarding this carefully)
 - UCSD Employees/Faculty/Students are encouraged to park in a UCSD parking lot and take the SIO shuttle to/from Scripps Seaside Forum.
 - You may also park and walk to/from La Jolla Shores Hotel and Kellogg Park to Scripps Seaside Forum (approx. 15 minutes).
 - Handicap parking is available in the lots outside of the forum. These spots are marked and appropriate signage must be displayed.
- There will be a looping shuttle on Thursday, March 2 and Friday, March 3 between Scripps Translational Science Institute, The Estancia Hotel, The La Jolla Shores Hotel, Kellogg Park and Scripps Seaside Forum.

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.

Liability

- Neither Scripps, nor the Facility, the employees thereof, nor their representatives, nor any member of the Conference Committee shall be responsible for any injury, loss, or damage that may occur to the Exhibitor or his property from any cause whatsoever, prior to, during, or subsequent to the period of the Exhibit. The Exhibitor agrees to indemnify Scripps, and the Facility and their employees, volunteers, and committees from any and all claims for loss, damage, or injury. Exhibitors are encouraged to insure themselves against property loss or damage, and against both general and personal liability.
- Exhibitor understands and agrees that, for the safety of conference attendees, Exhibitor shall not perform any procedures on or provide any services to conference attendees that are either invasive or are customarily performed in a practitioner's office.

Shipping

All company representatives must transport their own items. Materials can not be shipped to or stored at Scripps Institution of Oceanography or Scripps Translational Science Institute.

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 and the conference director(s).

Exhibit space cancellations

The exhibit cancellation deadline is February 22, 2016. Scripps will retain a \$500 processing fee. After February 22, 2016 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 complimentary full-conference badges (number dependent on support amount) 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. 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 and is also available on the conference app. 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 Feb. 24, 2017. 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. 2, 2017. 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

Abbvie · Agilent Technologies · Amgen · AstraZeneca · Biogen Idec · CardioDx · Cell Science Systems · Cerner · Foundation Medicine · Genomic Health · Gilead Sciences · Guardant Health · Illumina · Intel · Johnson & Johnson · Lilly · Lockheed Martin Corporation · MacroGen Clinical Laboratory · Merck · MyoKardia · Novartis Pharmaceutical Corporation · Novogene Bioinformatics · Pfizer · Quest Diagnostics · Roche · Sanofi Aventis · ThermoFisher Scientific and Life Technologies · The Medicines Company

Thank you!

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Application to Exhibit

COMPANY INFORMATION

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)					

SUPPORT OPPORTUNITIES

N/A Sole Sponsor of Thursday Evening Welcome Reception	N/A Sole Sponsor of Friday Evening Closing Reception
<input type="checkbox"/> Conference Audiovisual	<input type="checkbox"/> Faculty and Attendee Breaks
<input type="checkbox"/> Shuttle Bus	<input type="checkbox"/> Lanyard Sponsorship
<input type="checkbox"/> Charging station	
<input type="checkbox"/> General/Partial Conference Support \$_____	
Please call for pricing and benefits	

EXHIBIT FEES

Tabletop Exhibit Space:	<input type="checkbox"/> 2 ft. x 5 ft. table \$5,000		
Name of Company Representative(s) attending the table: (2 complimentary representatives)			
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

Credit Card Number	Expiration Date	Security Code
Name on Card	Signature	
Billing Address if Different From Above		

Please send your completed application and full payment to:

Scripps Translational Science Institute

ATTN: Corrine M. Yarbrough

3344 North Torrey Pines Court, SGM 300 • La Jolla, CA 92037

Phone: (858) 554-5742 • Yarbrough.Corrine@Scrippshealth.org

Scripps Tax ID # 95-1684089