E X H I B I T O R  P R O S P E C T U S

SCRIPPS CANCER CENTER’S 31ST ANNUAL CONFERENCE
Clinical Hematology & Oncology
Saturday, February 19 - Tuesday, February 22, 2011
HYATT REGENCY LA JOLLA AT AVENTINE
SAN DIEGO, CALIFORNIA
BENEFITS OF EXHIBITING
Clinical Hematology & Oncology is a nationally accredited continuing medical education conference and is the largest annual hematology/oncology meeting held in the West, with the exception of ASH, ASCO and the San Antonio Breast Meeting. This conference is one of the few that combines topics in both hematology and oncology.

As an exhibitor, you will have the opportunity to showcase your company’s products and services to a targeted health care population already active in the fields of hematology and oncology. 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.
- Expand your prospect place and strengthen existing customer relationships.
- Introduce new products and services.
- Generate new sales leads.

CME GUIDELINES & SCRIPPS POLICIES
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.

ABOUT US
SCRIPPS CANCER CENTER
Scripps Health is committed to combating cancer. That’s why we mobilized the collective resources of five hospital campuses, our affiliated physicians and a renowned research center to form the Scripps Cancer Center. These providers work collaboratively toward prevention, early detection and coordinated treatment.

The center’s multidisciplinary approach ensures a comprehensive treatment plan that pairs leading-edge technology with an experienced, respectful care staff who are sensitive to the whole person and a range of healing approaches. Patient’s benefit from a collective array of cancer-specific personnel and services, as well as vigorous dialog between researchers and clinicians that brings the latest medical knowledge bedside.

Throughout treatment, a patient’s care team members meet regularly in cancer conferences to keep up to date on that specific patient’s needs and progress. This collaborative approach ensures that the expertise of a number of medical professionals works concertedly to develop an optimal, individualized care plan. Implementation of these care options begins in conversation with the patient. What are his or her goals, and how can we best proceed together?

Featured services at Scripps Cancer Center:
- Blood and marrow transplantation program
- Radiation therapy
- Breast care center
- Robotic surgery
- San Diego Gamma Knife
- Palliative care
- Skin cancer center
- Oncology nursing
- Home to medical education
- Research participation
- Patient support services
- Imaging

For more information on Scripps Cancer Center visit: scripps.org/services/cancer-care

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, conference brochure and exhibitor prospectus downloads are available at scripps.org/conferenceservices.
EXHIBIT SCHEDULE

Saturday, February 19 – Tuesday, February 21, 2011

Anticipated number of exhibiting companies: 40

Install
Friday, February 18
3 – 6 p.m.

Exhibits Open
Saturday, February 19
7 – 7:45 a.m. Breakfast & View Exhibits
9:30 – 10 a.m. Break & View Exhibits
3:30 – 4 p.m. Break & View Exhibits

Sunday, February 20
7 – 8 a.m. Breakfast & View Exhibits
9:30 – 10 a.m. Break & View Exhibits
3:30 – 4 p.m. Break & View Exhibits

Monday, February 21
7 – 8 a.m. Breakfast & View Exhibits
9:30 – 10 a.m. Break & View Exhibits

Dismantle
Monday, February 21
10 a.m. – 2 p.m.

ATTENDEE DEMOGRAPHICS

Anticipated number of attendees: 350

Geographic Breakdown

Northwest 21%
Midwest 27%
Northeast 12%
Southwest 27%
South 8%
Outside the US 5%

Occupational Setting

Fellow/Resident 4%
Medical School 1%
Private Practice 44%
Hospital/Clinical Facility 43%
Pharmacist 2%
Training 1%
Physician Assistant 6%
Nurse/Nurse Practitioner 7%

Degree

Physician 84%
Biochem/Pharm 8%
Hospital/Clinical Facility 43%
Fellow/Resident 4%
Medical School 1%
Private Practice 44%

Primary Job Responsibility

Direct Patient Care 87%
Training 2%
Research 6%
Other 2%
Administration 3%
EXHIBIT OPPORTUNITIES & INFORMATION

Included with your exhibit purchase:
• Materials: table linen, carpet, chairs and wastebasket
• Electricity (upon request, please indicate on application) and wireless internet access.
• Complimentary access for four (4) company representatives to attend the educational activity.
• 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:
• Lunches and Welcome Reception: these events are for attendees only.
• 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) allowed.
• 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.

Conference Venue/Shipping Address
Hyatt Regency La Jolla at Avenirne
Attn: Vicki Thein, CMP
Scripps Feb 19-22, 2011
3777 La Jolla Village Drive
San Diego, CA 92122

Shipping Information
All materials should arrive no earlier than Wednesday, February 16, 2011. If materials are received prior to this date the exhibiting company will be responsible for any charges from the hotel. 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 related expenses.

Payment/Confirmation/Space Assignments
• All applications must be received by January 28, 2011. Upon receipt of the application a confirmation email will be sent.
• The exhibit cancellation deadline is February 4, 2011. Scripps will refund the exhibit fee less a $500 processing fee. After February 4, 2011 no refunds will be granted, with no exceptions.
• Exhibit space must be occupied by 7 a.m., February 19, 2011. 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.

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.

Housing
Hyatt Regency La Jolla at Aventine
Reservations: 800-233-1234 or Hotel Direct: 858-552-1234
Please make your own hotel reservations and request the Scripps Conference Reduced Rate starting at $244/night. Make your reservations early! A block of rooms is being held for us until January 25, 2011. After this date, reservations will be accepted on a space and rate available basis only.
SUPPORT OPPORTUNITIES & INFORMATION

Satellite Symposia

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.

**Dates and Times Available for Satellite Symposia:**
- Friday, February 18 at 6:30 p.m.
- Saturday, February 19 at 7:30 p.m.
- Sunday, February 20 at 5:30 p.m.
- Monday, February 21 at 5:30 p.m.
- Tuesday, February 22 at 12:30 p.m.

**Satellite Symposium**
- Approval to hold the event in conjunction with the Scripps conference.
- Requirement that the event be held at an off-site venue.
- Fee: $5,000

**Satellite Symposium**
- Approval to hold the event in conjunction with the Scripps conference.
- Approval to hold the event at the conference venue (based on availability).
- Inclusion of marketing collateral in attendee confirmation packets.
- Two (2) e-mail blasts to all registered attendees.
- One (1) sign and flyers posted near the Scripps registration desk.
- Inclusion in the daily morning conference announcements.
- Fee: $10,000

**Guarantee of Exclusivity**
(in addition to the above fees; no other satellite symposium held concurrently)
- Fee: $5,000

All satellite symposia fees do not include the following:
- Marketing materials such as flyers, signage, etc. (Scripps reserves the right to approve all materials)
- Logistical arrangements; all meeting organization is the responsibility of the hosting company
- Exhibit space; additional fees apply.

**Other Support Opportunities**

**Saturday Welcome Cocktail and Hors d’oeuvres Reception**
- Fee: $35,000
  - The Welcome Cocktail and Hors d’oeuvres Reception will take place at the Hyatt Regency La Jolla. This event is for conference attendees, their guests, and faculty and gives everyone an opportunity to network and mingle. Your company’s support will be displayed on signage and you will receive six (6) complimentary tickets to attend.

**Faculty Dinner**
- Fee: $25,000
  - The speakers, moderators and course directors along with their guests will attend this prestigious event which will be held at one of La Jolla’s finest restaurants. Four (4) representatives will be allowed to attend.

**Premier DVD Sponsor**
- Fee: $15,000
  - A fully interactive DVD containing the synchronized audio and final presentations will be mailed to all attendees 4-6 weeks after the conference. It will also be made available for purchase by those unable to attend the conference. Be the premier sponsor and have your own section with company information and link to your website, as well as your color logo on the DVD label.

**Conference Tote Bags**
- Fee: $10,000
  - This high-quality tote is handed out to all attendees which contains the course syllabus. Your company’s logo will be exclusively placed on the tote.

**Cyber Cafe**
- Fee: $10,000
  - Conference attendees can keep in-touch with colleagues and loved ones at Internet kiosks. Your company’s logo will appear on the computer stations as well as a link to your website on the home page.

**Hotel Room Keys**
- Fee: $5,000
  - Make your company visible to all attendees every time they reach for their keys! Your company’s logo and web address will appear on each key handed out to all attendees staying at the conference hotel.
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
Satellite Symposia:  
- No Marketing/Off-site $5,000  
- Marketing Support/On-site $10,000  
- Guarantee of Exclusivity $5,000
  - Friday, February 18 at 6:30 p.m.  
  - Saturday, February 19 at 7:30 p.m.  
  - Sunday, February 20 at 5:30 p.m.
  - Monday, February 21 at 5:30 p.m.  
  - Tuesday, February 22 at 12:30 p.m.

- Saturday Welcome Reception $35,000
- Conference Tote Bags $10,000
- Cyber Café $10,000
- Premier DVD Sponsor $15,000
- Faculty Dinner $25,000
- Hotel Room Keys $5,000

EXHIBIT FEES
Tabletop Exhibit Space:   - 6’ table $3,000   - 8’ table $4,000   - 10’x10’ space $6,000

Name of Company Representatives Working at Booth: (4 complimentary representatives maximum)
1. ____________________________________________  2. ____________________________________________
3. ____________________________________________  4. ____________________________________________

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
This application will not be processed unless signed and accompanied by full payment of exhibit/support fees. 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 Scripps Cancer Center’s Clinical Hematology & Oncology conference set forth in the Exhibitor Prospectus.

Signature: ____________________________  Title: ____________________________  Date: ____________________________

METHOD OF PAYMENT
Please select payment method:  - Check   Make check payable to Scripps. The Scripps Tax ID number is: 95-1684089.
- Visa   - Master Card   - AMEX   - Discover  If paying by credit card, please complete the information below.
Name on Card: __________________________________________________________________________
Card Number: __________________________________________________________________________
Expiration Date: ____________________________  Signature: ____________________________
Billing Address if Different from Above: _______________________________________________________