16th Annual Oncology Update

CME Coverage of the 2019 ASCO Annual Meeting

July 13, 2019 • San Diego, California | July 27, 2019 • Los Angeles, California
August 10, 2019 • San Francisco, California | August 24, 2019 • Orange County, California

About the Course

Scripps Health’s Annual Oncology Update is designed to offer clinicians a comprehensive overview of the most recent advances in the treatment of various oncologic malignancies. During this one-day educational course, clinical experts in the fields of hematology and oncology will provide an overview of key findings from practice changing studies and the latest clinical data as presented at the 2019 annual meeting of the American Society of Clinical Oncology (ASCO). Invited speakers will review exciting and important abstracts presented at the ASCO meeting and discuss their relevance to the clinical oncology practice.

Benefits of Exhibiting & Supporting

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
- Expand your market reach and strengthen existing customer relationships
- Introduce new products and services
- Generate new sales leads

About Scripps & Scripps Cancer Center

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 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. Patients 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. For more information on Scripps Cancer Center visit: [www.scripps.org/services/cancer-care](http://www.scripps.org/services/cancer-care).

Attendance Information

The 2019 Oncology Update program will be hosted in up to 6 cities. Each city is expected to host between 50 and 100 Physician and 15 other allied health professional attendees from the local areas around the conference city. San Diego is usually the largest meeting in terms of attendees peaking around 80 attendees. Most other cities average about 60 attendees. In 2016 we hosted in just 2 cities with around 100 attendees. 2018 we hosted in 4 cities and with over 225 attendees total. We hope to continue to grow this course in the coming years.
Conference Dates & Locations

The number of cities that Oncology Update will be hosted in each year is subject to change based on funding received and ability to execute. In the event that Scripps cancels a conference in a particular city, notification will be sent immediately and all monies paid in advance for exhibit space will be refunded. Scripps will be unable to reimburse any travel fees associated with the cancellation. Conference hotels will be announced a minimum of one month prior to the event.

July 13, 2019
San Diego, California
Marriott La Jolla

July 27, 2019
Los Angeles, California
Le Meridien Delfina Santa Monica

August 10, 2019
San Francisco, California
San Francisco Marriott Union Square

August 24, 2019
Orange County, California
Newport Beach Marriott Hotel & Spa

Agenda/Exhibitor Schedule

6:30 a.m. Exibitor Set - Up
7 a.m. Registration, Continental Breakfast & View Exhibits
8:15 a.m. Welcome & Educational Overview
8:20 a.m. Gastrointestinal Malignancies Update (Including Colorectal)
9 a.m. Q&A
9:10 a.m. Update in Hematologic Malignancies: Leukemia, Lymphoma and Myeloma
9:50 a.m. Q&A
10 a.m. Break & View Exhibits
10:20 a.m. Genitourinary Cancer Update
11 a.m. Q&A
11:10 a.m. Diagnostic & Therapeutic Advances in Lung Cancer
11:50 a.m. Q&A
Noon Lunch (exhibitors can tear down after lunch) – hosting opportunity for a 30 min talk available in all cities
1:25 p.m. Updates in Melanoma
2:05 p.m. Q&A
2:15 p.m. Women’s Cancer Update
2:55 p.m. Q&A
3:05 p.m. Adjourn
Exhibit Information

Exhibit – 6’ table (includes two full access passes) ................................................................. $2,250

Multi City Discounts: If your company plans to exhibit in multiple cities and you apply for them all at once and pay together, you are eligible for a discount on your exhibit fees based on the below discount and fee schedule.

- 4 Cities: $8,500 = ($2,250*4) - $500
- 3 Cities: $6,500 - ($2,250*3) - $250
- 2 Cities: $4,400 = ($2,250*2) - $100
- 1 City: $2,250

Please note: Scripps in a non-profit organization, therefore we cannot provide a non-profit discount on exhibit fees.

Included with your exhibit purchase
- Materials: 6’ table, table linens, carpet, chairs and wastebasket
- Complimentary access for two (2) company representatives to attend the educational activity
- Additional reps may attend at a rate of $100/rep
- Wireless internet in the meeting space
- CME Credit: exhibitors wishing to receive CME credit must register for the course and complete the post conference evaluation to receive a certificate
- A list of pre-registered attendees will be sent to all confirmed exhibitors one week prior to the conference. Exhibitors will receive an updated list at the conference and a final list of attendees approximately one week after the conference has concluded. 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)
- Electricity (can be ordered at hotel for additional expense)
- Additional furniture or equipment rentals
- Labor for installing or dismantling your exhibit display
- Representatives beyond the two (2) allowed
- Security: the exhibit area is in the hallways and foyer space and will therefore not be locked each evening and no security guard will be present. Neither the hotel, nor Scripps will accept liability for any items in the exhibit area at any time.

 Booth Traffic
While Scripps makes every effort to promote and encourage attendees to visit the Exhibit Hall, we cannot guarantee booth traffic. It is the exhibiting company’s responsibility to promote its presence at the course through pre-meeting notifications and on-site promotions to draw traffic to their booth.

Shipping Information

Please have all shipments arrive to the hotel no earlier than three days prior to the meeting date. Exhibitors are responsible for all handling fees assessed by the hotel. Please bring tracking numbers and exact shipping details to the hotel with you for ease of locating shipments.

Payment/Confirmation/Space Assignments

All applications must be received by Friday the week prior to the course. Upon receipt of the application a confirmation email will be sent. The exhibit cancellation deadline is two weeks prior to the course. Scripps will refund the exhibit fee less a $500 processing fee. No refunds will be granted less than two weeks prior to the course. Spaces are unassigned and will be available on a first-come, first-served basis the day of the event for all cities. Exhibit space must be occupied by 7 a.m. on the date of the program. Failure to meet this deadline will cause forfeiture of your space. Scripps may use or reassign the

Please send checks to: Kristin Martinez • Scripps Conference Services & CME | 4275 Campus Point Court, CPB 205 • San Diego, CA 92121 | Fax: 858-678-6336 • martinez.kristin@scrippshealth.org NOTE: Please reference 2019 Oncology Update & CITIES on the check memo
space without refund. Exhibitors who anticipate delays must notify Scripps. **Payment should be received no later than one week prior to the conference.** If a delayed payment is expected, the conference host must be notified.

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**Additional Support Opportunities**

**Satellite Symposium**
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 but cannot guarantee attendance at any satellite program. Available dates and times are assigned on a first-come, first-served base. Scripps offers the following fee and service options.

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<tr>
<th>Opportunity Type</th>
<th>Included with Support</th>
<th>Price</th>
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| Satellite Lunch  | • Approval to hold the event in conjunction with the Scripps conference  
• Approval to hold the event at the conference venue  
• Space for your 30 minute talk within the conference hotel meeting area  
• Inclusion of marketing collateral at registration  
• E-mail blast to all registered attendees  
• Signage and brochures/invitations posted near the Scripps registration desk (Host to provide collateral)  
• Inclusion in the conference daily announcements, app, agenda and push notification/reminders sent to attendees through the app  
**The above fees do not include:**  
• Creation of marketing materials such as brochures/invitations, signage, etc.; Scripps reserves the right to approve all materials  
• Logistical arrangements: All meeting organization (including food & beverage, AV labor/equipment, speaker arrangement, invitation and RSVP management) is the responsibility of the hosting company and will be billed directly  
• Exhibit space; additional fees apply  
• Approval to send brochures/invitations out to non-registered attendees in the area | $5,500 |
| Symposium        | Important Notes:  
• Meals provided for lunch should be buffet style  
• Food served should be hot and sufficient for the number of people attending  
• Scripps Conference services will cover meals for the other exhibitors and conference staff attending the meeting.  
• Full lunch break is one hour. There is a 15 minute break where people can sign in and get food. Talk should be kept to 30 minutes followed by another 15 minute break to ensure that the proper separation can be maintained for ACCME requirements and to be respectful of the meeting schedule. |       |
| App & Signage    | For those who want to be listed in our app and on our signage without purchasing a table. This level of sponsorship includes admission for 1 rep.                                                                                         | $500  |

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**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.

**Liability**
- Neither Scripps, nor the Facility, the employees thereof, 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 except for any injury, loss, or damage to the extent arising from the negligence or willful misconduct of Scripps, the Facility, their employees, their representatives or any member of the Conference Committee. The Exhibitor agrees to indemnify Scripps, the Facility and their employees, volunteers, and committees from any and all claims for loss, damage, or injury except for any claims for loss, damage or injury to the extent arising from the negligence or willful misconduct of Scripps, the Facility, their employees, volunteers, and committees. 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.

**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.

**Exhibit & Conference Contact**

Kristin Martinez  
Education Programs Manager  
Scripps Conference Services & CME  
4275 Campus Point Court, CPB 205  
San Diego, California 92121  
Phone: 858-678-6400  
Email: martinez.kristin@scrippshealth.org  
Web: [http://www.scripps.org/conferenceservices](http://www.scripps.org/conferenceservices)

[www.linkedin.com/company/scripps-health](http://www.linkedin.com/company/scripps-health)  
[www.facebook.com/ScrippsCME](http://www.facebook.com/ScrippsCME)  
[www.twitter.com/scrippshealth](http://www.twitter.com/scrippshealth)  
[www.youtube.com/scrippshealth](http://www.youtube.com/scrippshealth)

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

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Scripps MD Anderson Cancer Center
2019 Oncology Update
CME Coverage of the 2019 ASCO Annual Meeting
7/13/19 San Diego, CA | 7/27/19 Los Angeles, CA | 8/10/19 San Francisco, CA | 8/24/19 Orange County, CA
Application to Exhibit

To apply visit:
https://www.surveymonkey.com/r/SMDA2019OncUpdate
or scan the below QR Code to access the online application.

COMPANY INFORMATION

Company Name: ____________________________
Company Contact: __________________________
Phone: __________ E-mail: ____________________

EXHIBIT FEES

☐ 6’ table $2250 per table/city ______# tables

Multi City Discounts: If your company plans to exhibit in multiple cities and you apply for them all at once and pay together, you are eligible for a discount on your exhibit fees based on the below discount and fee schedule.

• 4 Cities: $8,500 = ($2,250*4) $500
• 3 Cities: $6,500 = ($2,250*3) $250
• 2 Cities: $4,400 = ($2,250*2) $100
• 1 City: $2,250

CITIES – submit local contact for logistics at: https://www.surveymonkey.com/r/SMDA2019OncUpdateCityReps
☐ San Diego, CA – July 13, 2019 ☐ Los Angeles, CA – July 27, 2019
☐ San Francisco, CA – August 10, 2019 ☐ Orange County, CA – August 24, 2019

ADDITIONAL SUPPORT OPPORTUNITIES

☐ Lunch Symposium $5,500 each List the cities you wish to host in:
☐ App & Signage Only $500 each

METHOD OF PAYMENT

☐ Check Please make checks payable to Scripps (in U.S. dollars only) Scripps Tax ID # 95-1684089 NOTE: Reference 2019 Onc Update & CITIES on the check memo
☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover If paying by credit card, please complete the information below
☐ Wire Transfer NOTE: Reference 2019 Onc Update & CITIES in wire notes/description

Payee: Scripps Health | Bank Name: Union Bank | Bank Account Number: 4000165803
ABA Number/Bank Key: 122000496 | Account Name: Scripps AA-Conference Services

Credit Card Number: ____________________________
Expiration Date: ____________________________

Security Code on Card (Required): ____________________________
Billing Zip Code: ____________________________

PAYMENT/CONFIRMATION/SPACE ASSIGNMENTS

• All exhibit space requests will be accommodated based on availability.
• The exhibit cancellation deadline is two weeks prior to the date of whichever city you sign up for. Scripps CME will refund the exhibit fee less the $500 deposit. After this time frame, no refunds will be granted.
• Exhibit space must be occupied by 7 a.m. on the date of the program. Exhibitors who anticipate delays must notify Scripps CME.

AGREEMENT

This application will not be processed unless signed by an authorized company representative. 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 Oncology Update set forth in the exhibitor prospectus.

Signature: ____________________________ Title: ____________________________ Date: ____________________________

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