

Scripps' 2018 Oncology Conference Trio Exhibitor Prospectus

Scripps Conference Services & CME hosts three stellar annual oncology/hematology conferences. This prospectus combines the detail needed to exhibit at all three programs. The full prospectus for each program is included in the following pages

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Exhibit & Conference Contact

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For updates on the 2018/2019 programs visit:

Clinical Hematology and Oncology
Conference:
www.scripps.org/HemOncCME
Oncology Update:
www.scripps.org/OncologyUpdateCME
Cancer Care Symposium:
www.scripps.org/CancerCareCE

How to Apply

To apply for exhibiting and/or hosting a symposium at one or more of the Oncology programs, please complete the online Scripps Oncology Trio Exhibit Application; <https://www.surveymonkey.com/r/2018OncTrioExhApp>.

Kristin Martinez (Martinez.kristin@scrippshealth.org). This form will reserve your space at the conference(s). If you have already booked one of these meetings or only wish to attend one or two, please just note that and complete for the just that you wish to attend or add to your request. Application begins on page 14 of this prospectus

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.

About the Courses

Scripps's Annual Clinical Hematology & Oncology program 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.

The Annual Oncology Update course was designed specifically for busy community physicians who are unable to attend the American Society of Clinical Oncology (ASCO) Annual Meeting but still need an update on important topics in oncology. This conference ensures physicians have up-to-date clinical information needed to deliver the highest quality hematology-oncology care to their patients in small, medium, and large community-based practices. 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 field of hematology-oncology.

Scripps' Annual Scripps Cancer Care Symposium: A Nursing & Advanced Practice Provider Collaboration is the result of combining the annual Advanced Practice Oncology Providers Symposium and the annual Oncology Nurses Symposium into one power house conference that combines topics in both hematology and oncology. We anticipate approximately 250-300 attendees from across the country to attend this fourth annual event. 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 field of hematology-oncology.

Benefits of Exhibiting

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 base 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.

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.

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. For a full list of Scripps Conferences, exhibitor packets, brochure downloads, and updates visit: 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.

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.

15th Annual Oncology Update

CME Coverage of the 2018 ASCO Annual Meeting

July 7, 2018 San Diego, California | July 21, 2018 San Francisco, California
August 4, 2018 Las Vegas, Nevada | August 11, 2018 Portland, Oregon
August 18, 2018 Los Angeles, California | August 25, 2018 Phoenix, Arizona

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 2016 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.

Attendance Information

The 2018 Oncology Update program will be hosted in up to 4 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 125 attendees. Most other cities average about 60 attendees. In 2016 we hosted in just 2 cities with around 100 attendees. 2017 we hosted in 4 cities and with over 225 attendees total. We hope to continue to grow this course in the coming years.

Exhibitor Housing

The Oncology Update program doesn't host a block of rooms for attendees or exhibitors. Please contact the hotel directly if a room is needed. In some cities, a small block of rooms may be available for a discounted rate. Please contact Kristin Martinez if you are interested.

Shipping and Payment Info

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 serve 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 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.

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 within 30 days. 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 7, 2018
San Diego, California
Hilton Torrey Pines

August 4, 2018
Las Vegas, Nevada
Westin Las Vegas

August 18, 2018
Los Angeles, California
Hotel TBD

July 21, 2018
San Francisco, California
Hotel TBD

August 11, 2018
Phoenix, Arizona
Hotel TBD

August 25, 2018
Portland, Oregon
Hotel TBD

Exhibit Opportunities & Information

<u>Exhibit Space Type</u>	<u>Price</u>
Standard Exhibit Space – 6 ft. Table (w/2 full access passes)	\$2000
Discount for attending multiple cities (<i>Discount is per city beginning with the second city</i>)	\$200 off

Please note: Scripps is 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 notify the conference host on the exhibit form and provide additional information for CME purposes. 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 **one week 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)
- Electricity
- 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.

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.

<u>Opportunity Type</u>	<u>Included in Support Opportunity</u>	<u>Price</u>
Satellite Lunch Symposium	<ul style="list-style-type: none"> • Approval to hold the event in conjunction with the Scripps conference • Approval to hold the event at the conference venue. • 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. <p>The above fees do <u>not</u> include:</p> <ul style="list-style-type: none"> • 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. 	\$5000
App & Signage	For those who are unable to attend but still 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

Agenda/Exhibitor Schedule

Same schedule in each city/date

7:00 a.m.	Exhibitor Setup
7:30 a.m.	Registration, Continental Breakfast & View Exhibits
8:15 a.m.	General Session
10 a.m.	Break & View Exhibits
10:30 a.m.	General Session
12:10 p.m.	Lunch & View Exhibits
12:25 p.m.	Non-CME Lunch Symposium Opportunity
1:25 p.m.	Transition Break from Symposium to General Session
1:35 p.m.	General Session
1:40 p.m.	Exhibitor Breakdown
3:35 p.m.	Adjourn

Please send your completed application and full payment to: Kristin Martinez • Scripps Conference Services & CME • 4275 Campus Point Ct CPB205, San Diego, CA 92121 • Phone: 858-678-6232 • Fax: 858-678-6422 • E-mail: martinez.kristin@scrippshealth.org

6th Annual Cancer Care Symposium: *A Nursing & Advanced Practice Provider Collaboration*

September 28-29, 2018 | Hilton San Diego Resort & Spa
San Diego, California

About the Course

The Scripps Cancer Care Symposium is designed for nurses, nurse practitioners, physician assistants, clinical nurse specialists, and other health care professionals dedicated to the field of hematology/oncology that practice in settings across the continuum of care. During this two day conference, attendees will benefit from an intimate learning environment in which renowned faculty will present the latest in evidence-based oncology care and provide practical strategies and tools helping you to improve quality of life and outcomes for patients with cancer and their families. Topics to be covered during the 2016 course include cancer and sexuality, cardio-oncology, oral oncolytics, breast cancer, ovarian cancer, leukemia, oncologic drug interactions and multiple myeloma.

Attendance History

2014 Attendance	237	2016 Attendance	190
2015 Attendance	248	2017 Anticipated Attendance	225

Exhibitor Housing

Hilton San Diego Resort & Spa
1775 E. Mission Bay Dr.
San Diego, CA 92109
Phone: (619) 275-7994
www.sandiegohilton.com

We have obtained a special low rate starting at \$209 per night (plus tax). Click below to obtain that rate:

http://www.hilton.com/en/hi/groups/personalized/S/S/ANHIHF-SCC918-20180927/index.jhtml?WT.mc_id=POG

Shipping and Payment Info

Shipping Information

Please have all shipments arrive to the Hilton San Diego Resort & Spa no earlier than September 26, 2018. Exhibitors are responsible for all handling fees assessed by the hotel. Please use the form attached to this prospectus to ship packages to the hotel. This will ensure that they are not lost.

Payment/Confirmation/Space Assignments

All applications must be received by **Friday, September 7, 2018**. Upon receipt of the application a confirmation email will be sent. The exhibit cancellation deadline is **Monday, September 10, 2018**. Scripps will refund the exhibit fee less a \$500 processing fee. After September 11, 2018 no refunds will be granted. Exhibit spaces are pre-assigned and will be labeled when you arrive. All badges, attendee lists and exhibitor info sheets will be on your table then you arrive. Exhibit space must be occupied by **7 a.m. on Friday, September 28, 2018**. 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. 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.

Exhibit Opportunities & Information

<u>Exhibit Space Type</u>	<u>Price</u>
Premier Exhibit Space –8 ft. Table (w/4 full access passes)	\$3,000
Standard Exhibit Space – 6 ft. Table (w/2 full access passes)	\$2,500
Select your space: allows you to select the space in which you would like to be located – see map for availability. Selections made in order of request forms received.	\$350

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/8’ table (based on selection), table linens, carpet, chairs and wastebasket
- Complimentary access for two (2)/ four (4) (based on table size) company representatives to attend the educational activity
 - Additional reps may attend at a rate of \$200/ rep.
- Wireless internet in the meeting space
- CME Credit: exhibitors wishing to receive CME credit must notify the conference host on the exhibit form and provide additional information for CME purposes. 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 the week 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).
- **Note:** Scripps will assign a space to anyone who does not select the Choose your Space option. Space numbers will be emailed to you one week prior to the conference.

Not included with your exhibit purchase:

- Pipe and drape (except in the center aisle to separate the back to back tables)
- Electricity
- Additional furniture or equipment rentals
- Labor for installing or dismantling your exhibit display
- Representatives beyond the two (2)/ four(4) allowed (based on table size purchased)
- 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.

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.

<u>Opportunity Type</u>	<u>Included in Support Opportunity</u>	<u>Price</u>
Satellite Symposium	<ul style="list-style-type: none"> • Approval to hold the event in conjunction with the Scripps conference • Approval to hold the event at the conference venue (based on space availability). • Inclusion of marketing collateral at registration. • E-mail blasts (2) to all registered attendees. • Signage (1) 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. <p>The above fees do <u>not</u> include:</p> <ul style="list-style-type: none"> • 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. 	\$10,000
Guarantee of Exclusivity	Companies hosting a symposia may pay an additional fee to ensure that no other satellite symposiums are held concurrently.	\$5,000
Faculty Dinner	Up to 4 company reps may attend the dinner with the faculty. Dinner will take place on Friday, September 28th, 2018 . Location and time are TBD.	\$3,000
App & Signage	For those who are unable to attend but still 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

Exhibit Hall Diagram

Premier Exhibit Space – Cost: \$3000 - 8 ft. Table

Standard Exhibit Space – Cost: \$2500 - 6 ft. Table

Choose your Space – \$250 – This fee is in addition to the fee above. Choosing your space allows you to select the space in which space you would like to be located. Selections are first reserved first served and based on availability at the time of application. If you do not elect to choose your space, Scripps will assign you a space and email you this space number one week prior to the conference.

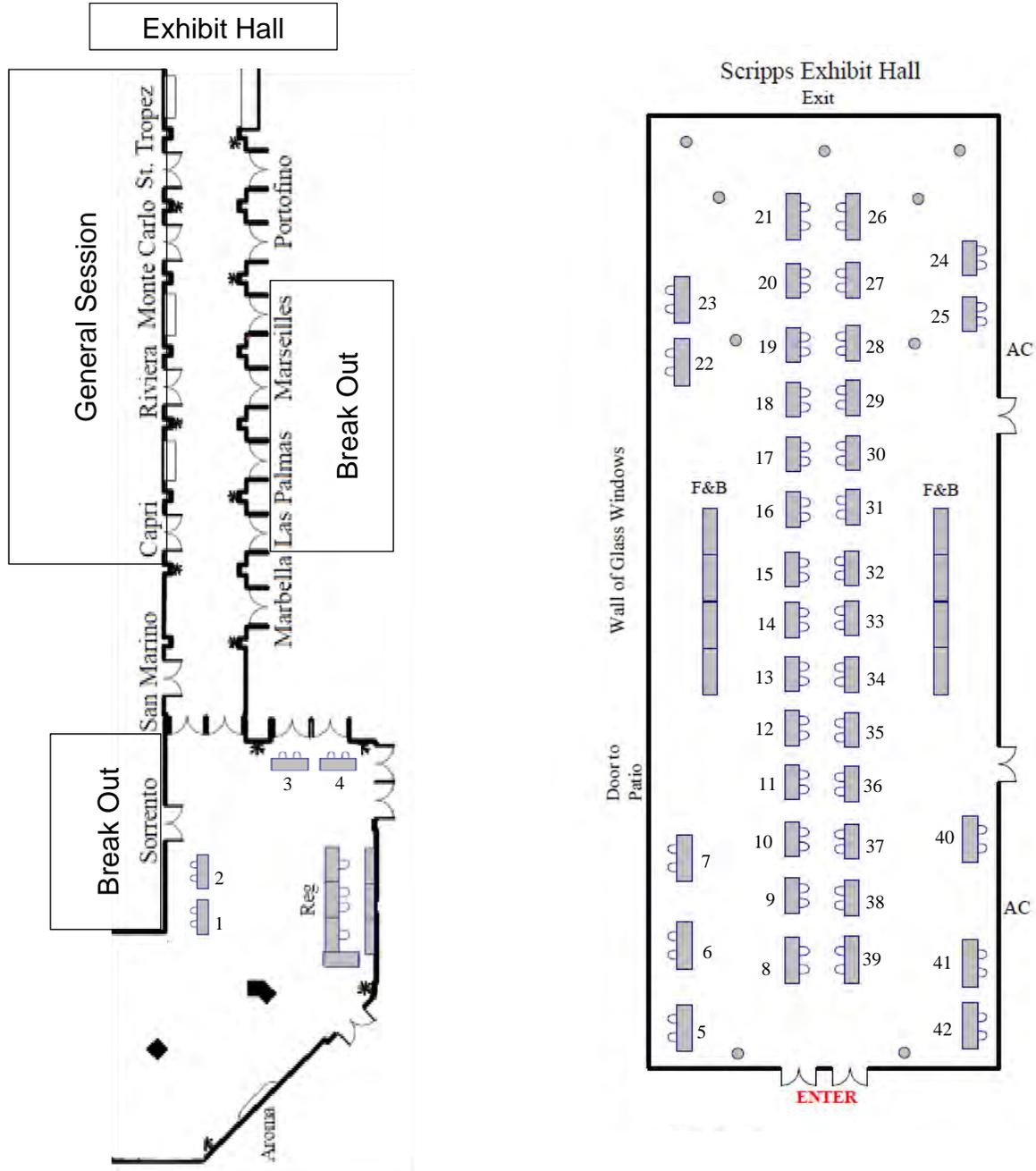


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Regular Tables Booked
(To be assigned 9/22/17):

1. Scripps Cancer Center
2. Scripps O'Toole Breast Cancer Center
3. Scripps Hospice
4. Scripps Proton Center

Agenda/Exhibitor Schedule

Thursday, September 27, 2018 – Set Up

4 - 7 p.m.	Exhibitor Setup
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Friday, September 28, 2018 - Day 1

6:30 a.m.	Exhibitor Setup
7:00 a.m.	AVAILABLE Breakfast Symposia
7:30 a.m.	Registration, Breakfast & View Exhibits
8:20 a.m.	General Session
9:30 a.m.	Break & View Exhibits
10 a.m.	General Session
Noon	Lunch & View Exhibits
12:15 p.m.	AVAILABLE Lunch Symposium
1:30 p.m.	Breakouts (1-2 sessions)
3:30 p.m.	Break & View Exhibits
4:00 p.m.	General Session
5:00 p.m.	Adjourn
5:30p.m.	AVAILABLE Dinner Symposium
6:30 p.m.	AVAILABLE Faculty Dinner

Saturday, September 29, 2018 – Day 2

7:00 a.m.	AVAILABLE Breakfast Symposia
7:30 a.m.	Registration, Breakfast & View Exhibits
8:20 a.m.	General Session
9:30 a.m.	Break & View Exhibits
10 a.m.	General Session
Noon	Lunch & View Exhibits
12:15 p.m.	AVAILABLE Lunch Symposium
1:30 p.m.	Breakouts (3-4)
3:30 p.m.	Break & View Exhibits
4:00 p.m.	General Session
5:00 p.m.	Adjourn