

**Alzheimer's Care Conference**  
**Saturday, February 10, 2018**  
**Schaetzel Center – Scripps Memorial Hospital La Jolla**  
*Exhibitor Prospectus*

**About the Course**

The Scripps Health Alzheimer's Care Conference is being offered to healthcare professionals who care for the patient with or at risk for Alzheimer's disease and related dementias, in order to support them with the best in advanced tools for screening, evaluating, diagnosing and treating. The care conference addresses statistical national and local trends in Alzheimer's disease and related dementias, focusing on prevalence, mortality, cost and burden to healthcare providers and caregivers. The latest in innovative standardized screening methods and evaluation protocols will be highlighted, to equip healthcare providers with the resources needed for frontline management of patients with Alzheimer's disease and related dementias. Alzheimer's and related dementia expertise at Scripps is evident in the quality of interdisciplinary health care professionals presenting information to enhance patient care across the continuum. Content will include a comprehensive overview of Alzheimer's disease and related dementias and the most up-to-date screening, evaluation and treatment options.

**Benefits of Exhibiting & Supporting**

Scripps Alzheimer's conference is a nationally accredited continuing medical education conference for those involved in the care of patients with dementia. 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

**Exhibit & Conference Contact**

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 Scripps Conference Services & CME  
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 Web: [www.scripps.org/conferenceservices](http://www.scripps.org/conferenceservices)



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**Subscribe to our newsletter:** [www.scripps.org/CMEemails](http://www.scripps.org/CMEemails)

**Exhibit Schedule**

**Saturday, January 21, 2017**

7-7:30 a.m.                      Exhibitor Move-in  
 7:30-8 a.m.                      Breakfast & View Exhibits  
 9:50:10 a.m.                      Break & View Exhibits

**Attendee Demographics**

	Physicians	Other Health Care Professionals
<b>2018 Anticipated Attendance</b>	130	30

**Exhibit Opportunities**

<b>Exhibit – 6' table (includes two full access passes).....</b>	<b>\$1,000</b>
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**Included with your exhibit purchase:**

- Materials: table and chairs
- Wireless internet access
- Full access conference passes determined by size of exhibit space
- Additional conference passes available at a discounted rate of \$100 each
- Access to mobile conference app containing course materials, recordings, faculty information and more
- Logo placement and company description in mobile conference app with link to your organization's website
- Exhibitors wishing to receive CME credit must complete the post conference evaluation to receive a certificate
- A list of pre-registered attendees will be sent to all confirmed exhibitors two weeks 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.

**Not included with your exhibit purchase:**

- Pipe and drape (not available)
- Additional furniture or equipment rentals (space restrictions apply)
- Printed badges: representatives are encouraged to bring their company provided name badges to wear during display hours
- Labor for installing or dismantling your exhibit display

**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.

**Exhibit & Conference Venue****The Schaetzel Center**

Scripps Memorial Hospital La Jolla  
9890 Genesee Ave  
La Jolla, California 92037

**Shipping Dates**

Please note the Schaetzel Center does not accept shipments.

**Exhibitor Payment/Confirmation/Space Assignments**

- All exhibit space requests will be accommodated based on availability.
- The exhibit cancellation deadline is Friday, February 2, 2018. Scripps CME will refund the exhibit fee less the \$500 deposit. After February 2, 2018 no refunds will be granted.
- Exhibit space must be occupied by 7:30 a.m. Saturday, February 10, 2018. Exhibitors who anticipate delays must notify Scripps CME.
- Name badges will not be provided for exhibitors - representatives are encouraged to bring their company provided name badges to wear during display hours.

**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**

San Diego Marriott La Jolla  
Request the Scripps reduced rate of \$139 per night  
4240 La Jolla Village Drive  
La Jolla, CA 92037  
858.587.1414

### **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 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 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.

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*Application to Exhibit*

**COMPANY INFORMATION**

<b>Company Name:</b>			
<b>Company Contact:</b>			
<b>Phone:</b>		<b>E-mail:</b>	

**EXHIBIT FEES**

<b>Exhibit Space:</b>	<input type="checkbox"/> 6' table <b>\$1,000</b>
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**METHOD OF PAYMENT**

- Check** *Please make checks payable to Scripps (in U.S. dollars only) Scripps Tax ID # 95-1684089*  
 **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>Billing Zip Code</i>

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**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 CME** set forth in the exhibitor prospectus.

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Please send your completed application and full payment to:**  
 Ashley Sandoval · Scripps Conference Services & CME  
 4275 Campus Point Court, CPB205 · San Diego, CA 92121  
 Fax: 858-678-6422 · sandoval.ashley@scrippshealth.org