Clinical Advances in Arrhythmias and Cardiovascular Disease  
May 2-4, 2014  
San Diego Marriott • La Jolla, California  

Exhibitor Prospectus

### About the Course

Significant advances in the diagnosis and treatment of arrhythmias and cardiovascular disease continue to emerge compelling the practice of cardiology to constantly evolve. These advances must be consistently implemented into clinical practice to provide the best care for patients. This conference is designed to educate clinicians on state-of-the-art care for arrhythmias and cardiovascular disease. Expert faculty will cover a wide range of topics including heart failure, cardiac arrhythmias, coronary artery disease, peripheral vascular disease, and valvular disease and interventions. Participants will return to their practice equipped with the latest evidence base and practical information to improve patient outcomes.

### Benefits of Exhibiting & Supporting

Clinical Advances in Arrhythmias and Cardiovascular Disease is a nationally accredited continuing medical education conference for cardiologists, electrophysiologists, internists, primary care physicians, and others involved in the care of patients with cardiovascular disease. 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 prospect place and strengthen existing customer relationships.
- Introduce new products and services.
- Generate new sales leads.

### About Scripps

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. Scripps Health is also San Diego’s only health system to be nationally ranked for heart and heart surgery by *U.S. News & World Report* in 2012. More information can be found at [www.scripps.org](http://www.scripps.org).

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. More information and conference brochure downloads are available at [www.scripps.org/conferenceservices](http://www.scripps.org/conferenceservices).

### Exhibit & Conference Contact

**Carlin Admirand**  
Project Manager  
Scripps Conference Services & CME  
11025 N. Torrey Pines Rd, Suite 200  
La Jolla, CA 92037  
Phone: 858-652-5487  
Fax : 858-652-5565  
E-mail: admirand.carlin@scrippshealth.org  
Web: [www.scripps.org/conferenceservices](http://www.scripps.org/conferenceservices)

[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)
Exhibit Schedule

Friday, May 2, 2014
9 a.m.  Exhibitor Move-in
Noon-12:25 p.m.  Registration & View Exhibits
2:45-3:15 p.m.  Break & View Exhibits

Saturday, May 3, 2014
7:30-8 a.m.  Continental Breakfast & View Exhibits
10:15-10:45 a.m.  Break & View Exhibits
12:15-1 p.m.  Lunch
3-3:15 p.m.  Break & View Exhibits

Sunday, May 4, 2014
7:30-8 a.m.  Continental Breakfast & View Exhibits
10:15-10:30 a.m.  Break & View Exhibits
Noon   Exhibitor Move-out

The exhibit hall is located near the main conference area where all breakfast and breaks are served, guaranteeing quality interaction with attendees. Additionally, exhibiting company representatives are invited to attend food and beverage functions; offering many opportunities outside the formal exhibit times to interact with conference attendees and expert faculty.

2014 Anticipated Attendance

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physicians</td>
<td>50%</td>
<td>50</td>
</tr>
<tr>
<td>Nurses/Nurse Practitioners</td>
<td>40%</td>
<td>40</td>
</tr>
<tr>
<td>Physician Assistants</td>
<td>5%</td>
<td>5</td>
</tr>
<tr>
<td>Others (RDCS, PhD, etc.)</td>
<td>5%</td>
<td>5</td>
</tr>
</tbody>
</table>

Exhibit Opportunities

| Exhibit – 6’ table (includes two full access passes) | $2,500 |
| Exhibit – 8’ table (includes four full access passes) | $3,500 |

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: table, linens, carpet, chairs, and wastebasket
- Electricity (upon request, please indicate on application)
- Full access conference passes determined by size of table
- 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
- 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:
- Pipe and drape (not available)
- Additional furniture or equipment rentals (space restrictions apply)
- Labor for installing or dismantling your exhibit display
• Security: the exhibit area will be locked each evening however, there will be no security guard present. We do ask that you do not leave any valuable items unattended at your booth at any time. 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.

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.

**Additional Support Opportunities & Pricing**

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charging Station</td>
<td>$1,000</td>
</tr>
<tr>
<td>Advertise your exhibit hall location on the hotel room key cards! All conference participants staying at the hotel will receive a key card with your company information and booth location.</td>
<td>$3,000</td>
</tr>
<tr>
<td>Faculty Dinner</td>
<td>$5,000</td>
</tr>
<tr>
<td>The speakers and course directors will attend a dinner on Saturday evening in La Jolla. If supported, two (2) representatives (and their guests) will be allowed to attend.</td>
<td></td>
</tr>
</tbody>
</table>

**Exhibit & Conference Venue**

San Diego Marriott La Jolla
4240 La Jolla Village Drive
La Jolla, California 92037
Hotel Direct: 858-587-1414
www.marriottlajolla.com

For shipping purposes, please add the following to your label:
Attn: Carlin Admirand/Mathis Kuo, May 2-4, 2014

**Shipping Dates**

All materials should arrive no earlier than April 30, 2014. If materials are received prior to this date the exhibiting company will be responsible for these charges. Materials that are shipped will be available at your company’s exhibit space during the first installation session. 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 all related expenses.

**Exhibitor Payment/Confirmation/Space Assignments**

• All applications must be received by April 23, 2014. Upon receipt of the application, a confirmation email will be sent.
• Payment must be received prior to the conference commencement.
• The exhibit cancellation deadline is April 25, 2014. Scripps will retain a $500 processing fee. After April 25, 2014 no refunds will be granted.
• Exhibit space must be occupied by 10 a.m. on May 2, 2014. 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.

**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**

A specially priced block of rooms is being held until Friday, April 11, 2014. When making your reservation, be sure to ask for the Scripps cardiology conference rate of $139 per night (plus tax and parking) for a single or double room. After April 11, 2014 reservations will be accepted on a space and rate availability basis only. Marriott Reservations: 800-228-9290. [Make a reservation online](#).

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**CME Guidelines/Promotional Activities/Other**

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.
### COMPANY INFORMATION

<table>
<thead>
<tr>
<th>Mail all Exhibit Correspondence to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Name: (as it should appear on marketing materials)</td>
</tr>
<tr>
<td>Company Street Address:</td>
</tr>
<tr>
<td>City:</td>
</tr>
<tr>
<td>Phone:</td>
</tr>
<tr>
<td>E-mail: (required for confirmation)</td>
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</tbody>
</table>

### EXHIBIT FEES

<table>
<thead>
<tr>
<th>Exhibit Space:</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ 6’ table $2,500</td>
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<tr>
<td>□ 8’ table $3,500</td>
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### SUPPORT OPPORTUNITIES

<table>
<thead>
<tr>
<th>Support Opportunity</th>
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<tbody>
<tr>
<td>□ Charging Station $1,000</td>
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<tr>
<td>□ Room Key Cards $3,000</td>
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<tr>
<td>□ Faculty Dinner (Sat) $5,000</td>
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### EXHIBIT DISPLAY INFORMATION

<table>
<thead>
<tr>
<th>Display Information</th>
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<tbody>
<tr>
<td>Do you require electricity for your display? □ YES □ NO</td>
</tr>
<tr>
<td>What will your display consist of? □ Tabletop Only □ Tabletop &amp; Pop-Up behind Table</td>
</tr>
<tr>
<td>Please indicate which companies you cannot be located next to:</td>
</tr>
</tbody>
</table>

### 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 conference as set forth in the Exhibitor Prospectus.

Signature: ______________________________ Title: ______________________________ Date: __________

### METHOD OF PAYMENT

Please select payment method:

<table>
<thead>
<tr>
<th>Payment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Check  Please make checks payable to Scripps (in U.S. dollars only)</td>
</tr>
<tr>
<td>□ Visa □ MasterCard □ AMEX □ Discover If paying by credit card, please complete the information below</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Credit Card Number</th>
<th>Expiration Date</th>
<th>Security Code (Required)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name on Card</td>
<td>Signature</td>
<td></td>
</tr>
</tbody>
</table>

Billing Address if Different From Above

This application will not be processed unless signed and accompanied by full payment of exhibit/support fees – Scripps Tax ID # 95-1684089

Please send your completed application and full payment to:

Carlin Admirand · Scripps Conference Services & CME
11025 N. Torrey Pines Road, Suite 200 · La Jolla, CA 92037
Fax: 858-652-5565 · admirand.carlin@scrippshealth.org