

**Second Annual Advanced Therapeutic Interventions to Optimize Obesity and Diabetes Care**  
**Hilton La Jolla Torrey Pines**  
**October 21-22, 2016**  
*Exhibitor Prospectus*

### Course Overview

The Second Annual Advanced Therapeutic Interventions to Optimize Obesity and Diabetes Care symposium will highlight the latest concepts and devices in the treatment of obesity and diabetes. The symposium will offer specialists and primary care providers an interactive venue where leading experts will discuss diabetes prevention, obesity management, starting and progressing care, advanced diabetes care, managing co-morbid conditions, and emerging trends and technology for diabetes patients. The course will be taught by nationally and internationally known experts who are actively involved in clinical trials and studies related to the management of obesity and diabetes. Physicians will be provided with the necessary context to integrate the relevant information into their practices to improve the quality of life for their affected patients. They will be provided a tool-kit for patient management and education that helps address patient barriers.

### Conference Highlights

- Focused talks from leading experts
- Ample question and answer time with course faculty
- Interactive case presentations and discussion
- Conference app with access to course materials and presentations from the convenience of your mobile device or computer

### Target Audience

This conference is designed for professionals in the fields of endocrinology, diabetes, bariatric/metabolic surgery, cardiology, epidemiology, gastroenterology, internal medicine, family medicine, pharmacology, nutrition, basic science, public health, as well as allied health professionals, policy makers and scientists from pharmaceutical and medical device industries.

### Benefits of Exhibiting

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 diabetes management. 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 Us

Founded in 1981, **Scripps Whittier Diabetes Institute** is Southern California's leading diabetes center of excellence, committed to providing the best evidence-based diabetes screening, education and care in San Diego. Its mission is to improve the quality of life for individuals with diabetes through innovative education programs, clinical expertise, leading-edge research and professional cross-disciplinary collaborations in pursuit of prevention and a cure. For more information visit [www.scripps.org/diabetes](http://www.scripps.org/diabetes)

**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 exhibit prospectus downloads are available at [scripps.org/conferenceservices](http://scripps.org/conferenceservices). Sign up to for future email updates from Scripps Conference Services & CME on conferences in a variety of specialty areas at [www.scripps.org/CMEemails](http://www.scripps.org/CMEemails). This is **free to subscribe** and you can opt-out at any time.

### Exhibit & Conference Contact

#### **Ashley Sandoval, CMP**

Education Program Manager, Lead  
Scripps Conference Services & CME  
11025 N. Torrey Pines Rd, Suite 200  
La Jolla, CA 92037

Phone: 858-652-5488

Email: [sandoval.ashley@scrippshealth.org](mailto:sandoval.ashley@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**

*Times are tentative and subject to change.*

**Thursday, October 20, 2016**

7 p.m. Exhibitor Installation & Move-in

**Friday, October 21, 2016**

7 a.m. Exhibitor Installation & Move-in

7:30 -7:50 a.m. Breakfast & View Exhibits

10-10:30 a.m. Break & View Exhibits

2:30-3 p.m. Break & View Exhibits

**Saturday, October 22, 2016**

8-8:30 a.m. Breakfast & View Exhibits

10:15-10:45 a.m. Break & View Exhibits

1-1:30 p.m. Break & View Exhibits

1:30 p.m. Exhibitor Dismantling & Move-out

**Booth Traffic**

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.

While we make 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 Opportunities**

**Exhibit – 6’ Table**..... **\$3,000**

*Please note: Scripps is a non-profit organization; therefore we cannot provide a non-profit discount on the exhibit fees.*

**Included with your exhibit purchase:**

- Materials: table linens, carpet, chair & wastebasket
- Wireless internet in the exhibit hall
- Recognition of support in all marketing materials (signage, conference app etc.)
- Complimentary access for two company representatives to attend all conference activities (educational sessions and all food & beverage functions)
- 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 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).
- Electricity
- Additional furniture or equipment rentals (space restrictions apply).
- Labor for installing or dismantling your exhibit display.
- 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 conference venue, nor Scripps will accept liability for any items in the exhibit area at any time.

**Exhibit Information & Conference Venue**

**Hilton La Jolla Torrey Pines**

10950 North Torrey Pines Road  
La Jolla, California 92037  
Reservations: 800-762-6160  
Hotel Direct: 858-558-1500

**Exhibitor Payment/Confirmation/Space Assignments**

- All applications must be received by **October 14, 2016**. Upon receipt of the application, a confirmation email will be sent.
- **Payment must be received prior to the conference** commencement in order to guarantee exhibit space.
- The exhibit cancellation deadline is **October 14, 2016**. Scripps will retain a \$500 processing fee. After **October 14, 2016** no refunds will be granted.
- Exhibit space must be occupied by **7 a.m. on Friday, October 21, 2016**. 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**

We have obtained special low rates at the hotel starting at **\$199** per night (plus tax and parking).

To make reservations, call Hilton Reservations at 858-558-1500, extension "0" for in house reservations; the Group Code for this program is SCW16. Or visit our website at <https://resweb.passkey.com/go/ScrippsWhittier2>

**Additional Support Opportunities**

<p><b>Satellite Symposia</b> 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.</p> <p><b>Dates and Times Available for Satellite Symposia:</b></p> <ul style="list-style-type: none"> <li>• Contact Scripps Conference Services &amp; CME for specific dates and times available for Satellite Symposia</li> </ul> <p><b>Sponsorship fees include:</b></p> <ul style="list-style-type: none"> <li>• Approval to hold the event in conjunction with the Scripps conference</li> <li>• Approval to hold the event at the conference venue (based on space availability)</li> <li>• Inclusion of marketing collateral in attendee confirmation packets</li> <li>• E-mail blasts (2) to all registered attendees</li> <li>• Signage (1) and brochures/invitations posted near the Scripps registration desk</li> <li>• Inclusion in the conference daily announcements</li> </ul> <p><b>The above fees do not include:</b></p> <ul style="list-style-type: none"> <li>• Creation of marketing materials such as brochures/invitations, signage, etc.; Scripps reserves the right to approve all materials</li> <li>• Logistical arrangements; all meeting organization is the responsibility of the hosting company</li> <li>• Exhibit space; additional fees apply</li> <li>• Scripps Health does not guarantee attendance during this event</li> <li>• Scripps Conference Services &amp; CME is not responsible for any food and beverage costs</li> </ul>	<p><b>\$10,000</b></p>
<p><b>Abstract Poster Display</b> Would you like to display your company's research posters which are relevant to the disease state? How about showcasing your research outcomes to our attendees? Companies can display up to four posters in the exhibit hall poster area. Food and beverages will also be displayed in this space to allow for optimal attendee viewing.</p>	<p><b>\$5,000</b></p>
<p><b>Conference App Sponsor (Exclusive Sponsorship)</b> A mobile app will be provided to all conference attendees/faculty which is how all attendees and faculty will access the conference course materials from the convenience of their mobile device or computer. Your company will be listed as the sole supporter of this app, with a banner on the app, as well as the option to send one message to all attendees, via the mobile app (Note: 165 character limit to the message).</p>	<p><b>\$5,000</b></p>
<p><b>Reusable Water Bottles with your logo (Exclusive Sponsorship)</b> Help attendees quench their thirst while reminding them of your company's presence at the conference.</p>	<p><b>\$2,500</b></p>
<p><b>Conference Tote Bags with your logo (Exclusive Sponsorship)</b> All attendees will receive a tote bag for use throughout the conference and to take home for future use. This opportunity includes an insert in each tote bag.</p>	<p><b>\$2,500</b></p>



<b>Conference Tote Bag Inserts</b> Encourage a visit to your booth with a tote bag insert. All participants will receive a conference tote bag when they check-in at the conference.	<b>\$2,000</b>
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**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.

**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. The Exhibitor agrees to indemnify Scripps, and the Facility and their employees, volunteers, and committees from any and all claims for loss, damage, or injury. 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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October 21-22, 2016**

*Exhibitor Application*

**COMPANY INFORMATION**

<b>Mail all Exhibit Correspondence to:</b>			
<b>Company Name:</b> <i>(as it should appear on marketing materials)</i>			
<b>Phone:</b>		<b>Website:</b>	
<b>E-mail:</b> <i>(required for confirmation)</i>			

**EXHIBIT OPPORTUNITIES**

<input type="checkbox"/> 6' table \$3,000			
<b>Name of Company Representatives Working at Booth:</b> <i>(2 complimentary representatives, 4 maximum)</i>			
<b>1</b>		<b>2</b>	
<b>3</b>	<i>additional cost of \$150</i>	<b>4</b>	<i>additional cost of \$150</i>

**SUPPORT OPPORTUNITIES**

<input type="checkbox"/> Satellite Symposium \$10,000		
<i>Contact Scripps Conference Services &amp; CME for specific dates and times available for Satellite Symposia.</i>		
<input type="checkbox"/> Conference App \$5,000	<input type="checkbox"/> Reusable Water Bottles with your logo \$2,500	<input type="checkbox"/> Conference Tote Bags with your logo \$2,500
<input type="checkbox"/> Conference Tote Bag Inserts \$2,000	<input type="checkbox"/> Abstract Poster Display \$5,000	

**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 Second Annual New Approaches to Optimize Real-World Diabetes Care as set forth in the Exhibitor Prospectus.

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

**METHOD OF PAYMENT**

- Check** *Please make checks payable to Scripps (in U.S. dollars only)*  
 **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>Name on Card</i>	<i>Signature</i>	<i>Billing Zip Code</i>

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:**  
 Ashley Sandoval · Scripps Conference Services & CME  
 11025 N. Torrey Pines Road, Suite 200 · La Jolla, CA 92037  
 Fax: 858-652-5565    sandoval.ashley@scrippshealth.org