Seventh Annual Clinical Advances in Heart Failure and Arrhythmias
November 13-14, 2020
The Westin Carlsbad Resort • Carlsbad, California

Exhibitor Prospectus

About the Course

Significant advances in the diagnosis and management of heart failure and arrhythmias continue to emerge, compelling the practice of cardiology to constantly evolve. These advances must be consistently implemented into clinical practice to guarantee the best care for patients affected by these cardiovascular conditions. Expert faculty will cover a wide range of topics including the diagnosis, management, and state-of-the-art treatment for heart failure, cardiac arrhythmias, hypertension, and women's cardiovascular disease. Faculty will also cover a variety of co-morbid and chronic conditions patients with heart disease may face. The goal of the conference is for participants to return to their practice equipped with the latest evidence base and practical information to improve patient outcomes.

Benefits of Exhibiting & Supporting

Scripps Clinic's Heart Failure and Arrhythmias conference is a nationally accredited continuing medical education conference for cardiologists, electrophysiologists, internists, 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 market reach and strengthen existing customer relationships
- Introduce new products and services
- Generate new sales leads

Scripps Cardiology

Scripps cardiologists are San Diego's top choice for heart care, seeing more patients than any other health care system. They serve patients with heart conditions including coronary artery disease, abnormal rhythms (arrhythmia), valve problems, congestive heart failure and more. Scripps cardiologists diagnose, treat and coordinate patient care with physicians and surgeons who specialize in all types of cardiac conditions and underlying health challenges related to the heart. Scripps cardiologists also serve as a heart health coach, helping patients manage, reduce or eliminate risk factors for heart disease such as hypertension and cholesterol. Cardiologists play a vital role in evaluating patients, prescribing medications and working hand-in-hand with heart specialists who are part of an overall treatment plan that can include digital imaging, electrophysiology, interventional cardiology and cardiovascular surgery.

Exhibit & Conference Contact

Ms. Carlin Admirand
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Scripps Conference Services & CME
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Email: admirand.carlin@scrippshealth.org
Web: http://www.scripps.org/conferenceservices

www.linkedin.com/company/scripps-health
www.facebook.com/ScrippsCME
www.twitter.com/scrippshealth
www.youtube.com/scrippshealth
Subscribe to our newsletter: www.scripps.org/CMEemails

Attendee Demographics

2017 Attendance	200
2018 Attendance	215
2019 Attendance	220

Exhibit Schedule

Friday, November 13, 2020

6:30 a.m.	Exhibitor Move-in
7 a.m.	Registration, Breakfast & View Exhibits
10 a.m.	Break & View Exhibits
Noon	Lunch & View Exhibits
2 p.m.	Break & View Exhibits

Saturday, November 14, 2020

7:30 a.m.	Breakfast & View Exhibits
9:40 a.m.	Break & View Exhibits
Noon	Lunch & View Exhibits
2 p.m.	Break & View Exhibits
5 p.m.	Exhibitor Move-out

Exhibit Opportunities

Exhibit – 6' table *(includes two full access passes)*.....	**$2,500**
Exhibit – 8' table *(includes four full access passes)*.....	**$3,500**

Included with your exhibit purchase

- Materials: table, linens, carpet, chairs, and wastebasket
- Wireless internet access
- Full access conference passes determined by size of table
- Additional conference passes available at a discounted rate of $200 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 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.

Not included with your exhibit purchase

- Electricity (can be purchased through hotel)
- 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 not be locked and no security guard will be present. We 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

Coffee Breaks (Exclusive Sponsorship).....	**$3,000**
Help attendees stay focused with morning and afternoon coffee breaks! A sign thanking your organization will be prominently displayed on each break station. Sponsorships available Friday and Saturday.	

Room Key Cards (Exclusive Sponsorship).....	**$4,000**
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.	
Charging Station (Exclusive Sponsorship).....	**$7,500**
The use of tablets and smart phones is greater than ever requiring attendees to power up during the conference. Charging stations come equipped with 10 lockable compartments for attendees to securely charge their devices. The charging station will be wrapped with your company designed graphics and displayed in the meeting space.	
Satellite Symposia or Product Theater.....	**$10,000 each**
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 and offers the following fee and service options. • 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 in attendee confirmation packets • E-mail blasts (2) to all registered attendees • Signage (1) and brochures/invitations posted near the Scripps registration desk • Inclusion in the conference daily announcements • Approval to send brochures/invitations out to non-registered attendees in the area	
Guarantee of Exclusivity (no other satellite symposium held concurrently).....	**$5,000 additional**
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 is the responsibility of the hosting company • Exhibit space; additional fees apply • Scripps Health does not guarantee attendance during this event • Scripps Conference Services & CME is not responsible for registering and/or tracking attendees for the symposia	

Exhibit & Conference Venue

The Westin Carlsbad Resort & Spa
5480 Grand Pacific Drive
Carlsbad, California 92008
Reservations: 800-444-3515

For shipping purposes, please add the following to your label:
Attn: Carlin Admirand/Scripps, November 13-14, 2020
Company Name
Box X of X

Shipping Dates
All materials should arrive **no earlier than Wednesday, November 11, 2020**. 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 **November 4, 2020.**
- Payment must be received prior to the conference commencement.
- The exhibit cancellation deadline is **October 30, 2020.** Scripps will refund the exhibit fee, less a $500 processing fee. After October 30th no refunds will be granted.
- Exhibit space must be occupied by **7 a.m. on November 13, 2020.** 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.

Scripps reserves the right to refuse the application of any party whose product, service or proposed exhibit is, in Scripps sole discretion, not in keeping with the character of the educational activity and exhibition hall. Approval of the exhibit application is in the sole

discretion of Scripps, and may be withheld, among other reasons, for: (a) poor credit history of Exhibitor, including but not limited to past due amounts owing to Scripps, or (b) breach of the Conditions or any other contract provisions governing any previous trade show or other event conducted or sponsored by Scripps.

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.

Exhibit Conditions, Rules and Regulations

Exhibits must adhere, in each case in the determination of Scripps in its sole discretion, to each of the following standards:

- Exhibitor must promote the marketing of products and services that relate to the educational activity content.
- Exhibitor may encourage or advance its own products, equipment or services; however, Exhibitor shall not unfairly criticize the products or methods of any other exhibitor.
- Exhibitor shall not directly or indirectly promote or advertise any idea or product which is inconsistent with the stated purpose of the educational activity content.
- Exhibitor shall not infringe the copyrights, trademarks or other intellectual property rights of any third party or unfairly compete with other exhibits.
- Exhibitor's exhibit shall not have an undesirable or unreasonable deleterious effect upon another exhibit or the educational activity.
- Scripps reserves the right to prohibit or remove any exhibit which detracts from the general character of the Exhibition as a whole, or consists of products or services inconsistent with the purpose of the Exhibition. The right to prohibit or remove includes, but is not limited to, such persons, things, conduct, printed matter or anything else of a character which Scripps deems objectionable.
- Scripps reserves the right, in its sole discretion, to refuse any person, including without limitation any employee of Exhibitor, admission to the Exhibition.
- Scripps accepts no responsibility for breakdown or failure of any of the services provided for, or in connection with, the Exhibition.

Printed Material Distribution/Canvassing

Canvassing in any part of the facilities utilized during the Scripps CME program is strictly forbidden, and anyone doing so will be requested to leave the building. Distribution of advertising or printed material by the exhibitor outside of the exhibitor's allotted space will not be permitted unless the distribution or advertising is agreed to in advance with Scripps.

Liability

Once an application has been approved by Scripps the following liability policies apply. Exhibitors are encouraged to insure themselves against property loss or damage and against liability for personal injury.

- 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.

FDA Regulations

Exhibitors are reminded of the Food and Drug Administration (FDA) restrictions on the promotion of investigational and pre-approved drugs and devices. Exhibitors are also cautioned about FDA prohibition of promoting approved drugs for unapproved purposes. Information regarding FDA regulations may be obtained directly from the FDA. Requests for information and guidance can be obtained at www.fda.gov/cder, the FDA's medical advertising information line, 301-796-1200, or directed to:

FDA Division of Drug Marketing FDA/CDRH/Office of Device Evaluation
10903 New Hampshire Ave. www.fda.gov
Building 51, Room 3200 for more information.
Silver Spring, MD 20993-8002

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.

Scripps

Conference Services & CME

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Application to Exhibit

COMPANY INFORMATION

Company Contact:			
Company Name: *(as it should appear on marketing materials)*			
Phone:		**E-mail:** *(required for confirmation)*	

EXHIBIT FEES

☐ 6-foot table **$2,500**	☐ 8-foot table **$3,500**	☐ Additional Badges **$200 x ___**

ADDITIONAL SUPPORT OPPORTUNITIES

☐ Coffee Break (Fri/Sat) **$3,000**	☐ Room Key Cards **$4,000**	☐ Charging Station **$7,500**
☐ Satellite Symposium **$10,000 each**	☐ Symposium Exclusivity Fee **$5,000**	

METHOD OF PAYMENT

Please select payment method:

☐ **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*

Credit Card Number	*Expiration Date*
Security Code on Card (Required)	*Billing Zip Code*

EXHIBIT CONDITIONS AND DEADLINES

- All exhibit space requests will be accommodated based on availability.
- The exhibit cancellation deadline is Friday, October 30, 2020. Scripps CME will refund the exhibit fee less the $500 deposit. After October 30th no refunds will be granted.
- Exhibit space must be occupied by 7 a.m. Friday, November 13, 2020. Exhibitors who anticipate delays must notify Scripps CME.
- Scripps reserves the right to prohibit or remove any exhibit which detracts from the general character of the Exhibition as a whole, or consists of products or services inconsistent with the purpose of the Exhibition. The right to prohibit or remove includes, but is not limited to, such persons, things, conduct, printed matter or anything else of a character which Scripps deems objectionable.
- Scripps reserves the right, in its sole discretion, to refuse any person, including without limitation any employee of Exhibitor, admission to the Exhibition.
- Scripps accepts no responsibility for breakdown or failure of any of the services provided for, or in connection with, the Exhibition.

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:
Carlin Admirand • Scripps Conference Services & CME
4275 Campus Point Court, CPB205 • San Diego, CA 92121
Fax: 858-678-6753 • admirand.carlin@scrippshealth.org