

**Seventh Annual Clinical Advances in Heart Failure and Arrhythmias  
November 14, 2020**

*LIVE STREAMING VIRTUAL EVENT*

*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. 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**

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:

- Build visibility for your company in a competitive marketplace
- Introduce new products and services
- Exclusive exhibitor pages with logos, company descriptions and links to your website
- Ability to upload PDFs, brochures and other content to explain products to participants
- Post video messages for participants to review
- Excellent lead generating opportunity with low cost and effective reach
- Host satellite symposia to educate participants on your products
- Exhibit information archived along with course content for attendees to access at any time

### **About Scripps**

Scripps was founded in 1924 by philanthropist Ellen Browning Scripps in the community of La Jolla, California. Since that time Scripps has grown into a private, nonprofit, integrated health system in San Diego, California that is ranked among the top 15 health systems in the nation. Scripps treats 700,000 patients annually and now extends from Chula Vista to Oceanside. The organization encompasses:

- Four hospitals on five campuses
- More than 3,000 affiliated physicians and 15,000 employees
- Scripps Clinic and Scripps Coastal Medical Center, a network of integrated facilities with specialists from more than 60 medical and surgical specialties at more than 28 outpatient centers and clinics
- Same-day, walk-in care at Scripps HealthExpress
- Four emergency rooms and three urgent care centers
- Home health care
- A wide range of health education classes and support services for patients

### **Exhibit & Conference Contact**

**Ms. Carlin Admirand**

Program Development Manager  
Scripps Conference Services & CME  
4275 Campus Point Court, CPB205  
San Diego, California 92121  
Phone: 858-678-6005  
Email: [admirand.carlin@scrippshealth.org](mailto:admirand.carlin@scrippshealth.org)  
Web: <http://www.scripps.org/conferenceservices>



[www.linkedin.com/company/scripps-health](http://www.linkedin.com/company/scripps-health)  
[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)

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**Exhibit Information**

Basic Virtual Exhibit	\$1,000
Premier Virtual Exhibit	\$1,500

**Included with Basic exhibit purchase**

- Complimentary access for one company representative or client to attend virtual educational activity
- Discounted rate for additional virtual educational activity registrations
- Company name, logo, web address and description posted in virtual exhibit hall and in mobile conference app
- Exhibit information archived along with course content for attendees to access at any time
- 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.

**Included with Premier exhibit purchase**

- Complimentary access for two company representatives or clients to attend virtual educational activity
- Discounted rate for additional virtual educational activity registrations
- Company name, logo, web address and description posted in virtual exhibit hall and in mobile conference app
- Exhibit information archived along with course content for attendees to access at any time
- Post video messages for participants to review
- Pre-meeting notification to attendees alerting them of your participation
- 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.

**Additional Support Opportunities & Pricing**

<b>Satellite Symposia/Product Theater</b>	<b>\$10,000 each</b>
<p>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.</p> <ul style="list-style-type: none"> <li>• Approval to hold the event in conjunction with the Scripps conference</li> <li>• Symposium registration option included in platform for participants</li> <li>• Inclusion of marketing collateral in attendee confirmation packets</li> <li>• E-mail blasts (2) to all registered attendees</li> <li>• <b>Dedicated weblink to the virtual symposium will be provided to share with clients not attending the conference</b></li> <li>• Companies must use the BroadcastMed platform for symposium</li> <li>• <b>Symposium archived along with course content for attendees to access at any time</b></li> </ul> <p>The above fees do not include:</p> <ul style="list-style-type: none"> <li>• Creation of marketing materials such as brochures/invitations; Scripps reserves the right to approve all materials</li> <li>• All logistical arrangements and fees associated with the symposium is the responsibility of the hosting company in conjunction with BroadcastMed</li> <li>• Virtual exhibit; additional fees apply</li> <li>• Scripps Health does not guarantee attendance during this event</li> </ul>	

**Payment Info**

**Payment & Confirmation**

- All exhibit applications must be received by **November 10, 2020**. Upon receipt of the application, a confirmation email will be sent.
- Satellite symposia/product theaters must be reserved **at least 20 business days** prior to the activity to allow time to build and test the virtual site.

- Payment must be received prior to the start of the virtual activity.
- The exhibit cancellation deadline is **November 6, 2020**. Scripps will retain a \$100 processing fee. After November 6th no refunds will be granted.

**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, Virtual 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 exhibits must be in a separate virtual space 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 virtual educational platform including use of the chat option. Canvassing or distributing promotional materials outside the virtual exhibit hall 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 virtual education space.

**Virtual Exhibit Conditions, Rules and Regulations**

Exhibitors 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 virtual 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 individuals, 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 company, including without limitation any employee of Exhibitor, admission to the virtual exhibit hall and activity.
- Scripps accepts no responsibility for breakdown or failure of any of the services provided for, or in connection with, the Exhibition.

**Material Distribution/Canvassing**

Canvassing in any part of the virtual educational platform utilized during the Scripps CME program is strictly forbidden, and any organization doing so will be removed from the activity. Distribution of advertising or printed material by the exhibitor outside of the exhibitor's paid virtual exhibition space will not be permitted.

**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](http://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](http://www.fda.gov)  
Building 51, Room 3200 for more information.  
Silver Spring, MD 20993-8002

**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.

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*LIVE STREAMING VIRTUAL EVENT*

*Application to Exhibit*

**COMPANY INFORMATION**

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

**EXHIBIT FEES**

<input type="checkbox"/> Basic Exhibit <b>\$1,000</b>	<input type="checkbox"/> Premier Exhibit <b>\$1,500</b>	<input type="checkbox"/> Additional Conference Passes <b>\$50 x ___</b>
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**ADDITIONAL SUPPORT OPPORTUNITIES**

<input type="checkbox"/> Satellite Symposium/Product Theater <b>\$10,000</b>
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**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*

<i>Credit Card Number</i>	<i>Expiration Date</i>
<i>Security Code on Card (Required)</i>	<i>Billing Zip Code</i>

**EXHIBIT CONDITIONS AND DEADLINES**

- The exhibit cancellation deadline is Friday, November 6, 2020. Scripps CME will refund the exhibit fee less the \$100 deposit. After November 6th no refunds will be granted.
- Scripps reserves the right to prohibit or remove any virtual 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 individuals, 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 company, including without limitation any employee of Exhibitor, admission to the virtual exhibit hall and activity.
- 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, CPB 205 · San Diego, CA 92121  
[admirand.carlin@scrippshealth.org](mailto:admirand.carlin@scrippshealth.org)