

Clinical Advances in Heart Failure, Arrhythmias and Cardiogenic Shock Symposium

April 25-26, 2025

San Diego Marriott • La Jolla, California

Exhibitor Prospectus

IMPORTANT NOTE: If you do not receive a confirmation from Scripps within one (1) business day of submitting your exhibit application and/or payment, please call our office at 858-678-6400 to speak with a member of the CME staff. **We cannot guarantee an exhibit space if you have not received a confirmation from our team.**

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 Clinical Advances in Heart Failure, Arrhythmias and Cardiogenic Shock Symposium is designed to assist clinicians in correctly diagnosing, treating, and managing patients with arrhythmias and heart failure. In addition, the symposium will outline optimal strategies for managing cardiogenic shock as well as new and emerging techniques for diagnosing and treating various cardiomyopathies. The symposium is dedicated to providing insight and practical tips with regard to integrating scientific evidence into clinical practice. The goal of the conference is for participants to return to their facilities equipped with the latest evidence base and strategies 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:

- Interact face-to-face with influential decision makers
- Introduce new products and services
- Expand your market reach and strengthen existing relationships
- Generate new sales leads
- Ability to upload PDFs, brochures, and other content to dedicated company page in mobile conference app
- Option to host satellite symposiums/product theaters to educate participants on your products

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 Schedule

Friday, April 25, 2025

6:30 a.m. Exhibitor Move-in
 7 a.m. Breakfast & View Exhibits
 7:10-7:55 a.m. *Non-CME Product Theater*
 9:45 a.m. Break & View Exhibits
 12:15-1 p.m. *Non-CME Product Theater*
 3 p.m. Break & View Exhibits
 5:30-6:30 p.m. *Non-CME Product Theater*

Saturday, April 26, 2025

7 a.m. Breakfast & View Exhibits
 7:10-7:55 a.m. *Non-CME Product Theater*
 9:45 a.m. Break & View Exhibits
 12:15-1 p.m. *Non-CME Product Theater*
 3 p.m. Break & View Exhibits
 5 p.m. Exhibitor Move-out

Exhibit Opportunities

| | |
|---|----------------|
| Standard Exhibit - Ballroom (includes two full access passes) | \$3,000 |
| Premier Exhibit - Foyer (includes four full access passes – limited to 8 tables) | \$3,500 |

Included with Your Purchase

- Materials: table, linens, carpet, chairs, and wastebasket
- Wireless internet access
- Full access conference passes determined by type of exhibit space
- Additional exhibit badges can be purchased at a discounted rate by calling 858-678-6400
- 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

Not Included with Your Purchase

- Pipe and drape (not available)
- Additional furniture or equipment rentals (space restrictions apply)
- Electricity and/or additional audio-visual equipment (can be rented through hotel AV company)
- Labor for installing or dismantling your exhibit display
- Security: the exhibit area will remain open 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.

***In alignment with the ACCME Standards for Integrity and Independence in Accredited Continuing Education, exhibitors will only be provided with limited participant information from those who have agreed to have their information shared.*

Additional Support Opportunities & Pricing

| | |
|---|----------------------|
| Breakfast Symposium/Product Theater (non-CME) | \$10,000 each |
| The conference will feature industry sponsored non-CME breakfast symposiums on Friday and Saturday morning prior to the start of the general session. A buffet breakfast, full audio-visual support, and a dedicated meeting room will be provided as part of this sponsorship. Details on the symposium(s) will be included in the conference brochure permitted they are received in time for printing. These symposiums can be jointly or exclusively sponsored. | |
| Lunch Symposium/Product Theater (non-CME) | \$20,000 each |
| The conference will feature industry sponsored non-CME lunch symposiums on Friday and Saturday. A lunch buffet, full audio-visual support, and a dedicated meeting room will be provided as part of this sponsorship. Details on the symposium(s) will be included in the conference brochure permitted they are received in time for printing. These symposiums can be jointly or exclusively sponsored. | |
| Dinner Symposium/Product Theater (non-CME) | \$25,000 |
| The conference will feature an industry sponsored non-CME dinner symposium on Friday evening. A buffet dinner with drink service, full audio-visual support, and a dedicated meeting room will be provided as part of this sponsorship. Details on the symposium will be included in the conference brochure permitted they are received in time for printing. This symposium can be jointly or exclusively sponsored. | |
| Included with Sponsorships | |
| Scripps is strongly committed to ensuring the best possible chance for success of all such events and offers the following fee and service options. | |
| <ul style="list-style-type: none"> • Approval to hold the event in conjunction with the Scripps conference • Signage (1) and brochures/invitations posted near the Scripps registration desk • Inclusion on the course website and registration link • Inclusion in the conference daily announcements • Meeting room with basic audio-visual equipment and support • Food & beverage will be ordered by Scripps | |
| The above fees do not include: | |
| <ul style="list-style-type: none"> • Creation of marketing materials specific to product theater; Scripps reserves the right to approve all materials • Audio-visual equipment beyond what is provided (projector, screen, podium microphone, and sound system) • Exhibit space - additional fees apply • Scripps Health does not guarantee attendance to symposiums | |

Exhibit & Conference Venue

San Diego Marriott La Jolla

4240 La Jolla Village Drive
La Jolla, California 92037

Visit www.scripps.org/heartcme for discounted rooms reservation link

For shipping purposes, please add the following to your label:

Attn: Gabe Flores/Scripps, Apr 25-26, 2025
Company
Box # of #

Exhibitor Housing

A specially priced block of rooms is **being held until Thursday, April 3, 2025 or until the room block fills, whichever comes first**. When making your reservation, be sure to ask for the Scripps conference rate of \$269 per night (plus tax and parking). The resort fee is waived for anyone booking under the Scripps block. After April 3, 2025 reservations will be accepted on a space and rate availability basis only. Visit the conference website and use the reservation link to secure a discounted room: www.scripps.org/heartcme

Shipping Dates

All materials should arrive no earlier than April 23, 2025. 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.

Payment Information

- All exhibit applications must be received by **Friday, April 21, 2025**. Upon receipt of the application, a confirmation email will be sent.
- Satellite symposiums/product theaters must be reserved **at least 10 business days** prior to the activity.
- Additional exhibit badges can be purchased at a discounted rate of \$100 each by calling 858-678-6400.
- Payment must be received prior to the start of the activity.
- The exhibit cancellation deadline is **Friday, April 11, 2025**. Scripps CME will refund the cost of the exhibit less a \$500 processing fee. After April 11th no refunds will be granted.
- The satellite symposium/product theater cancellation deadline is **Friday, April 11, 2025**. Scripps CME will refund the cost of the satellite symposium/product theater less a \$1,000 processing fee. After April 11th no refunds will be granted.
- Exhibit space must be occupied by 7 a.m. on April 25, 2025. 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 Integrity and Independence in Accredited Continuing Education, 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

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.

Health and Safety Waiver and Assumption of Risk

By completion and submission of the exhibitor registration form, representatives certify that they have read and fully understand the Health and Safety Waiver and Assumption of Risk Agreement posted on the conference webpage.

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.

Family/Guest Attendance Policy

All conference activities are exclusively reserved for paid conference attendees. Children and family members are not allowed to attend meal functions or permitted in the general session room.

Exhibit & Conference Contact

Gabe Flores

Coordinator, Education Programs
Scripps Health
10790 Rancho Bernardo Rd
Mail drop: 4S-211
San Diego, California 92127
Phone: 858-678-6257
Email: flores.gabriel2@scrippshealth.org

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Application to Exhibit

COMPANY INFORMATION

| | | | |
|-------------------------|--|----------------|--|
| Company Name: | | | |
| Company Contact: | | | |
| Phone: | | E-mail: | |

EXHIBIT FEES

| | |
|--|---|
| <input type="checkbox"/> Standard Exhibit \$3,000 | <input type="checkbox"/> Premier Exhibit \$3,500 (limited to 8 tables) |
|--|---|

ADDITIONAL SUPPORT OPPORTUNITIES

| | |
|--|---|
| <input type="checkbox"/> Breakfast Product Theater \$10,000 | <input type="checkbox"/> Friday <input type="checkbox"/> Saturday |
| <input type="checkbox"/> Lunch Product Theater \$20,000 | <input type="checkbox"/> Friday <input type="checkbox"/> Saturday |
| <input type="checkbox"/> Dinner Product Theater \$25,000 | <input type="checkbox"/> Friday |

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> |

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- 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:
 Gabe Flores · Scripps Conference Services & CME
 10790 Rancho Bernardo Rd, Mail drop: 4S-211
 San Diego, California 92127
flores.gabriel2@scrippshealth.org