About the Course

Scripps’ 35th Annual Conference: Clinical Hematology and Oncology 2015, is designed for hematologists, oncologists, surgeons, radiation oncologists, internists, and others desiring an update in these specialty areas. The primary objective of this course is to bring together clinicians and leading experts in diverse areas of hematology and oncology, affording them an intimate environment in which to discuss new clinical developments and significant advances.

The first day of the program will focus on nonmalignant hematology which will be followed by an update on hematologic malignancies on the second day. New developments in oncology with a focus on issues of current interest will be discussed on the third day, while the final day will review breast cancer. All presenters will discuss their approaches to challenging but common clinical situations and there will be ample time for participant interaction.

Benefits of Exhibiting

Clinical Hematology & Oncology is a nationally accredited continuing medical education conference and is the largest annual hematology/oncology meeting held in the West, with the exception of ASH, ASCO and the San Antonio Breast Meeting. This conference is one of the few that combines topics in both hematology and oncology. 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 fields of hematology and oncology. 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 Cancer Center

Scripps Health is committed to combating cancer. That’s why we mobilized the collective resources of five hospital campuses, our affiliated physicians and a renowned research center to form the Scripps Cancer Center. These providers work collaboratively toward prevention, early detection and coordinated treatment. The center’s multidisciplinary approach ensures a comprehensive treatment plan that pairs leading-edge technology with an experienced, respectful care staff who are sensitive to the whole person and a range of healing approaches. Patients benefit from a collective array of cancer-specific personnel and services, as well as vigorous dialog between researchers and clinicians that brings the latest medical knowledge bedside. For more information on Scripps Cancer Center visit: www.scripps.org/services/cancer-care

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.

Exhibit & Conference Contact

**Ashley Sandoval, CMP**  
Education Program Manager  
Scripps Conference Services & CME  
11025 N. Torrey Pines Rd, Suite 200  
La Jolla, California 92037  
Phone: 858-652-5488  
Fax: 858-652-5565  
Email: sandoval.ashley@scrippshealth.org

**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.
### Attendee Demographics

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 Attendance</td>
<td>408</td>
</tr>
<tr>
<td>2014 Attendance</td>
<td>381</td>
</tr>
<tr>
<td>2015 Anticipated</td>
<td>400</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Degree</th>
<th>% Attendance</th>
<th>Primary Job</th>
<th>% Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physician</td>
<td>76%</td>
<td>Direct Patient Care</td>
<td>90%</td>
</tr>
<tr>
<td>Nurse/Nurse Practitioner</td>
<td>18%</td>
<td>Research</td>
<td>1%</td>
</tr>
<tr>
<td>Physician Assistant</td>
<td>3%</td>
<td>Training</td>
<td>4%</td>
</tr>
<tr>
<td>Pharmacist</td>
<td>2%</td>
<td>Administration</td>
<td>3%</td>
</tr>
<tr>
<td>Training</td>
<td>1%</td>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Occupational Setting</th>
<th>% Attendance</th>
<th>Geographic Breakdown</th>
<th>% Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Practice</td>
<td>51%</td>
<td>Southwest</td>
<td>31%</td>
</tr>
<tr>
<td>Hospital/Clinical Faculty</td>
<td>42%</td>
<td>Northwest</td>
<td>14%</td>
</tr>
<tr>
<td>Corporate (Biochem/Pharm)</td>
<td>2%</td>
<td>Midwest</td>
<td>24%</td>
</tr>
<tr>
<td>Resident/Fellow</td>
<td>4%</td>
<td>South</td>
<td>13%</td>
</tr>
<tr>
<td>Medical School</td>
<td>1%</td>
<td>Northeast</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Outside the US</td>
<td>6%</td>
</tr>
</tbody>
</table>

### Exhibit Schedule

**Install**  
Friday, February 13  
2 – 5 p.m.

**Exhibits Open**  
Saturday, February 14  
7 – 7:50 a.m.  
Breakfast & View Exhibits

9:30 – 10 a.m.  
Break & View Exhibits

3:30 – 4 p.m.  
Break & View Exhibits

Sunday, February 15  
7 – 8 a.m.  
Breakfast & View Exhibits

9:30 – 10 a.m.  
Break & View Exhibits

3:30 – 4 p.m.  
Break & View Exhibits

Monday, February 16  
7 – 8 a.m.  
Breakfast & View Exhibits

9:30 – 10 a.m.  
Break & View Exhibits

3:30 – 4 p.m.  
Break & View Exhibits

**Dismantle**  
Monday, February 16  
4 – 6 p.m.

### Exhibitor Housing

Please make your own sleeping room reservations at The Hyatt Regency La Jolla at Aventine. Call 888-421-1442 and request the Scripps conference reduced rate of $239/night. A block of rooms is being held for us until January 12, 2015. After this date, reservations will be accepted on a space and rate available basis only.

### Shipping and Payment Info

**Shipping Information**

Blaine Convention Services will be handling all shipping and exhibit details. Once you complete the Application to Exhibit and submit to Scripps Conference Services & CME your information will be sent to Blaine whom will be in touch regarding shipping details as well as rental options.

**Payment/Confirmation/Space Assignments**

All applications must be received by **Friday, January 31, 2015**. Upon receipt of the application a confirmation email will be sent. The exhibit cancellation deadline is **Monday, February 3, 2015**. Scripps will refund the exhibit fee less a $500 processing fee. After February 4, 2013 no refunds will be granted. Exhibit space must be occupied by **7 a.m. on Saturday, February 15, 2015**. 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.
Exhibit Opportunities & Information

| Premier Exhibit Space – ................................................................................................................................. $4,250 |
| Standard Exhibit Space – ................................................................................................................................. $3,250 |

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

To secure your space:
- On the next page you will find the exhibit hall floor plan, please select which booth you would like, all tables are 6’.
- All conference materials will be uploaded in a Conference App and Website. There will be a unique page for each exhibiting company, where your company’s logo, name, description and link to website will be listed. If you have any documentation (Word or PDF) that you would like uploaded, please email to Sandoval.ashley@scrippshealth.org
- **DOWNLOAD THE SCRIPPS CME APP FOR YOUR SMART PHONE OR TABLET!**
  To download the app on your smart phone or other device visit the appropriate app store and search ScrippsCME (must be one word).
  To access the site using your cell phone or computer’s web browser: [http://www.grupio.com/ScrippsCME](http://www.grupio.com/ScrippsCME)

Included with your exhibit purchase:
- Materials: 6’ table, table linens, carpet, chairs and wastebasket
- Complimentary access for four (4) company representatives to attend the educational activity
- Wireless internet in the meeting space
- 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 (Blaine Convention Services will be in contact with you regarding shipping & receiving and rental of any of the below):
- Pipe and drape
- Electricity
- Additional furniture or equipment rentals
- Labor for installing or dismantling your exhibit display
- Representatives beyond the four (4) allowed
- Security: the exhibit area will be locked each evening, however no security guard will be present. Neither the hotel, nor Scripps will accept liability for any items in the exhibit area at any time.

Additional Support Opportunities

**Satellite Symposia**
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. Scripps offers the following fee and service options.

| Satellite Symposium – ................................................................................................................................. $15,000 |
| 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 *(in addition to the above fees; no other satellite symposium held concurrently)* ……….. $10,000

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

**Faculty Dinner** ............................................................................................................................................... $25,000
Exhibit Hall Diagram (all tables are 6')
Table Numbers

Premier Spaces are highlighted in yellow, all other spaces are standard

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21 – Helsinn Oncology 
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27 – Onyx Pharmaceuticals 
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49- Dara Biosciences 
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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.

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’ 35th Annual Conference:  
Clinical Hematology and Oncology  
February 14-17, 2015  
Hyatt Regency La Jolla at Aventine - San Diego, California  
Application to Exhibit

COMPANY INFORMATION

Mail all Exhibit Correspondence to:

Company Name: 
(as it should appear on marketing materials)

Company Street Address:

City: State: Zip/Postal Code:

E-mail: Phone:

SUPPORT OPPORTUNITIES

Satellite Symposia:  
☐ Marketing Support/On-site $15,000  
☐ Guarantee of Exclusivity $10,000

☐ Saturday, February 14, 7 p.m.  
☐ Monday, February 16, 7 a.m.

☐ Sunday, February 15, 7 a.m.  
☐ Monday, February 16, 6 p.m.

☐ Sunday, February 15, 5:30 p.m.  
☐ Tuesday, February 17, 12:30 p.m.

☐ Faculty Dinner $25,000

EXHIBIT FEES

Tabletop Exhibit Space (6' table):  
☐ Premier Space $4,250  
☐ Standard Space $3,250

Please indicate which table number you would like: First Choice Second Choice

Name of Company Representatives Working at Booth: (4 complimentary representatives maximum)

1 2 3 4

AGREEMENT

This application will not be processed unless signed and accompanied by full payment of exhibit/support fees. This application shall serve as both a contractual agreement and invoice for exhibitors. As a representative of the company listed below, you agree to abide by the rules and regulations of Scripps Cancer Center’s: Clinical Hematology & Oncology conference as set forth in the Exhibitor Prospectus.

(Print name of company/organization)

Signature: Title: Date: 

METHOD OF PAYMENT

Please select payment method:  
☐ Check Make checks payable to Scripps. The Scripps Tax ID number is: 95-1684089.

☐ Visa  ☐ MasterCard  ☐ AMEX  ☐ Discover  If paying by credit card, please complete the information below.

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

Billing Address if Different From Above

Please send your completed application and full payment to: 
Ashley Sandoval, CMP · Scripps Conference Services & CME 
11025 North Torrey Pines Road, Suite 200, La Jolla, CA 92037 - Fax: 858-652-5565 · E-mail: sandoval.ashley@scrippshealth.org