New Advances in Inflammatory Bowel Disease
September 14-15, 2019 • Hyatt Regency La Jolla at Aventine • San Diego, California

Exhibitor Prospectus

About the Course

The New Advances in Inflammatory Bowel Disease conference will highlight the latest concepts in the diagnosis and treatment of IBD. Disease complications, social and psychological side effects, special population considerations, and surgical options will also be discussed. The course will be taught by nationally known experts who are actively involved in clinical trials and studies related to the management of Crohn’s and colitis. Physicians will be provided with the necessary context to integrate the relevant information into their practices to improve the quality of life for their afflicted patients.

Benefits of Exhibiting

The New Advances in Inflammatory Bowel Disease conference is a nationally accredited continuing medical education conference for physicians and other health care professionals involved in the care of patients with ulcerative colitis and Crohn’s disease. 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 gastroenterology. 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 Scripps & UC San Diego Health Systems

Scripps Health, a nonprofit health care system based in San Diego, California, includes more than 2,600 affiliated physicians and 12,000 employees at five acute-care hospital campuses, home health care services and a network of clinics, physician offices and outpatient centers. Scripps is committed to contributing to the future of medicine through its clinical research trials and graduate medical education programs. More information can be found at www.scripps.org.

The multidisciplinary specialists at the UC San Diego Inflammatory Bowel Disease Center diagnose and treat people with inflammatory bowel disease (IBD) from around the world. Our vision is to continue building and improving our center of learning, while treating inflammatory bowel disease through clinical care, education, and clinical and laboratory research. Our leadership in IBD research means that you have access to clinical trials for the newest therapies and advanced surgical techniques for the treatment of this challenging condition. More information is available at www.health.ucsd.edu/ibd.

Exhibit & Conference Contact

Carrie Benz
Program Development Manager
Scripps Conference Services & CME
4275 Campus Point Court, CPB205
San Diego, California 92121
Phone: 858-678-6050
Email: benz.carrie@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
Exhibit Schedule

Saturday, September 14, 2019

6 a.m.  Exhibitor Move-in
7 a.m.  Registration, Breakfast & View Exhibits
8 a.m.  General Session
9:45 a.m.  Break & View Exhibits
Noon  Lunch
3 p.m.  Break & View Exhibits
5 p.m.  Dinner Symposium AVAILABLE

Sunday September 15, 2019

7 a.m.  Breakfast Symposium AVAILABLE
7:30 a.m.  Breakfast & View Exhibits
8 a.m.  General Session
9:45 a.m.  Break & View Exhibits
11 a.m.  Exhibitor Move-out
Noon  Final Adjournment
12:15 p.m.  Lunch Symposium AVAILABLE

Attendance History

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendance</th>
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<tbody>
<tr>
<td>2016</td>
<td>153</td>
</tr>
<tr>
<td>2017</td>
<td>188</td>
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<tr>
<td>2018</td>
<td>202</td>
</tr>
<tr>
<td>2019</td>
<td>215</td>
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Exhibit Opportunities

<table>
<thead>
<tr>
<th>Exhibit – 6’ Table</th>
<th>$2,500</th>
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<tbody>
<tr>
<td>Exhibit – 8’ Table</td>
<td>$3,000</td>
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Please note: Scripps is a non-profit organization; therefore we cannot provide a non-profit discount on the exhibit spaces.

Included with your exhibit purchase

- Materials: 6’ table/8’ table (based on selection), table linens, carpet, chairs and wastebasket
- Complimentary access for two (2) company representatives to attend the educational activity
- Additional reps may attend at a rate of $350/rep
- Wireless internet in the meeting space
- CME Credit: exhibitors wishing to receive CME credit must notify the conference host on the exhibit form and provide additional information for CME purposes. 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 the week 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).
- Note: Scripps will assign a space to anyone who does not select the Choose your Space option. Space numbers will be emailed to you one week prior to the conference.

Not included with your exhibit purchase

- Pipe and drape
- Electricity
- Additional furniture or equipment rentals
- Labor for installing or dismantling your exhibit display
- Representatives beyond the two (2) allowed
- Security: the exhibit area is in the hallways and foyer space and will therefore not be locked each evening and no security guard will be present. 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

Satellite Symposium
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.

<table>
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<tr>
<th>Opportunity Type</th>
<th>Included in Support Opportunity</th>
<th>Price</th>
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</table>
| Satellite Symposium | • 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 at registration  
• E-mail blasts (2) to all registered attendees  
• Signage (1) and brochures/invitations posted near the Scripps registration desk (Host to provide collateral)  
• Inclusion in the conference daily announcements, agenda, app with push notification/reminders sent to attendees  

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 (including food & beverage, AV labor/equipment, speaker arrangement, invitation and RSVP management) is the responsibility of the hosting company and will be billed directly  
• Exhibit space; additional fees apply  
• Approval to send brochures/invitations out to non-registered attendees in the area | $10,000 |
| Faculty Dinner | Up to 3 company reps may attend the dinner with the faculty. Dinner will take place on Saturday, September 14, 2019. Location and time are TBD.                                                                                                                                 | $5,000 |

Exhibit & Conference Venue

Hyatt Regency La Jolla At Aventine  
3777 La Jolla Village Drive  
San Diego, CA 92122  
Phone: 858-552-1234

For shipping purposes, please add the following to your label:  
Attn: Carrie Benz/Scripps, Sept. 14-15, 2019

Shipping Dates
All materials should arrive no earlier than September 12, 2019. The exhibiting company will be responsible for all 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 Monday, September 9, 2019. Upon receipt of the application a confirmation email will be sent.  
• The exhibit cancellation deadline is Friday, September 6, 2019. Scripps will refund the exhibit fee less a $500 processing fee. After August 31, 2018 no refunds will be granted.  
• Exhibit spaces are pre-assigned and will be labeled when you arrive. All badges, attendee lists and exhibitor info sheets will be on your table then you arrive.  
• Exhibit space must be occupied by 7 a.m. on Saturday, September 14, 2019. 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.  
• Payment should be received no later than one week prior to the conference. If a delayed payment is expected, the conference host must be notified.
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.

Exhibitor Housing
A specially priced block of rooms is being held until August 22, 2019 or until the room block fills, whichever comes first. When making your reservation, be sure to ask for the Scripps conference rate of $229 per night (plus tax and parking). After August 22, 2019 reservations will be accepted on a space and rate availability basis only. Hyatt Reservations: 858-552-1234

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.
**New Advances in Inflammatory Bowel Disease**  
**September 14-15, 2019**  
**Hyatt Regency La Jolla at Aventine • San Diego, California**

**Application to Exhibit**

### COMPANY INFORMATION

<table>
<thead>
<tr>
<th>Company Name:</th>
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</thead>
<tbody>
<tr>
<td>Company Contact:</td>
<td></td>
</tr>
<tr>
<td>Phone:</td>
<td>E-mail:</td>
</tr>
</tbody>
</table>

### EXHIBIT FEES

| Exhibit Space: | 6’ table $2,500 | 8’ table $3,000 |

### ADDITIONAL SUPPORT OPPORTUNITIES

| Satellite Symposium $10,000 | Faculty Dinner $5,000 |

### EXHIBIT DISPLAY INFORMATION

**What will your display consist of?**
- [ ] Tabletop Only
- [ ] Tabletop & Pop-Up

**Please indicate which companies you cannot be located next to:**

### 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*

<table>
<thead>
<tr>
<th>Credit Card Number</th>
<th>Expiration Date</th>
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</thead>
<tbody>
<tr>
<td>Security Code on Card (Required)</td>
<td>Billing Zip Code</td>
</tr>
</tbody>
</table>

### PAYMENT/CONFIRMATION/SPACE ASSIGNMENTS

- All exhibit space requests will be accommodated based on availability.
- The exhibit cancellation deadline is Friday, September 6, 2019. Scripps CME will refund the exhibit fee less the $500 deposit. After is Friday, September 6, 2019 no refunds will be granted.
- Exhibit space must be occupied by 7 a.m. Saturday, September 14, 2019. Exhibitors who anticipate delays must notify Scripps CME.
- Representatives are encouraged to bring their company provided name badges to wear during display hours.

### 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.

(Please 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:

Carrie Benz · Scripps Conference Services & CME  
4275 Campus Point Court, CPC205  •  San Diego, CA 92121  
Fax: 858-678-6753  •  benz.carrie@scrippshealth.org