

This unique educational experience that includes a current review of the art and science of integrative holistic medicine as well as an opportunity for personal renewal and meaningful connection with other participants. The course format includes lectures, morning and afternoon question and answer panel discussions, small group discussions, focused track sessions and experiential morning programs. Faculty are renowned experts in integrative holistic medicine with experience in providing practical summaries on a wide range of mind-body-spirit topics.

Course Overview

Integrative holistic medicine embraces conventional and complementary therapies that are based in science. It focuses on the whole person-- mind, body, and spirit-- with a strong emphasis on the physician-patient partnership. Integrative holistic medicine is based on the following principles:

- Health is more than the absence of disease.
- A person is more than his/her symptoms, and healing requires a whole-person approach.
- Empowered patients make long-term and lasting changes that support healing and optimal health.

Research has demonstrated that nearly one in three Americans seek out complementary and alternative medicine to supplement conventional care. Patients are now asking their physicians about the medical value of these therapies. Since these approaches have not become routinely incorporated into most medical school curricula, health care providers are seeking trusted sources for learning about these techniques. The course was created with these needs in mind, and sets reasonable standards for the application of integrative holistic medicine.

2014 Conference Highlights

- Outstanding, comprehensive week-long educational course
- Evidence-based integrative holistic medicine presented by leading experts across many disciplines
- Interactive educational formats including: case studies, experiential demonstrations, and a unique virtual Q&A experience
- Pre-Conference Seminars, Focused Track Sessions, and a Post Conference that begins on October 30 for Health Care Administrators
- Main Conference materials available via mobile app and conference website
- Meaningful daily opportunities to interact with faculty and fellow attendees to establish a network of like-minded professionals
- Academy membership opportunities

Target Audience

This educational course is for health care professionals who are seeking to expand their clinical competencies and advance their mind-body-spirit approach to healing. Credits are available for many health care professionals: physicians (MD, DO, ND), nurses, dietitians, acupuncturists, chiropractors, midwives, pharmacists, physician assistants and more.

Benefits of Exhibiting

- Interact face-to-face with influential decision makers in the field of integrative medicine.
- Build visibility for your company in a competitive marketplace.
- Expand your prospect base and strengthen existing customer relationships.
- Introduce new products and services.
- Generate new sales leads.
- Give product demonstrations and distribute samples.

About Us

The Academy of Integrative Health & Medicine (AIHM) The mission of the expanded global academy is to implement the science of health and healing into practice by bringing leaders of medicine and the healing arts together into an academic and clinically focused community. This year, join the celebration as the AIHM offers membership to the conference community for the very first time.

Scripps Health Scripps Health, a nonprofit health care system based in San Diego, California, includes more than 2,600 affiliated physicians and over 13,000 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, graduate medical education and continuing medical education programs. More information can be found at www.scripps.org.

The American Holistic Medical Association (AHMA) The American Holistic Medical Association (AHMA) was founded in July of 1978. Back then, we created a safe harbor and training ground for the early pioneers in holistic medicine. Today's members include holistic practitioners, organizational leaders, supporters, authors, and speakers. As a nonprofit association, AHMA established a reputation of connecting and collaborating with numerous others, collectively providing the voices necessary for continued progress in the transformation of health care. AHMA's leadership is proud to be among those actively involved in creating the new home for holistic practitioners, the Academy of Integrative Health and Medicine. More information can be found at www.holisticmedicine.org.

The American Board of Integrative Holistic Medicine (ABIHM) The ABIHM was founded in 1996, with a vision to transform medicine through the incorporation of the art and science of a whole person approach to health care. Since 2000, the ABIHM has set a recognized standard for knowledge by MD's and DO's in integrative holistic medicine, and has certified over 2,500 Diplomates. See www.abihm.org for important information about the future of Integrative Medicine and the ABIHM.

Exhibit & Conference Contact

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Scripps Conference Services & CME
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La Jolla, CA 92037
Phone: 858-652-5488
Fax: 858-652-5565
Email: sandoval.ashley@scrippshealth.org

Exhibit Schedule

ANTICIPATED NUMBER OF EXHIBITORS 40

INSTALLATION

Saturday, October 25
Noon – 5 p.m.

DISMANTLING

Thursday, October 30
4 – 6 p.m.

EXHIBITS OPEN *Please note these times are subject to change.*

Exhibits Open

Sunday, October 26

7:30-8 a.m. Breakfast & View Exhibits
10:30-11 a.m. Break & View Exhibits
12:30-2 p.m. Lunch*
3:30-4 p.m. Break & View Exhibits

Monday, October 27

7:30-8:15 a.m. Breakfast & View Exhibits
10:15-10:45 a.m. Break & View Exhibits
12:30-2 p.m. Lunch*
3:30-4 p.m. Break & View Exhibits

Tuesday, October 28

7:30-8:15 a.m. Breakfast & View Exhibits
10:30-11a.m. Break & View Exhibits
12:30-2 p.m. Lunch*
3:30-4 p.m. Break & View Exhibits

Wednesday, October 29

7:30-8:15 a.m. Breakfast & View Exhibits
10:30 -11 a.m. Break & View Exhibits
12:30-2 p.m. Lunch*
3:30-4 p.m. Break & View Exhibits

Thursday, October 30

7:30-8:15 a.m. Breakfast & View Exhibits
10:30 -11 a.m. Break & View Exhibits
12:30-2 p.m. Lunch*
3:30-4 p.m. Break & View Exhibits

** lunch is not a designated time to view exhibits, however exhibitors should expect flow through the exhibit hall.*

Attendee Demographics

2012 Attendance in San Diego, California 516
2013 Attendance in St Petersburg, Florida 533
2014 Anticipated attendance in San Diego, California - 700

2013 Attendee Statistics from St Petersburg, Florida

Occupational setting

45% Private Practice
37% Hospital/Clinic
13% Other
3% Medical School
2% Corporate/ Industry

Geographic Breakdown

South 35%
Northeast 23%
West 21%
Midwest 17%
Unknown 2%
International 2%

Primary job responsibility

87% Direct patient care
5% Other
4% Administration
3% Teaching
1% Research

Degree

85% Physician (MD/DO)
8% Other
3% PA/PA-C/PhD/PharmD
3% Nurse (RN/NP/APRN)
1% BA/BS/MS/MS/MBA

Past Exhibitors

Advanced Naturals
American Board of Physician Specialties
American Herbal Labs & Nano Vita Water
American Holistic Medical Association
Arizona Center for Integrative Medicine
Avazzia
Begin Healing, Inc.
Biomat Store, The
Bio-Tech Pharmacal, Inc.
Boiron
Cancer Treatment Centers of America
Cell Science Systems
Clear Mind Center

College Pharmacy
Doctor's Data, Inc.
Genova Diagnostics, Inc.
Global Advances in Health and Medicine
HeartMath
Host Defense Organic Mushrooms
Integrative Medicine, A Clinician's Journal
Lenyosys
Maharishi Ayurveda
Mas USA, LTD.
Mentor Books
Metagenics
Natura Health Products

Neogenis Labs
NordicNaturals
NuCentury Herbs
Pharmax
Pritikin ICR LLC
Prothera, Inc.
Samia Solutions
The Cardio Group
The Great Plains Laboratory, Inc.
Visual Outcomes
Women's International Pharmacy
Xymogen

Exhibit Opportunities

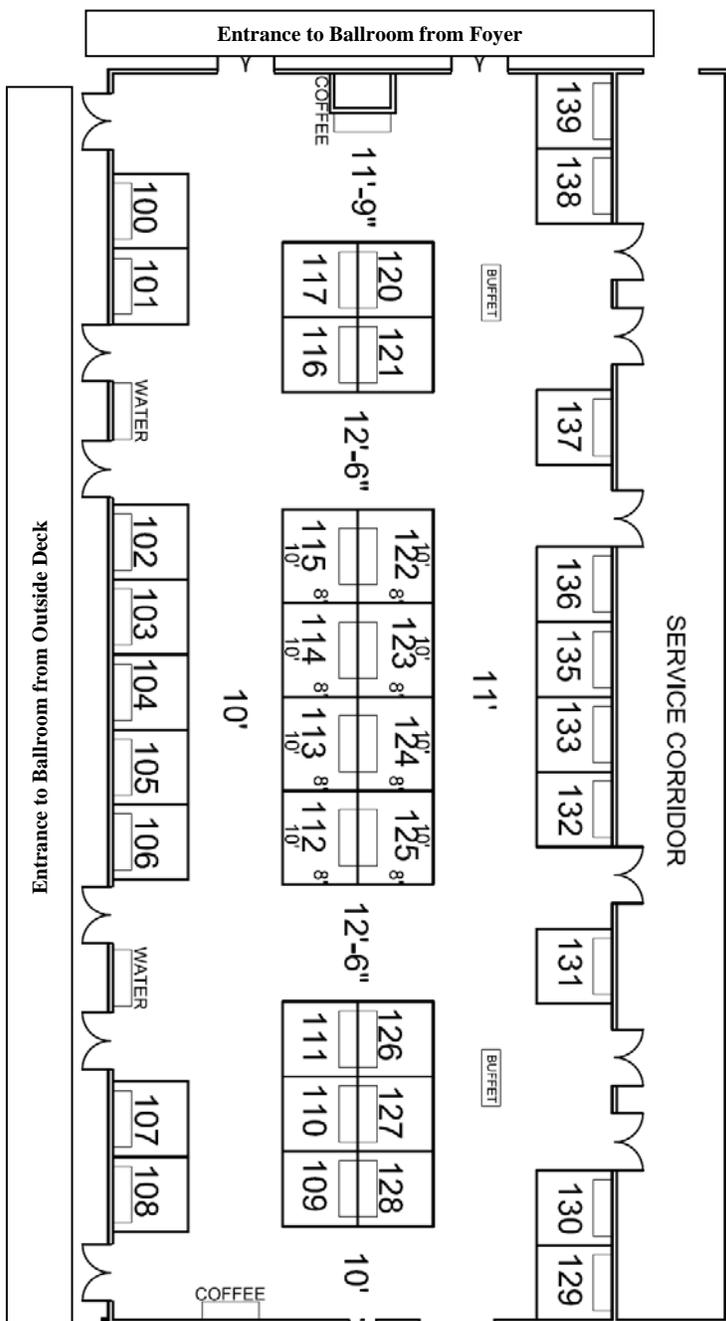
| | |
|--|----------------|
| 8' x 8' space, 6' table (all booths except for: 112, 113, 114, 115, 122, 123, 124, 125)..... | \$4,000 |
| 10' x 8' space, 6' table (112, 113, 114, 115, 122, 123, 124, 125)..... | \$5,000 |

Included with your exhibit space:

- Materials: table, table linens, carpet, chair & wastebasket.
- Complimentary access for two (2) company representatives to exhibit and attend all conference activities (educational sessions and food & beverage functions) with reduced registration fees of \$600 available for each additional representatives. Maximum of four (4) representatives allowed.
- 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.

Not included with your exhibit space:

- Please contact Blaine Convention Services for: electricity, additional furniture or equipment rentals, labor for installing or dismantling your exhibit display
- Representatives beyond the four (4) company representatives.
- Security: the exhibit area will not be locked each evening and no security guard will be present. 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 Availability

Booths remaining:
8x8 space \$4K – 129
8x10 space \$5K – 114 and 124

Yellow represents 10'x8' space

- 100 Maharishi Ayurveda
- 101 Pure Encapsulations
- 102 American Herbal Labs & Nano Vita Water
- 103 Cell Science Systems
- 104 Integrative Medicine Consortium
- 105 AZ Center for Integrative Medicine
- 106 Psy-Tek, LLC
- 107 Cascades Clinical Systems LLC
- 108 Cleveland HeartLab Inc.
- 109 The Great Plains Laboratory, Inc.
- 110 Avazzia
- 111 ZYTO Technologies, Inc.
- 112 Electromedical Products International, Inc.**
- 113 Designs for Health**
- 114**
- 115 HeartMath**
- 116 Women's Intl Pharmacy
- 117 Boiron
- 120 Nordic Naturals
- 121 NuCentury Herbs
- 122 Natura Health Products**
- 123 Parkway Clinical Laboratories**
- 124**
- 125 HempMedsRx**
- 126 Ajinomoto North America
- 127 BrainMasters
- 128 Skinny and Company
- 129
- 130 Allergy Research Group
- 131 Biomat Store
- 132 Fry Laboratories
- 133 The Cardio Group
- 135 Native-Throid / RLC Labs
- 136 Host Defense Organic Mushrooms
- 137 Prothera, Inc.
- 138 Genova Diagnostics, Inc.
- 139 Itamar Medical

Support Opportunities

| | |
|---|---------------------------|
| <p>Satellite Symposium Scripps is pleased to offer satellite symposia as a forum for the presentation of industry-sponsored educational programs (non-CME) during the Natural Supplements conference. Satellite Symposia provide attendees with additional educational opportunities and are a great opportunity for your company to reach the conference attendees. Program content and product information are the sole responsibilities of the industry-sponsored supporter and will take place during the designated time slots and not within the official program hours. Requested symposia date and time assignments will be reviewed and approved on a first-come, first-served basis.</p> <p>Dates/Times available for Satellite Symposia: Sunday, Oct 26 @ 6:30pm (Mission Bay Room), Monday, Oct 27 @ 6:30pm (Mission Bay Room), Tuesday, October 28 @ 7pm (Mission Bay Room), Wednesday, October 29 (Mission Bay Room), Thursday, October 30 (Mission Bay Room)</p> <p>Sponsorship fees include:</p> <ul style="list-style-type: none"> • 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 flyers posted near the Scripps registration desk • Inclusion in the conference daily announcements <p>The above fees do not include:</p> <ul style="list-style-type: none"> • Specific marketing materials such as flyers, 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 • Food and beverage during the satellite symposia | \$5,000 |
| <p>Research Competition/Poster Presentations The research competition displays poster presentations of abstract submissions of original work in three categories: Original Clinical Research Basic Sciences / Review / Case Studies Student / Fellow Prominent signage will announce your sponsorship as well as acknowledgement during the announcements of the winners. Recognition of support will also be in all printed marketing materials and the conference app.</p> | \$5,000 |
| <p>Food & Beverage Stations (Breakfast) Over 700 attendees and faculty will enjoy a delicious buffet compliments of your generous support. Your company signage will be strategically placed next to your selected food or beverage station in the exhibit hall, as well as in the designated breakfast seating area, providing you an opportunity to have your company sales image as a first impression with attendees.</p> | \$10,000 |
| <p>Beverage Stations (Break) Encourage attendees and faculty to take a break and explore the exhibit hall during downtime each day. Your company signage will be strategically placed next to your selected beverage station in the exhibit hall and provides you an opportunity to have your company sales image as a first impression with attendees.</p> | \$5,000 |
| <p>Food & Beverage Stations (Lunch) Over 700 attendees and faculty will enjoy a delicious buffet compliments of your generous support. Your company signage will be strategically placed next to your selected food and beverage station, as well as in the designated lunch seating area, providing you an opportunity to have your company sales image as a first impression with attendees.</p> | \$20,000 |
| <p>Conference App Sponsor A mobile app will be provided to all conference attendees/faculty which is how all attendees and faculty will access the conference course materials from the convenience of their mobile device or computer. Your company will be listed as the sole supporter of this app, with a banner on the app, as well as the option to send one message to all attendees, via the mobile app (Note: 165 character limit to the message).</p> | \$5,000 |
| <p>Tote Bag Sponsor SOLD! Hand out a tote bag to every attendee to wear around the conference and go home with. Company is responsible for providing tote bags.</p> | \$1,000 |
| <p>General Conference Support Putting together a high-quality, educational conference can be costly. Support from philanthropic funds, commercial support and exhibit fees help make this conference possible. Organizations that are interested in providing general support will receive recognition. General conference support can include conference tote bags, conference lanyards, charging stations etc.</p> | Call for pricing |

We are also seeking donations of raffle prizes. These prizes will be raffled off daily and winners and company donors will be announced in the General Session room. Please contact Ashley for more details.

Exhibit Information

Conference Venue

Paradise Point Resort & Spa

1404 Vacation Road, San Diego, California 92109

Reservations: 888-344-2626

Hotel Direct: 858-274-4630

Web: www.paradisepoint.com

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.

Payment/Confirmation/Space Assignments

- All applications must be received by **October 13, 2014**. Upon receipt of the application, a confirmation email will be sent.
- The exhibit cancellation deadline is **October 20, 2014**. Scripps will refund the exhibit fee, less a \$500 processing fee. After **October 20, 2014** no refunds will be granted, with no exceptions.
- Exhibit space must be occupied by **7:30am on October 26, 2014**. 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.

Housing

Please make your own hotel reservations and request the **Scripps** Conference Reduced Rate, which varies depending on room selection from **\$192 - \$399 per night**. A block of rooms will be held for the conference until **October 3, 2014**. After this date, reservations will be accepted on as space and rate available basis only.

CME Guidelines & Scripps Policies

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.

Liability 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. The Exhibitor agrees to indemnify Scripps, and the Facility and their employees, volunteers, and committees from any and all claims for loss, damage, or injury. Exhibitors are encouraged to insure themselves against property loss or damage, and against both general and personal liability.

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.

Application to Exhibit

COMPANY INFORMATION

| | | | | |
|---|--|---------------|--|-------------------------|
| Company Main Representative Name: | | | | |
| Company Name: <i>(as it should appear on marketing materials)</i> | | | | |
| Company Street Address: | | | | |
| City: | | State: | | Zip/Postal Code: |
| Phone: | | | | Fax: |
| E-mail: <i>(required for confirmation)</i> | | | | |

EXHIBIT OPPORTUNITIES

| | |
|--|--|
| <input type="checkbox"/> 8'x 8' space \$4,000 | <input type="checkbox"/> 8'x 10' space \$5,000 |
| Please indicate your desired booth number(s): Option 1 _____ Option 2 _____ | |
| Name of Company Representatives Working at Booth: <i>(2 complimentary representatives, 4 maximum)</i> | |
| 1 _____ | 2 _____ |
| 3 <i>additional cost of \$600</i> | 4 <i>additional cost of \$600</i> |

SUPPORT OPPORTUNITIES

| | |
|--|---|
| <input type="checkbox"/> Satellite Symposium \$5,000 | |
| <input type="checkbox"/> Sunday, October 26 at 6:30pm | <input type="checkbox"/> Monday, October 27 at 6:30pm <input type="checkbox"/> Tuesday, October 28 at 7pm |
| <input type="checkbox"/> Wednesday, October 29 at 6:30pm | <input type="checkbox"/> Thursday, October 30 at 6:30pm |
| <input type="checkbox"/> Conference App Sponsor \$5,000 | <input type="checkbox"/> Breakfast Sponsor \$10,000 <input type="checkbox"/> Break Sponsor \$5,000 |
| <input type="checkbox"/> Research Competition / Poster Presentations Sponsor \$5,000 | <input type="checkbox"/> Lunch Sponsor \$20,000 |

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

 (Print name of company/organization)

agrees to abide by the rules and regulations of The Science & Clinical Application of Integrative Holistic Medicine conference set forth in the Exhibitor Prospectus.

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.*

| | | |
|--|------------------------|---|
| <i>Credit Card Number</i> | <i>Expiration Date</i> | <i>Security Code on Card (Required)</i> |
| <i>Name on Card</i> | <i>Signature</i> | |
| <i>Billing Address if Different From Above</i> | | |

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