

**Cardiovascular Atherosclerosis: Prediction, Prevention and Management**

**May 20, 2023**

The Westin Carlsbad Resort • Carlsbad, California

*Exhibitor Prospectus*

**About the Course**

Despite notable advances in management, atherosclerotic cardiovascular disease (ASCVD) and its major clinical manifestations remains a leading cause of both morbidity and mortality worldwide. In the United States alone, ASCVD is the leading cause of death in most racial and ethnic populations and is estimated to cost more than \$200 billion per year due to medications, healthcare service utilization, and productivity losses. Many of these human and economic costs are largely attributable to poor implementation of prevention strategies in adults and failure to control ASCVD risk factors using available medications and lifestyle interventions. The Scripps Cardiovascular Atherosclerosis conference is designed to assist clinicians in the prevention, diagnosis, treatment, and ongoing management of ASCVD among patients in their clinical practices as well as to promote increased awareness of prudent lifestyle and dietary choices 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, May 19, 2023**

5-6 p.m. Exhibitor Move-in

**Saturday, May 20, 2023**

6:30 a.m. Exhibitor Move-in  
 7-7:45 a.m. **Product Theater Breakfast Available**  
 7 a.m. Breakfast & View Exhibits  
 10 a.m. Break & View Exhibits  
 12:30 p.m. Lunch Break  
 12:30-1:15 p.m. **Product Theater Lunch Available - SOLD**  
 3 p.m. Break & View Exhibits  
 4:45 p.m. Adjourn & Exhibitor Move-out

**Exhibit Opportunities**

<b>Exhibit – 6’ space</b> (includes two full access passes)	<b>\$2,000</b>
<b>Exhibit – 8’ space</b> (includes four full access passes)	<b>\$2,500</b>

**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.

**Scripps Health Conference Guidelines**

1. All staff, participants, and vendors must be asymptomatic to attend the in-person conference.
2. All staff, participants, and vendors are encouraged to wear masks and remain physically distanced during the conference.
3. Virtual conference participation will be available for staff, participants, and vendors who have recently been exposed to, or tested positive for COVID-19, and/or are symptomatic.

**\*\* These guidelines may be modified at any time in advance of or during the Conference.\*\***

**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**

<b>Satellite Symposia/Product Theater (non-CME)</b>	<b>\$7,500 Breakfast or \$10,000 Lunch</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>• Approval to hold the event at the conference venue (based on space availability)</li> <li>• E-mail blasts (2) to all registered attendees</li> <li>• Signage (1) and brochures/invitations posted near the Scripps registration desk</li> <li>• Inclusion on the course website and registration link</li> <li>• Inclusion in the conference daily announcements</li> <li>• Meeting room with standard audio-visual equipment and support</li> <li>• <b>Breakfast or lunch buffet – food will be ordered by Scripps</b></li> </ul> <p>The above fees do not include:</p> <ul style="list-style-type: none"> <li>• Creation of marketing materials specific to product theater; Scripps reserves the right to approve all materials</li> <li>• Audio-visual equipment beyond what is provided (projector, screen, microphone, sound system)</li> <li>• Live streaming fees</li> <li>• Exhibit space; additional fees apply</li> <li>• Scripps Health does not guarantee attendance during this event</li> </ul>	

**Exhibit & Conference Venue**

**The Westin Carlsbad Resort**  
 5480 Grand Pacific Dr  
 Carlsbad, California 92008  
 Reservations: 760-827-2800

**For shipping purposes, please add the following to your label:**  
 Attn: Denise Manalo/Scripps  
 Company  
 Box # of #

**Shipping Dates**

**All materials should arrive no earlier than May 18, 2023.** 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 **May 15, 2023**. 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.
- Payment must be received prior to the start of the activity.
- The exhibit cancellation deadline is **Friday, May 5, 2023**. Scripps CME will refund the cost of the exhibit less a \$100 processing fee. After May 5<sup>th</sup> no refunds will be granted.
- The satellite symposium/product theater cancellation deadline is **Friday, May 5, 2023**. Scripps CME will refund the cost of the satellite symposium/product theater less a \$500 processing fee. After **May 5<sup>th</sup>** no refunds will be granted.
- Exhibit space must be occupied by 7 a.m. on May 20, 2023. 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](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

**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.

**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, exhibitors certify they have read and fully understand the Health and Safety Waiver and Assumption of Risk Agreement posted on the conference webpage [www.scripps.org/atherosclerosis](http://www.scripps.org/atherosclerosis).

**Exhibit & Conference Contact****Denise Manalo**

Education Program Coordinator  
Scripps Health  
4275 Campus Point Court, CPB205  
San Diego, California 92121  
Phone: 858-678-6234  
Email: [manalo.denise@scrippshealth.org](mailto:manalo.denise@scrippshealth.org)



[www.scripps.org/conferenceservices](http://www.scripps.org/conferenceservices)  
[www.linkedin.com/company/scripps-health](http://www.linkedin.com/company/scripps-health)  
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*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"/> 6-foot space <b>\$2,000</b>	<input type="checkbox"/> 8-foot space <b>\$2,500</b>	<input type="checkbox"/> Additional Badges <b>\$75 x ____</b>
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**ADDITIONAL SUPPORT OPPORTUNITIES**

<input type="checkbox"/> Breakfast Product Theater <b>\$7,500</b>	<input type="checkbox"/> Lunch Product Theater <del><b>\$10,000</b></del> <b>SOLD</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**

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- 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.

**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:**  
 Denise Manalo • Scripps Conference Services & CME  
 4275 Campus Point Court, CPB 205 • San Diego, CA 92121  
 Fax: 858-678-6753 • [manalo.denise@scrippshealth.org](mailto:manalo.denise@scrippshealth.org)