32nd Annual New Treatments in Chronic Liver Disease  
Friday, March 31 – Sunday, April 2, 2017, Estancia La Jolla Hotel, San Diego, California  
Exhibitor & Abstract Poster Prospectus

About the Course

This CME conference will review new medications and therapies that are now available, or will soon be available, and discuss their comparative values. The results of trials using new drugs to treat chronic viral hepatitis B and C, non-alcoholic fatty liver diseases, primary biliary cirrhosis, primary sclerosing cholangitis, hepatocellular carcinoma and complications of end-stage liver disease will be reviewed in detail. New Treatments in Chronic Liver Disease is a comprehensive yet concise program for updating physicians on these and other commonly encountered problems in the treatment of liver diseases.

Benefits of Exhibiting & Supporting

The New Treatments in Chronic Liver Disease is a nationally accredited continuing medical education conference for hepatologists, gastroenterologists, infectious disease specialists, nurse practitioners, physician assistants and others desiring an update in these specialty areas. 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
- 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

Scripps

Scripps Health, a non-profit healthcare system based in San Diego, California, includes more than 2,600 affiliated physicians and more than 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.

Scripps Conference Services & CME

Scripps Conference Services & CME, which offers more than 40 nationally recognized annual conferences in over 15 specialty areas, is committed to providing exceptional educational courses for physicians and other health care professionals. More information, conference brochure and exhibit prospectus downloads are available at www.scripps.org/conferenceservices. Sign up to for future email updates from Scripps Conference Services & CME on conferences in a variety of specialty areas at www.scripps.org/CMEemails. This is free to subscribe and you can opt-out at any time.

Conference Contact

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

Friday, March 31
10am – Noon Exhibitors Move In
12:30-1 p.m. Registration
2:40-3 p.m. Break & View Exhibits

Saturday, April 1
7:30 - 8 a.m. Breakfast & View Exhibits
9:45 - 10:15 a.m. Break & View Exhibits
11:45 a.m. – 1 p.m. Lunch
2:30 - 3 p.m. Break & View Exhibits

Sunday, April 2
7:30 - 8 a.m. Breakfast & View Exhibits
10:15 – 10:30 a.m. Break & View Exhibits
10:30am Exhibitors Move Out

Attendee Demographics

<table>
<thead>
<tr>
<th>Category</th>
<th>Attendance</th>
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<tbody>
<tr>
<td>Physicians</td>
<td>55%</td>
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<tr>
<td>Nurses/Nurse Practitioners</td>
<td>27%</td>
</tr>
<tr>
<td>Physician Assistants</td>
<td>6%</td>
</tr>
<tr>
<td>Others (MS, MBA, etc.)</td>
<td>12%</td>
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2016 Attendance: 150
2017 Anticipated Attendance: 200

Conference Venue

Estancia La Jolla Hotel
9700 N. Torrey Pines Road
La Jolla, California 92037
855-318-7602
www.estancialajolla.com

Exhibitor Payment/Confirmation/Space Assignments

- All applications must be received by March 20, 2017. Upon receipt of the application, a confirmation email will be sent.
- Payment must be received prior to the conference commencement.
- The exhibit cancellation deadline is March 20, 2017. Scripps will refund the exhibit fee, less a $500 processing fee. After March 20 no refunds will be granted.
- Exhibit space must be occupied by 7:30 a.m. on April 1, 2017. 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.

Exhibitor Housing

Please make your own hotel reservations and request the Scripps conference reduced rate of only $229 per night (plus tax and parking). Hotel Reservations: 855-318-7602
### Support Opportunities

<table>
<thead>
<tr>
<th>Exhibit Table</th>
<th>$3,000</th>
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<tr>
<td>One 6’ table with two chairs, wastebasket, table linen, carpet and wireless internet access. Along with access for two (2) company representatives to exhibit and attend all conference activities (educational sessions and all food &amp; beverage functions) with reduced registration fees available for an additional two (2) company. Access to mobile conference app containing course materials, recordings, faculty information and more.</td>
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<tr>
<th>Abstract Poster Display</th>
<th>$4,000</th>
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<tr>
<td>Would you like to display your company’s research posters which are relevant to the disease state? How about showcasing your research outcomes to our attendees? Companies can display up to three posters in the exhibit hall poster area. Food and beverages will also be displayed in this space to allow for optimal attendee viewing. Posters must fit on an easel and have a hard back in order to stand upright. Access for two (2) company representatives to display and attend all conference activities (educational sessions and all food &amp; beverage functions) with reduced registration fees available for an additional two (2) company. Access to mobile conference app containing course materials, recordings, faculty information and more.</td>
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<tr>
<th>SOLD Faculty Dinner</th>
<th>$7,500</th>
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<td>The speakers, moderators and course directors along with their guests will attend a dinner on Saturday evening. Two (2)-representatives (and their guests) will be allowed to attend. This fee does not include food and beverage, which is a separate-expense responsible by the sponsoring company.</td>
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<tr>
<th>Satellite Symposia and Events</th>
<th>$10,000</th>
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<tr>
<td>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.</td>
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<tr>
<td>• Approval to hold the event in conjunction with the Scripps conference</td>
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<td>• Approval to hold the event at the conference venue (based on space availability)</td>
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<tr>
<td>• Inclusion of marketing collateral in attendee confirmation packets</td>
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<tr>
<td>• E-mail blasts (2) to all registered attendees</td>
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<tr>
<td>• Signage (1) and brochures/invitations posted near the Scripps registration desk</td>
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<tr>
<td>• Inclusion in the conference daily announcements</td>
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<tr>
<td>• Approval to send brochures/invitations out to non-registered attendees in the area</td>
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<tr>
<th>Guarantee of Exclusivity (no other satellite symposium held concurrently)</th>
<th>$5,000 additional</th>
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<tr>
<td>The above fees do not include:</td>
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<tr>
<td>• Creation of marketing materials such as brochures/invitations, signage, etc.; Scripps reserves the right to approve all materials</td>
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<tr>
<td>• Logistical arrangements; all meeting organization is the responsibility of the hosting company</td>
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<tr>
<td>• Exhibit space; additional fees apply</td>
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<tr>
<td>• Scripps Health does not guarantee attendance during this event</td>
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<tr>
<td>• Scripps Conference Services &amp; CME is not responsible for registering and/or tracking attendees for the symposia</td>
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*Please note: Scripps in a non-profit organization, therefore we cannot provide a non-profit discount on exhibit fees.*
CME Guidelines Related to Educational Grants, Exhibit Space & 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 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.

Guests

Under no circumstances may children/spouses/guests of representatives be in the exhibit area or conference areas unless they are registered attendees.

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.
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COMPANY INFORMATION

Company Name: 

Company Contact: 

Phone: 

E-mail: 

SUPPORT OPPORTUNITIES

___ Exhibit Table $3,000
___ Abstract Posters $4,000
SOLD ___ Faculty Dinner $7,500
___ Satellite Symposia $10,000
___ Satellite Symposia Exclusivity $5,000

METHOD OF PAYMENT

☐ 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

Credit Card Number

Expiration Date

Security Code on Card (Required)

Billing Zip Code

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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 Chronic Liver Disease/Scripps CME set forth in the exhibitor prospectus.

Signature: __________________________ Title: __________________________________ Date: ________________

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 Sandoval.ashley@scrippshealth.org

___ Exhibit Table $3,000
___ Abstract Posters $4,000
SOLD ___ Faculty Dinner $7,500
___ Satellite Symposia $10,000
___ Satellite Symposia Exclusivity $5,000