

**Melanoma 2020: 30th Annual Cutaneous Malignancy Update**

January 25-26, 2020

Hilton Resort • Mission Bay • San Diego, California

*Exhibitor Prospectus***About the Course**

As the incidence of melanoma continues to rise rapidly in the United States and around the world, the need to educate clinicians from various specialties on the disease also increases. During this course nationally recognized experts will present information on prevention, risk assessment, early detection, genetic factors, and current and future treatment choices for melanoma patients. Issues concerning surgical management, adjuvant therapy, advanced disease therapy, and personalizing the course of treatment for individual patients will also be discussed. This course is designed to provide information that will help clinicians in their decision making regarding these difficult patient problems. The course will be taught by a wide range of experts as this most serious of skin cancers will require multidisciplinary efforts to conquer.

**Benefits of Exhibiting & Supporting**

Scripps Clinic's annual melanoma update is a nationally accredited continuing medical education conference for those involved in the care of patients with melanoma. 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

**Scripps Clinic's Division of Dermatology & Cutaneous Surgery**

From hard-to-treat skin cancers and dermatological conditions to cosmetic surgeries and lunch-hour laser treatments, the Scripps Clinic's Division of Dermatology and Cutaneous Surgery has the expertise needed to deliver high quality care and produce outstanding results. Our clinicians have served the San Diego community for more than 20 years, providing medical, surgical and cosmetic services. With specialized training and a compassionate approach, they use the latest and safest devices and techniques to prevent, diagnose and treat diseases and conditions of the hair, skin and nails. Scripps Clinic's board-certified dermatologists practice at several locations throughout the San Diego area, providing comprehensive care for all dermatological health concerns.

**Exhibit & Conference Contact****Carrie Benz**

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Scripps Conference Services & CME  
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San Diego, California 92121  
Phone: 858-678-6050

Email: [benz.carrie@scrippshealth.org](mailto:benz.carrie@scrippshealth.org)Web: <http://www.scripps.org/conferenceservices>[www.linkedin.com/company/scripps-health](http://www.linkedin.com/company/scripps-health)[www.facebook.com/ScrippsCME](http://www.facebook.com/ScrippsCME)[www.twitter.com/scrippshealth](http://www.twitter.com/scrippshealth)[www.youtube.com/scrippshealth](http://www.youtube.com/scrippshealth)Subscribe to our newsletter: [www.scripps.org/CMEemails](http://www.scripps.org/CMEemails)**Exhibit Schedule****Saturday, January 25, 2020**

6:30-7 a.m.	Exhibitor Move-in
7:15-7:50 a.m.	Breakfast & View Exhibits
10:05-10:35 a.m.	Break & View Exhibits
Noon-1 p.m.	Lunch (exhibitors welcome)
3:10-3:20 p.m.	Break & View Exhibits

**Sunday, January 26, 2020**

7:15-7:45 a.m.	Breakfast & View Exhibits
9:15-9:35 a.m.	Break & View Exhibits
Noon	Exhibitor Move-out

**Attendee Demographics**

	Physicians	Other Health Care Professionals
<b>2017 Attendance</b>	120	30
<b>2018 Attendance</b>	100	40
<b>2019 Attendance</b>	100	30
<b>2020 Anticipated Attendance</b>	120	40

**Exhibit Opportunities**

<b>Exhibit Table (includes two full access passes).....</b>	<b>\$3,000</b>
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**Included with your exhibit purchase:**

- Materials: table, linens, carpet, chairs, and wastebasket
- Electricity and wireless internet access
- Full access conference passes determined by size of exhibit space
- Additional conference passes available at a discounted rate of \$100 each
- 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
- Exhibitors wishing to receive CME credit must complete the post conference evaluation to receive a certificate
- A list of pre-registered attendees will be sent to all confirmed exhibitors two weeks prior to the conference. Exhibitors will receive an updated list at the conference and a final list of attendees approximately one week after the conference has concluded.

**Not included with your exhibit purchase:**

- Pipe and drape (not available)
- Additional furniture or equipment rentals (space restrictions apply)
- Printed badges – representatives are encouraged to bring their company provided name badges to wear during display hours
- Labor for installing or dismantling your exhibit display
- Security: the exhibit area will not be locked and no security guard will be present overnight. 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.

**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 & Pricing**

<b>Faculty Dinner.....</b>	<b>\$10,000</b>
The out of town faculty and course directors along with their guests will attend a private dinner on Saturday evening. Two (2) representatives (and their guests) will be allowed to attend.	
<b>Breakfast/Break/Lunch.....</b>	<b>\$5,000 / \$3,500 / \$10,000</b>
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 eating area, providing you an opportunity to have your company sales image as a first impression with attendees.	
<b>Satellite Symposium or Product Theater.....</b>	<b>\$10,000</b>
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: <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>• Inclusion of program details in conference brochure if received in time for printing</li> </ul>	

- 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

The above fee does not include:

- Creation of additional marketing materials such as brochures/invitations, signage, etc. (Scripps reserves the right to approve all materials)
- All logistical arrangements and associated fees (food and beverage, audio-visual, etc.) is the responsibility of the hosting company
- Exhibit space
- Scripps Health cannot guarantee attendance during this event

### Exhibit & Conference Venue

**Hilton San Diego Resort**  
 1775 E Mission Bay Drive  
 San Diego, California 92109  
 Phone: 619-276-4010  
 Reservations: 877-313-6645  
 Web: [www.sdhilton.com](http://www.sdhilton.com)

**For shipping purposes, please add the following to your label:**

Attn: Scripps/ Carrie Benz  
 Company Name  
 Box x of x

#### Shipping Dates

**All materials should arrive no earlier than January 22, 2020.** 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.

#### Exhibitor Payment/Confirmation/Space Assignments

- All applications must be received by **January 20, 2020**. 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 **January 13, 2020**. Scripps will retain a \$500 processing fee. After January 2nd no refunds will be granted.
- Exhibit space must be occupied by **7 a.m. on January 25, 2020**. 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.

#### Exhibitor Housing

A specially priced block of rooms is **being held until January 3, 2020 or until the room block fills, whichever comes first**. When making your reservation, be sure to ask for the Scripps conference rate of **\$205** per night (plus tax and parking). Hilton Reservations: 877-313-6645

### 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](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

**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.

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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 FEE**

Table **\$3,000**

**ADDITIONAL SUPPORT OPPORTUNITIES**

<input type="checkbox"/> Faculty Dinner <b>\$10,000</b>	<input type="checkbox"/> Satellite Breakfast or Lunch Symposium <b>\$10,000</b>
Meal Sponsorship	
<input type="checkbox"/> <b>\$5,000 – Breakfast</b>	
<input type="checkbox"/> <b>\$3,500 – Break</b>	
<input type="checkbox"/> <b>\$10,000 – Lunch</b>	

**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*

<i>Credit Card Number</i>	<i>Expiration Date</i>
<i>Security Code on Card (Required)</i>	<i>Billing Zip Code</i>

**PAYMENT/CONFIRMATION/SPACE ASSIGNMENTS**

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- Payment must be received prior to the conference commencement.
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- Exhibit space must be occupied by 7 a.m. on January 25, 2020. 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.

**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:**

Carrie Benz • Scripps Conference Services & CME  
 4275 Campus Point Court, CPB205 • San Diego, CA 92121  
 Fax: 858-678-6753 • [benz.carrie@scrippshealth.org](mailto:benz.carrie@scrippshealth.org)