Visiting www.scripps.org/NaturalSupplements for conference updates!

Course Overview
Scientific evidence has shown that food choices and certain supplements can improve health and symptoms of disease. As a result, many Americans are self-prescribing and spending in excess of $30 billion annually on herbal and dietary supplements to address their health concerns. It is important for health care providers to receive timely, evidence-based information in order to address the risks and benefits of supplements with their patients. In this dynamic partnership with patients, providers also need information about regulatory issues, dosing and product potency. To address these needs, world-renowned faculty will present a concise, clinically relevant overview of natural supplements in evidence-based practice, with an emphasis on disease states. As part of this informative and comprehensive CME conference, attendees will have the opportunity to participate in a full day of highly interactive workshops in order to fine tune clinical applications. This medical education event is a must-attend for anyone wanting to acquire a wide-range of knowledge and expertise for addressing and managing dietary supplement use.

Course Highlights
- 3-days of evidenced-based educational courses presented by leading experts
- Full day of interactive workshops to fine tune clinical applications
- Opportunities to interact with faculty and fellow attendees to establish a network of like-minded professionals
- Emphasis on disease states
- A mobile app will provide you with access to conference course materials from the convenience of your mobile device or computer

Benefits of Exhibiting
Scripps Center for Integrative Medicine’s conferences are quickly becoming the country’s premier, integrative medicine programs for their in-depth, comprehensive information, provided in a more intimate setting than typically offered by the larger association or trade show events. The exhibit hall is an integral part of the conference and we invite you to be a part of this conference where physicians, naturopathic doctors, nurse practitioners, nurses, nurse midwives, acupuncturists, chiropractors, dietitians, pharmacists, physician assistants, psychologists and any other health care professionals who make nutritional recommendations or manages dietary supplement use join together to review latest evidence-based findings, earn CME credits, network with colleagues.

Here are just a few benefits exhibiting offers:
- 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 place and strengthen existing customer relationships
- Introduce new products and services
- Generate new sales leads
- Give product demonstrations and distribute samples
- Extended exhibit hall hours
- Lead Retrieval system will be available for purchase

Conference Passport
All conference attendees will receive a Conference Passport at registration. Attendees will then receive a “stamp” on their Conference Passport as they visit each exhibitor’s booth. Attendees must collect all participating booth stamps to be included for the passport prize drawing on Sunday morning, and must be present to win. This will draw even more attendees to your booth and increase your opportunities for interaction. If you are interested in donating prizes for the raffle, please contact Meredith Twohy at 858-652-6586.

About Us
Scripps Center for Integrative Medicine blends conventional care with evidence-based complementary treatments and therapies. Physicians at the center take a holistic approach to health and wellness by prescribing a treatment plan that enables the patient to achieve a cohesive balance of mind, body and soul. The center, located in La Jolla, California, is the largest and most comprehensive hospital-based integrative medicine center in the United States and has been featured on many local and national media outlets, such as the Today Show and PBS. For more information visit www.scrippsintegrativemedicine.org.

Scripps Conference Services & CME, which offers nationally recognized live conferences in a variety of specialty areas, is committed to improving the quality of health care and advancing the practice of medicine by providing exceptional educational courses for physicians and other health care professionals. More information and conference brochure downloads are available at www.scripps.org/conferenceservices. Sign up 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.

Follow Us!
www.facebook.com/ScrippsCME
www.twitter.com/scrippshealth Follow the conversation on Twitter at #ScrippsNatSup

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Exhibit & Conference Contact
Meredith Twohy
Education Program Manager
Scripps Conference Services & CME
11025 North Torrey Pines Rd, Suite 200,
La Jolla, CA 92037
Phone: 858-652-5486
Fax: 858-652-5565
Email: twoby.meredith@scrippsinstitute.org

Exhibit Schedule
ANTICIPATED NUMBER OF EXHIBITORS  45

INSTALLATION
Thursday, January 15
2 p.m. – 6 p.m.

EXHIBITS OPEN

**Friday, January 16**
- 7-8 a.m.  Breakfast & View Exhibits
- 9:45-10:15 a.m.  Break & View Exhibits
- 12:15-1:30 p.m.  Lunch
- 3:30-3:45 p.m.  Break & View Exhibits
- 6-7:30 p.m.  Evening Networking Reception

**Saturday, January 17**
- 7:30-8:15 a.m.  Breakfast & View Exhibits
- 9:45-10:30 a.m.  Break & View Exhibits
- Noon-1:30 p.m.  Lunch
- 3:30-4:30 p.m.  Break & View Exhibits
- 7-9 p.m.  Evening Keynote & Reception

**Sunday, January 18**
- 7:30-8:15 a.m.  Breakfast & View Exhibits
- 10-10:30 a.m.  Break & View Exhibits

**Dismantling**
Sunday, January 18
10:30 a.m.-1 p.m.

Attendee Demographics

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendance</th>
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<tbody>
<tr>
<td>2010</td>
<td>407</td>
</tr>
<tr>
<td>2011</td>
<td>389</td>
</tr>
<tr>
<td>2012</td>
<td>365</td>
</tr>
<tr>
<td>2013</td>
<td>390</td>
</tr>
<tr>
<td>2014</td>
<td>354</td>
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<tr>
<td>2015 Anticipated</td>
<td>400</td>
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Degree

- Physician (MD/DO) 52%
- Naturopathic Doctor 1%
- Physician Assistant 4%
- Nurse Practitioner 8%
- Registered Nurse 13%

Geographic Breakdown

- Northwest 9%
- Midwest 16%
- East 1%
- Northeast 11%
- West 46%
- South 5%
- Southeast 6%
- Outside the US 5%

Past Exhibitors

- American Board of Integrative Holistic Medicine
- American Holistic Medical Association
- Arizona Center for Integrative Medicine
- Arcana Empothecary
- Begin Healing
- Cell Science System Corp
- Genova Diagnostics
- Integrative Therapeutics, Inc.
- Metagenics
- Maharishi Ayurveda
- Nature Made Nutritional Products
- Nordic Naturals
- ProThera, Inc.
- Protocol for Life Balance
- Pure Encapsulations, Inc.
- Scripps Center for Integrative Medicine
- Thorne Research, Inc.
- The Biomat Store
- Vital Nutrients
- Women's International Pharmacy
- WynnPharm
- WynLife Healthcare, Inc.
- Xymogen
Exhibit Opportunities

8' x 8' space, 6' table (all booths except for: 112, 113, 114, 115, 122, 123, 124, 125) $3,500

10' x 8' space, 6' table (112, 113, 114, 115, 122, 123, 124, 125) $4,500

Please note: Scripps is a non-profit organization; therefore we cannot provide a non-profit discount on the exhibit fees.

Included with your exhibit space:

- Wireless internet in the exhibit hall.
- Complimentary access for two (2) company representatives (an $800 value) to exhibit and attend all conference activities (educational sessions and food & beverage functions) with reduced registration fees of $350 available for each additional representative. Maximum of four (4) representatives allowed.
- Recognition of support in all marketing materials (signage, conference app etc.)
- 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.
- Lead Retrieval system available for purchase.
- 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.

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. *Paradise Point Resort does not accept direct shipping.*

Payment/Confirmation/Space Assignments

- All applications must be received by Monday, January 5, 2015. Upon receipt of the application, a confirmation email will be sent.
- The exhibit cancellation deadline is Monday, January 5, 2015. Scripps will refund the exhibit fee, less a $500 processing fee. After Monday, January 5, 2015 no refunds will be granted, with no exceptions.
- Exhibit space must be occupied by Friday, January 16, 2015. 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 by calling Paradise Point Resort & Spa directly at 858-274-4630 and request the Scripps Conference Reduced Rate starting at $185 per night. A block of rooms will be held for the conference until December 22, 2014. After this date, reservations will be accepted on as space and rate available basis only.

It has come to our attention that a housing company named "Exhibition Housing Services" is claiming to have a relationship with Scripps and is offering hotel reservation services for the 2015 Natural Supplements conference. This company and others like it are NOT in any way affiliated with Scripps or the conference and should NOT be used to make hotel reservations.
Exhibit overflow is located in the Bay View Ballroom, directly across from the main exhibit hall.
Additional Support Opportunities

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.


Sponsorship fees include:
• 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

The above fees do not include:
• 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

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 on Sunday, January 18, 2015. Recognition of support will also be in all printed marketing materials and the conference app.

Food & Beverage Stations (Breakfast)
Over 400 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. Sponsorship available Friday, Saturday or Sunday.

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. Sponsorship available Friday, Saturday or Sunday.

Food & Beverage Stations (Lunch)
Over 400 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. Sponsorship available Friday or Saturday.

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).

Reusable Water Bottles with your logo
Help attendes quench their thirst while reminding them of your company’s presence at the conference.

Conference Tote Bags with your logo
All attendees will receive a tote bag for use throughout the conference and to take home for future use. This opportunity includes an insert in each tote bag.

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.

Call for pricing

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.

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.

**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.

**Attendee Mailing List**

A pre-registered attendee list will be sent to all confirmed exhibitors 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) unless the conference attendee gives permission to share their complete contact information. This list is for one – time use only.
### COMPANY INFORMATION

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<tr>
<td><strong>Company Name:</strong></td>
<td>(as it should appear on marketing materials)</td>
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<td><strong>Company Street Address:</strong></td>
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<td><strong>City:</strong></td>
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<td><strong>State:</strong></td>
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<td><strong>Zip/Postal Code:</strong></td>
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<td><strong>Phone:</strong></td>
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<td><strong>Fax:</strong></td>
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<td><strong>E-mail:</strong></td>
<td>(required for confirmation)</td>
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<tr>
<td><strong>Company Website:</strong></td>
<td>(as it should appear on the conference app)</td>
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### EXHIBIT OPPORTUNITIES

- **8’x 8’ space** $3,500
- **8’x 10’ space** $4,500

Please indicate your desired booth number(s): Option 1 ______________________ Option 2 ______________________

Name of Company Representatives Working at Booth: (2 complimentary representatives, 4 maximum)

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<th>4</th>
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<td>additional cost of $350</td>
<td>additional cost of $350</td>
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Are you interested in donating an item to the Conference Passport raffle? □ Yes, item: ___________________________ □ No

### SUPPORT OPPORTUNITIES

- **Satellite Symposium $15,000**
  - Contact Scripps Conference Services & CME for specific dates and times available for Satellite Symposia.
- **Research Competition/Poster Presentation $5,000**
- **Conference App $5,000**

- **Food & Beverage Stations (Breakfast) $10,000**
  - Please select a day: Friday, Saturday or Sunday
- **Food & Beverage Stations (Lunch) $10,000**
  - Please select a day: Friday or Saturday
- **Food & Beverage Stations (Break) $5,000**
  - Please select a day: Friday, Saturday or Sunday

- **General Conference Support (Call for pricing)**

### 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 Natural Supplements: An Evidence-Based Update conference set forth in the Exhibitor Prospectus.

Signature: ___________________________ Title: ___________________________ Date: ___________________________

### METHOD OF PAYMENT

Please select payment method: □ Check  □ Visa □ MasterCard □ AMEX □ Discover  If paying by credit card, please complete the information below.

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

Name on Card Signature

Billing Address if Different From Above

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This application will not be processed unless signed and accompanied by full payment of exhibit/support fees.

Please send your completed application and full payment to:

Meredith Twohy · Scripps Conference Services & CME
11025 N. Torrey Pines Road, Suite 200 · La Jolla, CA 92037
Fax: 858-652-5565 · E-mail: twohy.meredith@scrippshealth.org