

Scripps Second Annual Point of Care Ultrasound Course

August 20, 2022

San Diego Marriott • La Jolla, California

Exhibitor Prospectus

About the Course

The Scripps Point of Care Ultrasound (POCUS) Course is designed to empower practitioners to use point of care ultrasound technology with their patients at the bedside to gain real time diagnostic information and to optimize bedside procedures. With that information, providers can then make the best and most appropriate decisions about next treatments and interventions for their patients. POCUS can be used to diagnose many conditions and to guide various interventions and is particularly beneficial when patients present acutely or become unstable. In these scenarios, providers can use POCUS to assess and diagnose critical conditions. Prompt diagnosis of high acuity conditions can lead to improved patient outcomes, decreased lengths of hospital stay, and decreased overall costs of care. This course will employ a combination of didactic lectures and hands-on training with live models.

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

Saturday, August 20, 2022

7-7:30 a.m.	Exhibitor Move-in
7:30-8 a.m.	Breakfast & View Exhibits
10-10:15 a.m.	Break & View Exhibits
12:30-1:30 p.m.	Lunch (exhibitors welcome)
3-3:15 p.m.	Break & View Exhibits
6 p.m.	Adjourn & Exhibitor Move-out

Attendee Demographics

Critical care, Hospitalists, Family Medicine, Internal Medicine

	Physicians	Other Health Care Professionals
2022 Anticipated Attendance	50	20

Exhibit Opportunities

Exhibit – 6’ Table (includes two full access passes).....	\$2,000
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Included with your exhibit purchase

- Materials: table, linens, and chairs
- Wireless internet access
- (2) Full access conference passes - additional conference passes available at a discounted rate of \$50 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

Not included with your exhibit purchase:

- Pipe and drape (not available)
- Additional furniture or equipment rentals (space restrictions apply)
- Electricity or audio-visual equipment
- Labor for installing or dismantling your exhibit display
- Security: the exhibit area is outdoors 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. Scripps will not accept liability for any items in the exhibit area at any time.

Scripps Health Meeting Guidelines

1. Proof of vaccination will be required for all staff, participants, and vendors who wish to attend the conference in-person.
2. Staff, participants, and vendors who are unvaccinated are required to bring proof of a negative PCR test taken within 48 hours of the start of the conference.
3. ALL STAFF, PARTICIPANTS, AND VENDORS MUST BE ASYMPTOMATIC TO ATTEND THE IN-PERSON CONFERENCE.
4. All staff, participants, and vendors will be required to wear masks and remain physically distanced during the conference.

** 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

<p>In-kind Support: Ultrasound Equipment</p> <p>Benefits of In-kind Support</p> <ul style="list-style-type: none"> • Influential decision makers participating in hands-on learning using your company’s equipment • Inclusion in the conference daily announcements • Build visibility for your company in a competitive marketplace • Expand your market reach and strengthen existing customer relationships • Tax deductible donation to a 501 C(3) nonprofit organization 	
<p>Breakfast Sponsorship</p>	<p>\$3,000</p>
<p>Attendees and faculty will enjoy a delicious buffet arranged by Scripps, compliments of your generous support. Signage with your company name will be strategically placed next to the food and beverage station in the exhibit area, as well as in the designated eating area, providing you an opportunity to have your company sales image as a first impression with attendees.</p>	
<p>Guarantee of Exclusivity</p>	<p>\$3,000 additional fee</p>
<p>Should you choose to sponsor the breakfast buffet, this additional fee guarantees that no other company can sponsor the same meal and only your company name will be acknowledged on the signage.</p>	

Exhibit & Conference Venue

The San Diego Marriott
 4240 La Jolla Village Dr
 La Jolla, California 92037

Payment Information

- All exhibit applications must be received by **Friday, August 12, 2022**. Upon receipt of the application, a confirmation email will be sent.
- Payment must be received prior to the start of the activity.
- The exhibit cancellation deadline is **Friday, August 12, 2022**. Scripps CME will refund the cost of the exhibit less a \$100 processing fee. After August 12th no refunds will be granted.
- Exhibit space must be occupied by 7:30 a.m. on August 20, 2022. 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, 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

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.

Exhibit & Conference Contact**Shannon Pate**

Education Program Manager
Scripps Conference Services & CME
4275 Campus Point Court, CPB205
San Diego, California 92121
Phone: 858-678-6050
Email: pate.shannon@scrippshealth.org
Web: <http://www.scripps.org/conferenceservices>



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Application to Exhibit

COMPANY INFORMATION

Company Name:			
Company Contact:			
Phone:		E-mail:	

EXHIBIT FEES

<input type="checkbox"/> Exhibit (includes two full access conference passes) \$2,000	<input type="checkbox"/> Additional Passes \$50 x ____
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ADDITIONAL SUPPORT OPPORTUNITIES

<input type="checkbox"/> In-kind Support (please specify quantity & description below) <hr/> <hr/>	<input type="checkbox"/> Sponsored Breakfast \$3,000
	<input type="checkbox"/> Guarantee of Exclusivity \$3,000

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

- The exhibit cancellation deadline is Friday, August 12, 2022. Scripps CME will refund the cost of the exhibit less a \$100 processing fee. After August 12th, no refunds will be granted.
- Proof of vaccination will be required for all staff, participants, and vendors.
- Staff, participants, and vendors will be required to wear masks and remain physically distanced during the conference.
- 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:
 Shannon Pate · Scripps Conference Services & CME
 4275 Campus Point Court, CPB 205 · San Diego, CA 92121
pate.shannon@scrippshealth.org

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type. See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
SCRIPPS HEALTH

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.

Individual/sole proprietor or single-member LLC

C Corporation

S Corporation

Partnership

Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____

Other (see Instructions) ▶ **NON-PROFIT**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See Instructions.
4275 CAMPUS POINT CT, CPB 205

6 City, state, and ZIP code
SAN DIEGO, CALIFORNIA 92121

7 List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Social security number

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or

Employer identification number

9	5	-	1	6	8	4	0	8	9
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Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here

Signature of U.S. person ▶ *Carla Admerand*

Date ▶ *2/18/2002*

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding*, later.