

Seventh Annual Structural Heart Intervention and Imaging 2018: *A Practical Approach*

February 7-9, 2018 • San Diego Marriott La Jolla • La Jolla, California

E X H I B I T O R P R O S P E C T U S

About the Course

Transcatheter structural heart disease intervention is a rapidly growing part of clinical care in adult cardiology. Experts expect structural heart disease procedures to grow by as much as 30% in the next decade. Interventionists will need to be skilled in many more procedures than in the past. These procedures require the application of new interventional techniques while integrating imaging before and during treatment. This is an increasingly complex process that relies on systematic and effective collaboration between cardiovascular imaging specialists and interventionists, among others.

Scripps' Structural Heart Intervention and Imaging conference is designed to provide a practical, cutting-edge, and case-based assessment of the emerging area of structural heart disease intervention and interventional cardiovascular imaging, with an emphasis on the collaborative nature of these procedures across many disciplines within cardiology. The expert faculty will include interventionists, invasive cardiologists, echocardiographers, electrophysiologists, cardiac surgeons, anesthesiologists, and sonographers. Faculty will discuss clinical guidelines on patient selection, pre-procedural assessment, procedural tips, techniques and challenges (including concurrent imaging) during the performance of the procedures and conclude with assessment of outcomes and future directions.

Benefits of Exhibiting & Supporting

The Structural Heart Intervention and Imaging conference is a nationally accredited continuing medical education conference for cardiologists (both invasive and interventional), echocardiographers, cardiovascular sonographers, cardiology nurse practitioners, and physician assistants. As an exhibitor, you will have the opportunity to showcase your company's products and services to a targeted health care population.

- 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

Exhibit & Conference Contact

Ms. Carlin Admirand

Program Development Manager
Scripps Conference Services & CME
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San Diego, California 92121
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Email: admirand.carlin@scrippshealth.org
Web: www.scripps.org/conferenceservices



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Exhibit Schedule

Wednesday, February 7, 2018

6 - 8 p.m. Exhibitor Move-in

Thursday, February 8, 2018

6 - 6:30 a.m. Exhibitor Move-in
 6:30 - 7:30 a.m. Conference Registration & Exhibits Open
 9:30 - 10 a.m. Break & View Exhibits
 3:30 - 4 p.m. Break & View Exhibits

Friday, February 9, 2018

6:30 - 7:30 a.m. Conference Registration & Exhibits Open
 9:30 - 10 a.m. Break & View Exhibits
 3:30 - 4 p.m. Break & View Exhibits
 4 p.m. Exhibitor Move-Out

Attendee Demographics

2015 Attendance	215
2016 Attendance	245
2017 Attendance	270
2018 Anticipated Attendance	300



Exhibit Opportunities

Exhibit – 6' table (includes two full access passes).....	\$5,000
Exhibit – 8' table (includes four full access passes).....	\$7,500
Exhibit – 10'x10' booth (includes six full access passes).....	\$10,000

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 one week 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 each evening however, a security guard will be present overnight. We do 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.

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Additional Support **Opportunities & Pricing**

Fellowship Awards Program

The purpose of this program is to provide an opportunity for up to 10 interventional cardiology fellows to attend our educational conference and see first-hand what is happening in the world of interventional cardiology. Those selected to attend will have their travel expenses (economy airfare, hotel and ground transportation) and registration fees for the conference covered.

\$2,000
per fellow

Room Key Cards

Advertise your exhibit hall location on the hotel room key cards! All conference participants staying at the hotel will receive a key card with your company name and booth location.

\$4,000

Conference Portfolio

All participants will receive a conference portfolio with a pad for taking notes when they check-in for the conference. Portfolios will have the name of the conference as well as the sponsor's logo and web address on the cover. This is an exclusive sponsorship!

\$5,000

Charging Station

The use of tablets and smart phones is greater than ever requiring attendees to power up during the conference. Charging stations come equipped with 10 lockable compartments for attendees to securely charge their devices. The charging station will be wrapped with your company designed graphics and displayed in the meeting space. This is an exclusive sponsorship!

\$7,500

Meet the Experts Reception

During these receptions expert faculty from the conference will discuss complex cases from their practice with attendees. This is an exclusive sponsorship!

\$10,000

Non-CME Breakfast Symposium

An enhanced breakfast buffet in a private meeting room will be provided as part of this sponsorship. Details on the symposium will be included in the conference brochure permitted they are received in time for printing. These symposiums can take place Wednesday, Thursday or Friday and be jointly or exclusively sponsored.

\$15,000
each

Non-CME Lunch Symposium

Details on the symposium will be included in the conference brochure permitted they are received in time for printing. This symposium can take place on Wednesday and be jointly or exclusively sponsored.

\$20,000

Non-CME Dinner Symposium

The conference will feature industry sponsored non-CME dinner symposiums on Wednesday and Thursday evening preceded by a casual networking reception. Details on the symposium will be included in the conference brochure permitted they are received in time for printing. These symposiums can be jointly or exclusively sponsored.

\$30,000
each

Satellite Transmissions

Live cases will be broadcast throughout the conference from the Scripps Prebys Cardiovascular Institute and other international sites to be determined. Sponsorships are available Thursday and Friday. Signage and scrolling announcement slides will announce your generous support.

\$35,000
per day

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Conference Venue & Shipping Address

San Diego Marriott La Jolla

4240 La Jolla Village Drive
La Jolla, California 92037

Hotel Direct: 858-587-1414

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

Attn: Carlin Admirand/Scripps, Feb. 7-9, 2018

Box X of X

Shipping Dates

All materials should arrive **no earlier than Monday, February 5, 2018**. 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 26, 2018**.
- Payment must be received prior to the conference commencement to guarantee space.
- The exhibit cancellation deadline is **January 26, 2018**. Scripps will refund the exhibit fee, less a \$500 processing fee. After January 26, 2018 no refunds will be granted.
- Exhibit space must be occupied by **7 a.m. on February 8, 2018**. 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). Make your reservations early! **A block of rooms is being held for us at the \$229 rate until January 18, 2018 or until the room block fills, whichever comes first.** After this date, reservations will be accepted on a space and rate available basis only. Marriott Reservations: 800-228-9290



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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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Application to Exhibit

Company Information

Company Name: _____
(as it should appear on marketing materials)

Company Contact: _____

Phone: _____ E-mail: _____

Exhibit Fees

Exhibit Space: 6' table \$5,000 8' table \$7,500 10' x 10' booth \$10,000

Support Opportunities

- Fellowship Award Program **\$2,000 per fellow** (please note how many you wish to support)
- Room Key Cards **\$4,000** (exclusive sponsorship)
- Conference Portfolio **\$5,000** (exclusive sponsorship)
- Charging Station **\$7,500** (exclusive sponsorship)
- Meet the Experts Reception **\$10,000 each** (Wed/Thurs)
- Breakfast Symposium **\$15,000 each** (Wed/Thurs/Fri)
- Lunch Symposium **\$20,000** (Wed only)
- Dinner Symposium **\$30,000 each** (Wed/Thurs)
- Satellite Transmissions **\$35,000 per day** (Thurs/Fri)

Exhibit Display Information

What will your display consist of? Tabletop Only Tabletop & Pop-Up Behind Table Full 10x10 Booth

Please indicate which companies you cannot be located next to: _____

Method of Payment

Please select payment method: Check Make checks payable to Scripps. *The Scripps Tax ID number is: 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 <i>(Required)</i>	Billing Zip Code

Payment/Confirmation/Space Assignments

- All exhibit space requests will be accommodated based on availability.
- The exhibit cancellation deadline is **Friday, January 26, 2018**. Scripps CME will refund the exhibit fee less the \$500 deposit. After January 26, 2018 no refunds will be granted.
- Exhibit space must be occupied by **7 a.m. on Thursday, February 8, 2018**. Failure to meet this deadline will cause forfeiture of your space. Scripps CME may use or reassign the space without refund. Exhibitors who anticipate delays must notify Scripps CME.

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 prospectus.

Signature: _____ Title: _____ Date: _____

Please send your completed application and full payment to:

Carlin Admirand, Scripps Conference Services & CME
4275 Campus Point Court, CPB205, San Diego, CA 92121

Fax: 858-678-6422
E-mail: admirand.carlin@scrippshealth.org