

Ninth Annual Structural Heart Intervention and Imaging: *A Practical Approach*

February 5-7, 2020 • Hyatt Regency La Jolla at Aventine • San Diego, California

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

About the Course

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

Scripps Clinic's Division of Cardiology

Scripps heart specialists perform the highest number of cardiac catheterizations in San Diego County. Our interventional cardiologists are at the leading edge of heart diagnostics and treatment innovation, helping launch new FDA-approved devices to treat atherosclerosis (hardening of the arteries), heart valve disease, peripheral vascular disease (also known as peripheral artery disease or PAD) and adult congenital heart defects. Scripps was the first U.S. health system to remove plaque from a patient's coronary arteries with minimally-invasive instruments and techniques. Scripps was also the first in San Diego to pioneer unique catheter-based treatments for complex peripheral arterial disease. Our cardiologists have also been pivotal in the launch of breakthrough procedures such as transcatheter aortic valve replacement (TAVR) and the invention of one of the world's first coronary stents.

Exhibit & Conference Contact

Ms. Carlin Admirand

Program Development Manager
Scripps Conference Services & CME
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Web: <http://www.scripps.org/conferenceservices>



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Exhibit Schedule

Wednesday, February 5, 2020

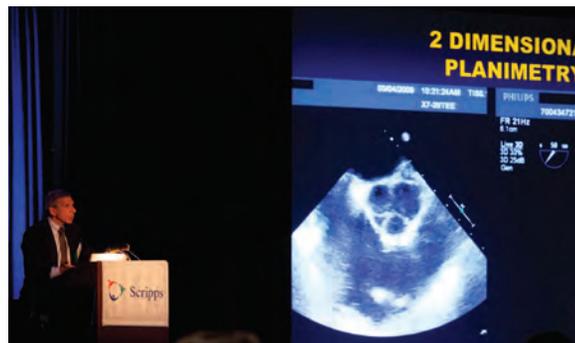
- 7 a.m - 1 p.m. Exhibitor Move-in
- 1 - 1:30 p.m. Conference Registration & Exhibits Open
- 3:30 - 4 p.m. Break & View Exhibits
- 6 - 6:30 p.m. Reception

Thursday, February 6, 2020

- 6:30 - 7:30 a.m. Registration, Breakfast & View Exhibits
- 9:30 - 10 a.m. Break & View Exhibits
- 3:30 - 4 p.m. Break & View Exhibits
- 6 - 6:30 p.m. Reception

Friday, February 7, 2020

- 6:30 - 7:30 a.m. Breakfast & View Exhibits
- 9:30 - 10 a.m. Break & View Exhibits
- 10 a.m. Exhibitor Move-out
- Noon Final Adjournment



Attendee Demographics

2017 Attendance	270
2018 Attendance	280
2019 Attendance	325
2020 Anticipated Attendance	350

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
- Wireless internet access
- Full access conference passes determined by size of exhibit space
- Additional conference passes available at a discounted rate of \$200 each
- Access to mobile conference app containing course materials, recordings, faculty information and more
- Company description in mobile conference app with link to your organization's website
- 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)
- Electricity, additional furniture or equipment rentals (space restrictions apply)
- 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.

Additional Sponsorship Opportunities & Pricing

Sponsorships are designed to help companies further engage, network, and connect with attendees during the annual Structural Heart Intervention and Imaging meeting. With a variety of sponsorship opportunities to choose from, Scripps offers you the perfect way to expand your presence during the conference. Whether you're seeking new business, just entering the medical field, or hoping to expand your partnerships with existing clients, we offer numerous ways to attain your marketing goals through both sponsorship packages and individual sponsorship opportunities.

Platinum \$30,000 USD (1 Available)

- **Booth Space:** One (1) 20'x20' exhibit booth in premium location (valued at \$20,000)
- **Conference Passes:** Six (6) full access passes to the Structural Heart Intervention and Imaging conference for your staff or to share with clients (valued up to \$3,600)
- **Additional Sponsorship Items:** Your company can choose to be the sole sponsor of one of the following items: non-CME breakfast or lunch symposium (valued up to \$20,000)
- **Signage:** Your company will have dedicated appreciation signage throughout the conference meeting space
- **Scrolling Announcement Slides:** Your company name will have an exclusive slide during the scrolling course announcement slides shown in the morning, afternoon, and during each break

Gold \$17,500 USD (2 Available)

- **Booth Space:** One (1) 10' x 10' exhibit booth (valued at \$10,000)
- **Conference Passes:** Four (4) full access passes to the Structural Heart Intervention and Imaging conference for your staff or to share with clients (valued up to \$2,400)
- **Additional Sponsorship Items:** Your company can choose to be the sole sponsor of one of the following items: room key cards or charging station (valued at up to \$7,500)
- **Signage:** Your company will have dedicated appreciation signage throughout the conference meeting space
- **Scrolling Announcement Slides:** Your company name will have an exclusive slide during the scrolling course announcement slides shown in the morning, afternoon, and during each break

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

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

Non-CME Breakfast Symposium

The conference will feature industry sponsored non-CME breakfast symposiums on Thursday and Friday. 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 be jointly or exclusively sponsored.

**\$10,000
each**

Non-CME Lunch Symposium

The conference will feature industry sponsored non-CME lunch symposiums on Wednesday and Thursday. 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.

**\$20,000
each**

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 \$35,000 per day

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

**\$35,000
per day**

Exhibit & Conference Venue

Hyatt Regency La Jolla

3777 La Jolla Village Drive
La Jolla, California 92037

Reservations: 888-421-1442

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

Attn: Carlin Admirand/Scripps, Feb. 5-7, 2020
Box X of X

Shipping Dates

All materials should arrive **no earlier than Monday, February 3, 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 27, 2020**.
- Payment must be received prior to the conference commencement to guarantee space.
- The exhibit cancellation deadline is **January 20, 2020**. Scripps will refund the exhibit fee, less a \$500 processing fee. After January 20th no refunds will be granted.
- Exhibit space must be occupied by **7 a.m. on February 6, 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 Tuesday, January 14, 2020 or until the room block fills, whichever comes first**. When making your reservation, be sure to ask for the Scripps Structural Heart conference rate of \$249 per night (plus tax and parking). After January 14th reservations will be accepted on a space and rate availability basis only. Hyatt Reservations: 888-421-1442



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.

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.

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.

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**

Additional Support Opportunities

- | | |
|--|--|
| <input type="checkbox"/> Platinum Sponsor \$30,000 (1 Available) | <input type="checkbox"/> Gold Sponsor \$17,500 (2 Available) |
| <input type="checkbox"/> Room Key Cards \$4,000 (exclusive sponsorship) | <input type="checkbox"/> Lunch Symposium \$20,000 (Wed/Thurs) |
| <input type="checkbox"/> Charging Station \$7,500 (exclusive sponsorship) | <input type="checkbox"/> Dinner Symposium \$30,000 each (Wed/Thurs) |
| <input type="checkbox"/> Breakfast Symposium \$10,000 each (Thurs/Fri) | <input type="checkbox"/> Satellite Transmissions \$35,000 per day (Wed/Thurs/Fri) |

Method of Payment

Please select payment method: Check Please make checks payable to Scripps (in U.S. dollars only).

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

Exhibit Conditions and Deadlines

- All exhibit space requests will be accommodated based on availability.
- The exhibit cancellation deadline is Friday, January 20, 2020. Scripps CME will refund the exhibit fee less the \$500 deposit. **After January 20, 2020** no refunds will be granted.
- Exhibit space must be occupied by 7 a.m. Thursday, February 6, 2020. Exhibitors who anticipate delays must notify Scripps CME.
- 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:

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

Fax: 858-678-6753
E-mail: admirand.carlin@scrippshealth.org