

**2020 Updates in Diabetes Management**

Friday, May 29, 2020

Scripps Memorial Hospital La Jolla • Schaetzl Center • La Jolla, California

*Exhibitor Prospectus***About the Course**

Scripps Whittier Diabetes Institute's 2020 Updates in Diabetes Management program will provide the most recent medication, nutrition and technology recommendations for managing patients with type 1 and type 2 diabetes in 2020.

**Target Audience:** This course is designed for primary care physicians, physician assistants, nurse practitioners, pharmacists, certified diabetes educators, and other allied health professions involved in the care of patients with type 2 diabetes

**Benefits of Exhibiting & Supporting**

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

**About Scripps Whittier Diabetes Institute**

Founded in 1981, Scripps Whittier Diabetes Institute is Southern California's leading diabetes center of excellence, committed to providing the best evidence-based diabetes screening, education and care in San Diego. Its mission is to improve the quality of life for individuals with diabetes through innovative education programs, clinical expertise, leading-edge research and professional cross-disciplinary collaborations in pursuit of prevention and a cure. For more information visit [www.scripps.org/diabetes](http://www.scripps.org/diabetes).

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

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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****Friday, May 29, 2020**

6:30-7 a.m.

Exhibitor Move-in

7:15-7:45 a.m.

Breakfast &amp; View Exhibits

11:45 a.m.

Lunch (exhibitors welcome)

2:15 p.m.

Break &amp; View Exhibits

**Exhibit Opportunities**

<b>Exhibit – 6’ table (includes two full access passes).....</b>	<b>\$2,000</b>
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**Included with your exhibit purchase:**

- Materials: table and chairs
- Wireless internet access
- Full access conference passes
- 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)
- Electricity (available if specified)
- 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. 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 hospital, 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>Breakfast/Break/Lunch</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>\$3,000 / \$2,500 / \$4,000</b>
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**Exhibit & Conference Venue**

**The Schaezel Center**  
Scripps Memorial Hospital La Jolla  
9888 Genesee Ave  
La Jolla, CA 92037

**Exhibitor Payment/Confirmation/Space Assignments**

- All applications must be received by **May 25, 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 **May 25, 2020**. Scripps will retain a \$500 processing fee. After May 20th no refunds will be granted.
- Exhibit space must be occupied by **7 a.m. on May 29, 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.

**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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Friday, May 29, 2020

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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 FEES**

<b>Exhibit Space:</b>	<input type="checkbox"/> 6' table <b>\$2,000</b>
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**ADDITIONAL SUPPORT OPPORTUNITIES**

<input type="checkbox"/> Breakfast <b>\$3,000</b>	<input type="checkbox"/> Break <b>\$2,500</b>	<input type="checkbox"/> Lunch <b>\$4,000</b>
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**EXHIBIT DISPLAY INFORMATION**

Do you require electricity for your display?  YES  NO

What will your display consist of?  Tabletop Only  Tabletop & Pop-Up

Please indicate which companies you cannot be located next to: \_\_\_\_\_

**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**

- All exhibit space requests will be accommodated based on availability.
- The exhibit cancellation deadline is **Friday, May 25, 2020**. Scripps CME will refund the exhibit fee less the \$500 deposit. After May 25, 2020 no refunds will be granted.
- Exhibit space must be occupied by 7 a.m. **Friday, May 29, 2020**. Exhibitors who anticipate delays must notify Scripps CME.
- Name badges will not be provided for exhibitors - representatives are encouraged to bring their company provided name badges to wear during display hours.

**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, CPC205 · San Diego, CA 92121  
 Fax: 858-678-6336 · [benz.carrie@scrippshealth.org](mailto:benz.carrie@scrippshealth.org)