



Dear Colleague,

We are pleased to announce **The Third Annual Clinical Management and Behavioral Interventions for Diabetes Care** taking place October 20-21, 2017 at The Schaezel Center on the campus of Scripps Memorial Hospital, La Jolla, California. This conference is designed for professionals in the fields of endocrinology, diabetes, bariatric/metabolic surgery, cardiology, epidemiology, gastroenterology, internal medicine, family medicine, pharmacology, nutrition, basic science, public health, as well as allied health professionals, policy makers and scientists from pharmaceutical and medical device industries. We are anticipating 150 attendees to participate.

The Third Annual Clinical Management and Behavioral Interventions for Diabetes Care will highlight the latest concepts in the treatment of type 2 diabetes. An estimated 29.1 million people have diabetes in the United States with 90-95% of these patients having type 2 diabetes mellitus. Despite improvement in the overall national quality indicators for diabetes care there remain a large number of individuals not meeting the recommended targets. Only 18% of the total population with diabetes is currently achieving the basic ABCs (A1c, Blood pressure, Cholesterol) targets in the United States. Initiating emerging therapeutic approaches into the delivery model can assist in achieving national targets. New nutritional and behavioral programs can provide support to the patient. The progressive nature of type 2 diabetes mellitus usually requires the addition of multiple oral agents and eventually leads to the requirement for initiation and persistent use of basal insulin to reach and maintain glycemic targets.

You are invited to exhibit at the symposium. The fee for exhibiting is \$2,500 for a 6-foot table. Please note that exhibit fees are not used to sponsor the program and exhibit space is located outside of the room where the CME conference will take place. Participants will have continental breakfast, lunch, and break time to view exhibits. Exhibit space is limited to a first-come, first-served basis. Additional details on exhibiting can be found in the exhibitor prospectus and conference brochure. Checks can be made payable to:

Scripps (non-profit tax id# 95-1684089)
Attn: Diabetes
11025 North Torrey Pines Road, Suite 200
La Jolla, CA 92037

To reserve your exhibit space, please complete the attached application in the exhibitor prospectus. If you have any questions or require additional information, please contact Scripps Conference Services & CME at sandoval.ashley@scrippshealth.org or by phone at 858-652-5488.

Thank you and we look forward to your participation in this important conference!

Sincerely,

Ashley Sandoval, CMP
Program Development Manager