

**2021 Clinical Hematology and Oncology
February 20-21, 2021**

Live Streaming Virtual Event

Exhibitor Prospectus

About the Course

Scripps MD Anderson Cancer Center's 2021 Clinical Hematology and Oncology Conference is celebrating its 41st anniversary. This course is designed for hematologists, oncologists, surgeons, radiation oncologists, internists, and others desiring an update in these specialty areas. The primary objective of this course is to bring together clinicians and leading experts in diverse areas of hematology and oncology, affording them an intimate environment in which to discuss new clinical developments and significant advances. Our annual program is a nationally accredited continuing medical education conference and is the largest annual hematology/oncology meeting held in the West, with the exception of ASH, ASCO and the San Antonio Breast Meeting. This conference is one of the few that combines topics in both hematology and oncology.

Benefits of Exhibiting & Supporting

Scripps MD Anderson Cancer Center's 2021 Clinical Hematology and Oncology Conference is a nationally accredited continuing medical education conference for those involved in the care of patients with a variety of hematologic (both benign and malignant) and oncologic diseases. 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:

- Build visibility for your company in a competitive marketplace
- Introduce new products and services
- Exclusive exhibitor pages with logos, company descriptions and links to your website
- Ability to upload PDFs, brochures and other content to explain products to participants
- Post video messages for participants to review
- Excellent lead generating opportunity with low cost and effective reach
- Host satellite symposia to educate participants on your products

About Scripps & Scripps Cancer Center

Scripps Health, a nonprofit health care system based in San Diego, California, includes more than 2,600 affiliated physicians and 12,000 employees at five acute-care hospital campuses, home health care services and a network of clinics, physician offices and outpatient centers. Scripps is committed to contributing to the future of medicine through its clinical research trials and graduate medical education programs. More information can be found at www.scripps.org.

Scripps Health is committed to combating cancer. That's why we mobilized the collective resources of five hospital campuses, our affiliated physicians and a renowned research center to form the Scripps Cancer Center. These providers work collaboratively toward prevention, early detection and coordinated treatment. The center's multidisciplinary approach ensures a comprehensive treatment plan that pairs leading-edge technology with an experienced, respectful care staff who are sensitive to the whole person and a range of healing approaches. Patients benefit from a collective array of cancer-specific personnel and services, as well as vigorous dialog between researchers and clinicians that brings the latest medical knowledge bedside.

Exhibit Schedule

Saturday, February 20, 2021

7:45 a.m. Virtual Event Opens
9:30 a.m. Break & View Exhibits
11:30 a.m. Break & View Exhibits
2 p.m. Break & View Exhibits

Sunday, February 21, 2021

7:45 a.m. Virtual Event Opens
9:30 a.m. Break & View Exhibits
11:30 a.m. Break & View Exhibits
2 p.m. Break & View Exhibits
4:15 p.m. Final Adjournment

Please note: All times listed are Pacific Standard Time (PST). Be sure to account for any time difference in your physical location.

Exhibit & Conference Contact

Denise Manalo

Coordinator, Education Programs
 Scripps Conference Services & CME
 4275 Campus Point Court, CPB205
 San Diego, California 92121
 Phone: 858-678-6234
 Email: manalo.denise@scrippshealth.org
 Web: <http://www.scripps.org/conferenceservices>



www.linkedin.com/company/scripps-health
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www.youtube.com/scrippshealth

Subscribe to our newsletter: www.scripps.org/CMEemails

Previous Attendance Information

2018	2019	2020
310	351	336

Exhibit Information

Basic Virtual Exhibit	\$3,500
Premier Virtual Exhibit	\$4,500

Included with Basic exhibit purchase

- Complimentary access for one company representative or client to attend virtual educational activity
- Discounted rate for additional virtual educational activity registrations
- Company name, logo, web address and description posted in virtual exhibit hall and in mobile conference app
- Exhibit information archived along with course content for attendees to access at any time
- **NEW - Connect with attendees using built-in instant message feature in the exhibit hall during break time**
- 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.

Included with Premier exhibit purchase

- Complimentary access for two company representatives or clients to attend virtual educational activity
- Discounted rate for additional virtual educational activity registrations
- Company name, logo, web address and description posted in virtual exhibit hall and in mobile conference app
- Exhibit information archived along with course content for attendees to access at any time
- **NEW - Connect with attendees using built-in instant message feature in the exhibit hall during break time**
- **NEW - Link to your company's Zoom or other live video chat account to connect face-to-face with participants in the exhibit hall during break time**
- 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.

Additional Support Opportunities & Pricing

Satellite Symposia/Product Theater	\$20,000 each
<p>Scripps offers organizations the opportunity to host satellite symposia and events in conjunction with the conference. Scripps is strongly committed to ensuring the best possible chance for success of all such events and offers the following fee and service options.</p> <ul style="list-style-type: none"> • Approval to hold the event in conjunction with the Scripps conference • Symposium registration option included in platform for participants • Inclusion of marketing collateral in attendee confirmation packets • E-mail blasts (2) to all registered attendees • Dedicated weblink to the virtual symposium will be provided to share with clients not attending the conference • Companies must use the BroadcastMed platform for symposium 	

<p>The above fees do not include:</p> <ul style="list-style-type: none"> • Creation of marketing materials such as brochures/invitations; Scripps reserves the right to approve all materials • All logistical arrangements and fees associated with the symposium is the responsibility of the hosting company in conjunction with BroadcastMed • Virtual exhibit; additional fees apply • Scripps Health does not guarantee attendance during this event 	
<p>Guarantee of Exclusivity (<i>no other satellite symposium held concurrently</i>)</p>	<p>\$2,500 additional</p>
<p>Conference Welcome Boxes (Exclusive Sponsorship) Each attendee will be shipped a welcome box containing customizable snacks including your organization's logo prominently displayed.</p>	<p>\$10,000</p>
<p>Conference Welcome Boxes Inserts Encourage attendees to visit to your virtual booth with a Welcome Box insert.</p>	<p>\$500</p>

Payment Info

Payment & Confirmation

- All applications must be received by **February 12, 2021**. Upon receipt of the application, a confirmation email will be sent.
- Payment must be received prior to the start of the virtual activity.
- The exhibit cancellation deadline is **February 15, 2021**. Scripps will retain a \$500 processing fee. After February 15, 2021 no refunds will be granted.

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, Virtual 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 exhibits must be in a separate virtual space 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 virtual educational platform including use of the chat option. Canvassing or distributing promotional materials outside the virtual exhibit hall 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 virtual education space.

Virtual 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 virtual 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 individuals, 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 company, including without limitation any employee of Exhibitor, admission to the virtual exhibit hall and activity.
- Scripps accepts no responsibility for breakdown or failure of any of the services provided for, or in connection with, the Exhibition.

Material Distribution/Canvassing

Canvassing in any part of the virtual educational platform utilized during the Scripps CME program is strictly forbidden, and any organization doing so will be removed from the activity. Distribution of advertising or printed material by the exhibitor outside of the exhibitor's paid virtual exhibition space will not be permitted.

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

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.

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COMPANY INFORMATION

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

EXHIBIT FEES

<input type="checkbox"/> Basic Exhibit \$3,500	<input type="checkbox"/> Premier Exhibit \$4,500	<input type="checkbox"/> Additional Conference Passes \$50 x ___
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ADDITIONAL SUPPORT OPPORTUNITIES

<input type="checkbox"/> Satellite Symposium/Product Theater \$20,000	<input type="checkbox"/> Satellite Symposium/Product Theater Exclusivity \$2,500
<input type="checkbox"/> Welcome Box \$10,000	<input type="checkbox"/> Welcome Box Insert \$500

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 February 15, 2021. Scripps CME will refund the exhibit fee less the \$100 deposit. After February 15, 2021 no refunds will be granted.
- Scripps reserves the right to prohibit or remove any virtual 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 individuals, 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 company, including without limitation any employee of Exhibitor, admission to the virtual exhibit hall and activity.
- Scripps accepts no responsibility for breakdown or failure of any of the services provided for, or in connection with, the Exhibition.

(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:

Denise Manalo · Scripps Conference Services & CME
4275 Campus Point Court, CPC205 · San Diego, CA 92121
Fax: 858-678-6234 · manalo.denise@scrippshealth.org