

Melanoma 2021: 31st Annual Cutaneous Malignancy Update

January 23-24, 2021

*LIVE STREAMING VIRTUAL EVENT**Exhibitor Prospectus***About the Course**

As the incidence of melanoma continues to rise rapidly in the United States and around the world, the need to educate clinicians from various specialties on the disease also increases. During this course nationally recognized experts will present information on prevention, risk assessment, early detection, genetic factors, and current and future treatment choices for melanoma patients. Issues concerning surgical management, adjuvant therapy, advanced disease therapy, and personalizing the course of treatment for individual patients will also be discussed. This course is designed to provide information that will help clinicians in their decision making regarding these difficult patient problems. The course will be taught by a wide range of experts as this most serious of skin cancers will require multidisciplinary efforts to conquer.

Benefits of Exhibiting & Supporting

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

Scripps Clinic's Division of Dermatology & Cutaneous Surgery

From hard-to-treat skin cancers and dermatological conditions to cosmetic surgeries and lunch-hour laser treatments, the Scripps Clinic's Division of Dermatology and Cutaneous Surgery has the expertise needed to deliver high quality care and produce outstanding results. Our clinicians have served the San Diego community for more than 20 years, providing medical, surgical and cosmetic services. With specialized training and a compassionate approach, they use the latest and safest devices and techniques to prevent, diagnose and treat diseases and conditions of the hair, skin and nails. Scripps Clinic's board-certified dermatologists practice at several locations throughout the San Diego area, providing comprehensive care for all dermatological health concerns.

About Scripps

Scripps was founded in 1924 by philanthropist Ellen Browning Scripps in the community of La Jolla, California. Since that time Scripps has grown into a private, nonprofit, integrated health system in San Diego, California that is ranked among the top 15 health systems in the nation. Scripps treats 700,000 patients annually and now extends from Chula Vista to Oceanside. The organization encompasses:

- Four hospitals on five campuses
- More than 3,000 affiliated physicians and 15,000 employees
- Scripps Clinic and Scripps Coastal Medical Center, a network of integrated facilities with specialists from more than 60 medical and surgical specialties at more than 28 outpatient centers and clinics
- Same-day, walk-in care at Scripps HealthExpress
- Four emergency rooms and three urgent care centers
- Home health care
- A wide range of health education classes and support services for patients

Exhibit & Conference Contact

Megan Della Penna
 Program Development Manager
 Scripps Conference Services & CME
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 San Diego, California 92121
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 Web: <http://www.scripps.org/conferenceservices>



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www.facebook.com/ScrippsCME
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www.youtube.com/scrippshealth

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

Exhibit Schedule

Saturday, January 23, 2021

7:15-7:50 a.m. Virtual Event Opens & View Exhibits
 10:05-10:35 a.m. Break & View Exhibits
 Noon-1 p.m. Break & View Exhibits
 3:05-3:25 p.m. Break & View Exhibits

Sunday, January 24, 2021

7:15-7:45 a.m. Virtual Event Opens & View Exhibits
 9:15-9:35 a.m. Break & View Exhibits
 Noon Final Adjournment

Attendee Demographics

	Physicians	Other Health Care Professionals
2018 Attendance	100	40
2019 Attendance	100	30
2020 Attendance	95	40
2021 Anticipated Attendance	120	40

Exhibit Information

Basic Virtual Exhibit	\$3,000
Premier Virtual Exhibit	\$3,500

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	\$10,000 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 	
Guarantee of Exclusivity (<i>no other satellite symposium held concurrently</i>)	\$2,500 additional

Payment Information

Payment & Confirmation

- All applications must be received by **January 20, 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 **January 15, 2021**. Scripps will retain a \$100 processing fee. After January 15 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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LIVE STREAMING VIRTUAL EVENT

Application to Exhibit

COMPANY INFORMATION

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

EXHIBIT FEES

<input type="checkbox"/> Basic Exhibit \$3,000	<input type="checkbox"/> Premier Exhibit \$3,500
<input type="checkbox"/> Additional Conference Passes \$50x ____	

ADDITIONAL SUPPORT OPPORTUNITIES

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

EXHIBIT CONDITIONS AND DEADLINES

- The exhibit cancellation deadline is Friday, January 15, 2021. Scripps CME will refund the exhibit fee less the \$100 deposit. After January 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.

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:
 Megan Della Penna • Scripps Conference Services & CME
 4275 Campus Point Court, CPB205 • San Diego, CA 92121
dellapenna.megan@scrippshealth.org