

**2020 Clinical Hematology and Oncology  
40<sup>th</sup> Anniversary**  
 February 15-18, 2020  
 Hyatt Regency La Jolla at Aventine • San Diego, California

*Exhibitor Prospectus*  
<https://www.surveymonkey.com/r/HemOncEXHAPP2020>

**About the Course**

Scripps MD Anderson Cancer Center's 2020 Clinical Hematology and Oncology Conference is celebrating its 40<sup>th</sup> 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 2020 Clinical Hematology and Oncology Conference 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:

- 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 & 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](http://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 15, 2020**

6:30-7 a.m. Exhibitor Move-in  
 7-8 a.m. Breakfast & View Exhibits  
 9:30 a.m. Break & View Exhibits  
 12:15 p.m. Lunch (exhibitors welcome)  
 3:30 p.m. Break & View Exhibits

**Monday, February 17, 2020**

7-8 a.m. Breakfast & View Exhibits  
 9:30 a.m. Break & View Exhibits  
 12:15 p.m. Lunch (exhibitors welcome)  
 3:30 p.m. Break & View Exhibits

**Sunday, February 16, 2020**

7-8 a.m. Breakfast & View Exhibits  
 9:30 a.m. Break & View Exhibits  
 12:15 p.m. Lunch (exhibitors welcome)  
 3:30 p.m. Break & View Exhibits

**Tuesday, February 18, 2020**

7-7:30 a.m. Breakfast & View Exhibits  
 9 a.m. Break & View Exhibits  
 11:30 a.m. Exhibitor Move-out

**Previous Attendance Information**

2017	2018	2019	2020 (anticipated)
310	310	351	375

**Exhibit Opportunities**

**How to apply:**

**ONLINE ONLY.** The printed copy of the application at the end of this prospectus is for **your internal use** and credit card authorization forms only. Do not email this form to the Scripps team as your application. **All applications are required to be submitted digitally at <https://www.surveymonkey.com/r/HemOncEXHAPP2020>.** The online application is the system of record for the order in which exhibit applications are submitted. If you get the confirmation page at the conclusion of your submission, consider your application received. Please do not email to confirm upon completion. The survey is checked periodically and you will be contacted if there are any questions about your submission.

<u>Exhibit Space Type</u>	<u>Price</u>
<b>Premier Exhibit Space</b> – allows you to <b>select which space you would like</b> to be located in based on what is available (please specify top 3 choices on application online) – view map for available spaces. <b>4 reps/day are included with the premier table.</b>	<b>\$4,500</b>
<b>Standard Exhibit Space</b> – Scripps will assign you a space and email you this space number one week prior to the conference. <b>2 reps/day are included with the regular table.</b>	<b>\$3,500</b>
<b>App &amp; Signage Only</b> – This option is for those who <b>cannot attend/exhibit</b> but would still like to be listed as a supporter on signage around the exhibit hall as well as in our conference app including a link to the company website and contact information for reps. This level of sponsorship includes admission for <b>1 rep/day</b> . – note, no table is included in this option.	<b>\$1,250</b>

**Space assignments:**

- **Online submission is required for all exhibit requests.**
- The order of all exhibit requests are tracked
- Selections for premium tables are granted based on preference listed, available tables, and the order in which the requests are received online.
- Assignments for regular tables are based on the order requests are made online and what tables are left at the time of assignment.
- Finals assignments of all tables are made one week prior to the conference or when tables sell out, whichever comes first.

**Included with your exhibit purchase**

- Materials: table, linens, carpet, chairs, and wastebasket
- Wireless internet access
- Complimentary access for two (2-regular) or four (4-premier) company representatives to attend the educational activity and claim CME/ ACME for ABIM MOC credit. Please notify the Scripps team if credit will be claimed.
  - Exhibitors wishing to receive CME credit must provide their email address and complete the post conference evaluation to receive a certificate
- Additional conference passes available at a discounted rate of \$650 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
- 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)
- Representatives beyond the number included in the exhibit table purchased.
- 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 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.

### Exhibit & Conference Contact

**Kristin Martinez**

Education Program Manager  
Scripps Conference Services & CME  
4275 Campus Point Court, CPB205  
San Diego, California 92121  
Phone: 858-678-6232  
Email: [Martinez.Kristin@scrippshealth.org](mailto:Martinez.Kristin@scrippshealth.org)  
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/CMEmails](http://www.scripps.org/CMEmails)

### Exhibit & Conference Venue

**Hyatt Regency La Jolla at Aventine**

3777 La Jolla Village Drive  
La Jolla, CA 92122  
Reservations: 888-421-1442  
Phone: 858-552-1234

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

Attn: Kristin Martinez, Scripps, Feb. 15-18, 2020  
Company Name  
Rep Name  
Box X of X

**Shipping Dates**

**All materials should arrive no earlier than February 12, 2020.** If materials are received prior to this date the packages are more likely to be lost. **Please ensure you have all tracking information for all packages being sent to the hotel.** Exhibiting company will be responsible for all shipping and hotel handling 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 exhibit applications must be received by **February 10, 2020**. Upon receipt of the application, a confirmation email will be sent.
- Payment must be received prior to the conference commencement unless otherwise arranged.
- The exhibit cancellation deadline is **February 7, 2020**. Scripps will retain a \$500 processing fee. After February 7th no refunds will be granted.
- Exhibit space must be occupied by **7 a.m. on February 15, 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.

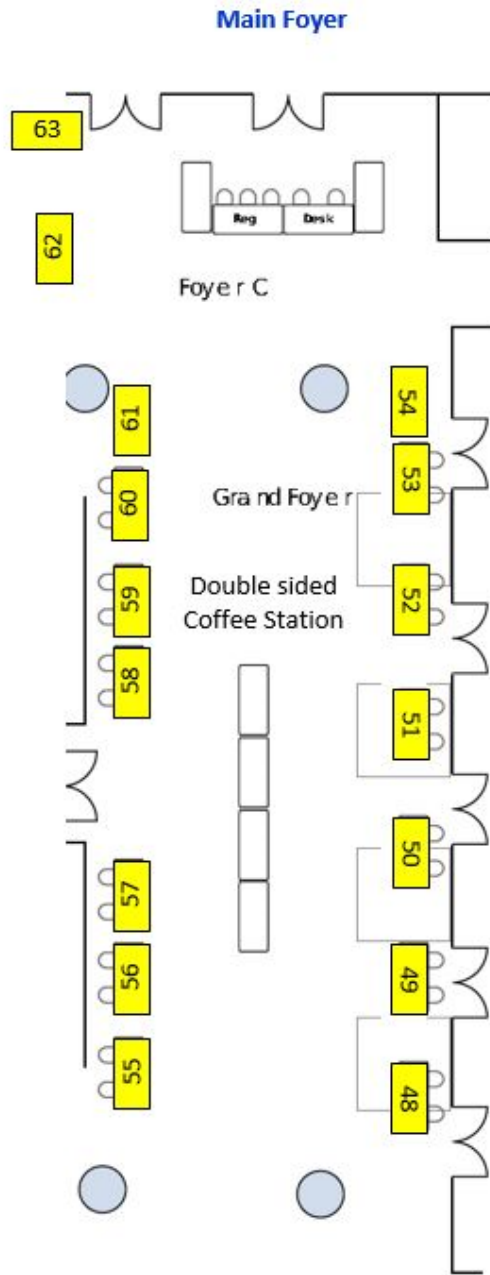
**Application Review**

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.

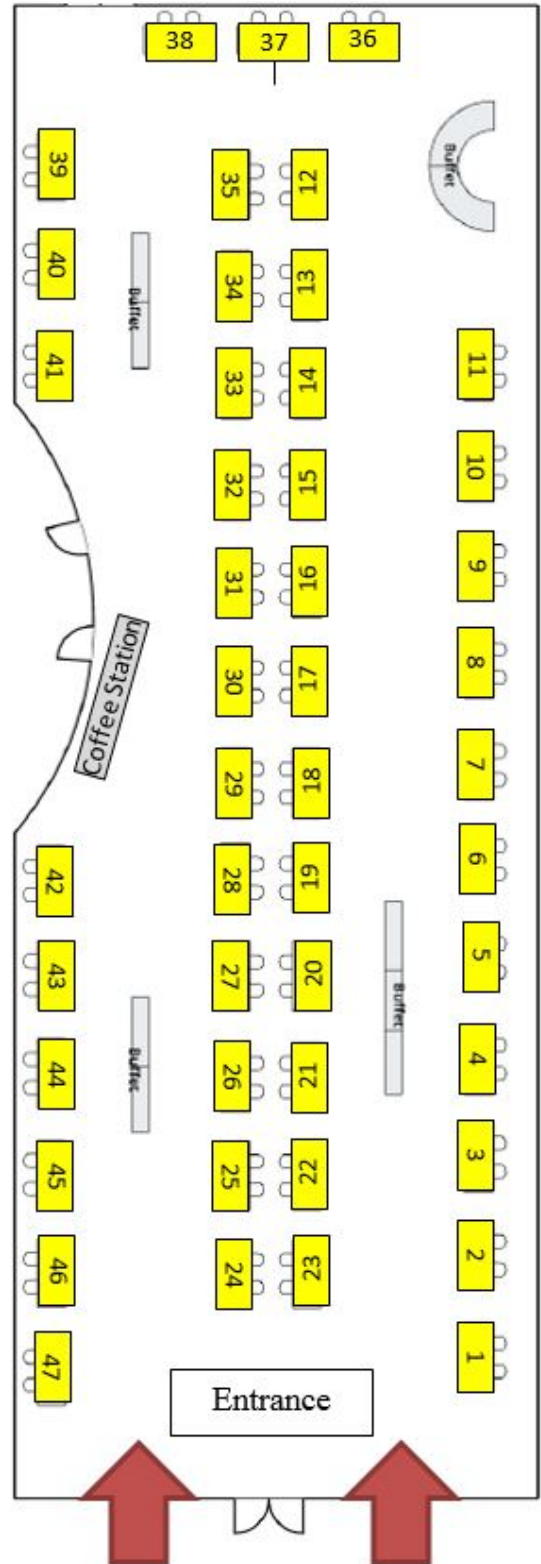
**Exhibitor Housing**

A specially priced block of rooms is **being held until Thursday, January 23, 2020 or until the room block fills, whichever comes first.** When making your reservation, be sure to ask for the Scripps conference rate of \$255 per night (plus tax and parking). After January 23, 2020 reservations will be accepted on a space and rate availability basis only. Reservations: 888-421-1442 or [book online directly](http://www.scripps.org/HemOncCME) or at [www.scripps.org/HemOncCME](http://www.scripps.org/HemOncCME).

Exhibit Diagram



**vincino Ballroom (outdoor glass room)**



**Additional Support Opportunities & Pricing**

**Satellite Symposia**

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 but cannot guarantee attendance at any satellite program. Available dates and times are assigned on a first-come, first-served base. Scripps offers the following fee and service options.

<u>Opportunity Type</u>	<u>Included in Support Opportunity</u>	<u>Price</u>
<b>Symposium (Breakfast/ Dinner)</b>	<ul style="list-style-type: none"> <li>• Exclusive timeslot to host event without competition</li> <li>• Approval to hold the event in conjunction with the Scripps conference</li> <li>• Approval to hold the event at the conference venue (based on space availability)</li> <li>• RSVP Link from Scripps</li> <li>• Inclusion of marketing collateral at registration</li> <li>• E-mail blasts (2) to all registered attendees</li> <li>• Signage (1) and brochures/invitations posted near the Scripps registration desk (Host to provide collateral)</li> <li>• Inclusion in the conference daily announcements, app, agenda and push notification/reminders sent to attendees through the app.</li> </ul>	<b>\$20,000</b>
<b>Faculty Dinner</b>	Up to 6 company reps may attend the dinner with the faculty. Dinner will take place on Sunday, February 16, 2020. Location/time TBD.	<b>\$15,000</b>

**The above fees do not include:**

- Creation of marketing materials such as brochures/invitations, signage, etc.; Scripps reserves the right to approve all materials.
- Logistical arrangements: All meeting organization (including food & beverage, AV, speaker arrangement, invitation and RSVP management) is the responsibility of the hosting company. Scripps will introduce you to the contacts for these items. You will arrange and pay them directly.
- **Exhibit space; additional fees apply.**
- Approval to send brochures/invitations out to non-registered attendees in the area

**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.

**Liability**

- 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.

**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.

**2020 Clinical Hematology and Oncology  
40<sup>th</sup> Anniversary**

February 16-19, 2020

Hyatt Regency La Jolla at Aventine • San Diego, California

Application to Exhibit **SUBMIT ONLINE!**

<https://www.surveymonkey.com/r/HemOncEXHAPP2020>

**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"/> Premier Space <b>\$4,500</b> <i>Select your location* &amp; 4 reps</i>	<b>Premier Only:</b> Booth Number (provide top 3 choices): ___ / ___ / ___	
	<input type="checkbox"/> Standard Space <b>\$3,500</b> <i>Assigned location &amp; 2 reps</i>	<input type="checkbox"/> Additional Reps <b>\$650 x</b> ___	<input type="checkbox"/> App & Signage Only <b>\$1,250</b>

**ADDITIONAL SUPPORT OPPORTUNITIES**

<input type="checkbox"/> Exclusive Satellite Symposium <b>\$20,000</b>	<input type="checkbox"/> Faculty Dinner <b>\$15,000</b>
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**EXHIBIT DISPLAY INFORMATION**

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

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

**METHOD OF PAYMENT – Please address all payments to “Scripps Conference Services” and Reference: “HemOnc2020”**

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*

Credit Card Number	Expiration Date
Security Code on Card (Required)	Billing Zip Code

**PAYMENT/CONFIRMATION/SPACE ASSIGNMENTS**

- All exhibit space requests will be accommodated based on availability.
- The exhibit cancellation deadline is Friday, February 7, 2020. Scripps CME will refund the exhibit fee less the \$500 deposit. After February 7th no refunds will be granted.
- Exhibit space must be occupied by 7 a.m. Saturday, February 15, 2020. Exhibitors who anticipate delays must notify Scripps CME.

**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:**

Kristin Martinez · Scripps Conference Services & CME  
4275 Campus Point Court, CPC205 · San Diego, CA 92121  
Fax: 858-678-6753 • [martinez.kirstin@scrippshealth.org](mailto:martinez.kirstin@scrippshealth.org)