

**Melanoma 2016: 26th Annual Cutaneous Malignancy Update**

January 23-24, 2016

Hyatt Regency Mission Bay • San Diego, California

*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 dermatologists, pathologists, oncologists, primary care physicians and others 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

**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.

**Exhibit & Conference Contact****Carlin Admirand**

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Scripps Conference Services & CME  
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Web: [www.scripps.org/conferenceservices](http://www.scripps.org/conferenceservices)



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[www.twitter.com/scrippshealth](http://www.twitter.com/scrippshealth)  
[www.youtube.com/scrippshealth](http://www.youtube.com/scrippshealth)

**Exhibit Schedule****Saturday, January 23, 2016**

6:30-7 a.m.	Exhibitor Move-in
7-7:40 a.m.	Breakfast & View Exhibits
9:45-10:15 a.m.	Break & View Exhibits
12:30 p.m.	Lunch (exhibitors welcome)
3:15-3:35 p.m.	Break & View Exhibits

**Sunday, January 24, 2016**

7-7:30 a.m.	Breakfast & View Exhibits
9:30-9:50 a.m.	Break & View Exhibits
Noon	Exhibitor Move-out

*\*\*Exhibit times are subject to change*

### Attendee Demographics

	Physicians	Other Health Care Professionals
<b>2014 Attendance</b>	125	35
<b>2015 Attendance</b>	110	20
<b>2016 Anticipated Attendance</b>	125	30

### Exhibit Opportunities

<b>Exhibit – 6’ table</b> (includes two full access passes).....	<b>\$2,000</b>
<b>Exhibit – 8’ table</b> (includes four full access passes).....	<b>\$2,500</b>

#### Included with your exhibit purchase:

- Materials: table, linens, carpet, chairs, and wastebasket
- Electricity (upon request, please indicate on application)
- Full access conference passes (quantity determined by size of table)
- 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 and claim their hours
- Attendee List: a list of pre-registered attendees will be sent to all confirmed exhibitors prior to the conference. After the conference, a final list will be sent. Please note: only limited attendee information will be provided (name, affiliation, city and state).

#### Not included with your exhibit purchase:

- Pipe and drape (not available)
- Additional furniture or equipment rentals (space restrictions apply)
- Labor for installing or dismantling your exhibit display
- Security: the exhibit area will be locked each evening but no security guard will be present. 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 Venue

**Hyatt Regency Mission Bay**  
 1441 Quivira Road  
 San Diego, California 92109  
 Reservations: 888-421-1442  
 Hotel Direct: 619-224-1234  
[missionbay.hyatt.com](http://missionbay.hyatt.com)

**For shipping purposes, please add the following to your label:**  
 Attn: Carlin Admirand/Scripps Melanoma, Jan. 23-24, 2016

#### Shipping Dates

**All materials should arrive no earlier than January 21, 2016.** If materials are received prior to this date the exhibiting company will be responsible for these 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 applications must be received by **January 15, 2016**. 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 **January 15, 2016**. Scripps will retain a \$500 processing fee. After January 15th no refunds will be granted.
- Exhibit space must be occupied by **7 a.m. on January 23, 2016**. 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 Friday, January 4, 2016**. When making your reservation, be sure to ask for the Scripps Melanoma conference rate of \$199 per night (plus tax and parking) for a single or double room. After January 4, 2016 reservations will be accepted on a space and rate availability basis only. Hyatt Reservations: 888-421-1442

## **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.



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*Application to Exhibit*

**COMPANY INFORMATION**

<b>Mail all Correspondence to:</b>				
<b>Company Name:</b> <i>(as it should appear on marketing materials)</i>				
<b>Company Street Address:</b>				
<b>City:</b>		<b>State:</b>		<b>Zip/Postal Code:</b>
<b>Phone:</b>				<b>E-mail:</b>

**EXHIBIT FEES**

<b>Exhibit Space:</b>	<input type="checkbox"/> 6' table \$2,000	<input type="checkbox"/> 8' table \$2,500
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**EXHIBIT DISPLAY INFORMATION**

**Do you require electricity for your display?**     YES     NO

**What will your display consist of?**             Tabletop Only     Pop-up Display

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

**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>Name on Card</i>	<i>Signature</i>	<i>Billing Zip Code</i>

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 exhibitor.

\_\_\_\_\_  
(Print name of company/organization)

agrees to abide by the rules and regulations of **Scripps CME** set forth in the prospectus.

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Please send your completed application and full payment to:**  
 Carlin Admirand · Scripps Conference Services & CME  
 11025 N. Torrey Pines Road, Suite 200 · La Jolla, CA 92037  
 Fax: 858-652-5565 · [admirand.carlin@scrippshealth.org](mailto:admirand.carlin@scrippshealth.org)