

San Diego GU Annual Course in Oncology (GUACO)
Presented by Scripps Cancer Center
September 12-13, 2025
Coronado Island Marriott • Coronado, California

Exhibitor Prospectus

IMPORTANT NOTE: If you do not receive a confirmation from Scripps within one (1) business day of submitting your exhibit application and/or payment, please call our office at 858-678-6400 to speak with a member of the CME staff. **We cannot guarantee an exhibit space if you have not received a confirmation from our team.**

About the Course

The San Diego Genitourinary Annual Course in Oncology (GUACO) promises to be a premier event for clinicians and practitioners who care for patients suffering from genitourinary malignancies. The focus of this course will be on prostate, bladder, and kidney cancer. This dynamic course features expert-led sessions designed to provide attendees with an overview of standard-of-care treatment algorithms and options, as well as innovative strategies for patient care. Through interactive case-based discussions and engaging panel sessions, participants will have the opportunity to deepen their understanding of complex clinical scenarios and to translate knowledge into practice. Attendees will leave empowered with actionable tools and strategies to optimize patient outcomes, improve quality of life, and to elevate the standard of care for individuals suffering from GU malignancy.

Benefits of Exhibiting & Supporting

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
- Introduce new products and services
- Expand your market reach and strengthen existing relationships
- Generate new sales leads
- Ability to upload PDFs, brochures, and other content to dedicated company page in mobile conference app
- Option to host satellite symposiums/product theaters to educate participants on your products

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
- Two of San Diego’s six designated trauma centers (both Level 1)
- More than 3,000 affiliated physicians, 17,000 employees, and nearly 2,000 volunteers
- 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 30 outpatient centers and clinics
- Same-day, walk-in care at Scripps HealthExpress
- Four emergency rooms and three urgent care centers
- A wide range of health education classes and support services for patients

Exhibit Schedule

Friday, September 12, 2025

- 3-4 p.m. Exhibitor Move-in
- 4-5 p.m. Registration & Welcome Reception
- 5-6 p.m. Keynote Presentation
- 6-7 p.m. *Non-CME Dinner Symposium Opportunity*

Saturday, September 13, 2025

- 7:30-8:15 a.m. *Non-CME Breakfast Symposium Opportunity*
- 10 a.m. Break & View Exhibits
- 12:30-1:15 p.m. *Non-CME Lunch Symposium Opportunity*
- 3 p.m. Adjourn

Exhibit Opportunities

Exhibit – 6’ space (includes two full access passes)	\$3,000
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Included with Your Purchase

- Materials: table, linens, carpet, chairs, and wastebasket
- Wireless internet access
- Electricity and power strip
- Full access conference passes (includes meals)
- Additional exhibit badges available at a discounted rate
- 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

Not Included with Your Purchase

- Pipe and drape (not available)
- Additional furniture or equipment rentals (space restrictions apply)
- Additional audio-visual equipment (can be rented through hotel AV company)
- Labor for installing or dismantling your exhibit display
- Security: the exhibit area will remain open, 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.

***In alignment with the ACCME Standards for Integrity and Independence in Accredited Continuing Education, exhibitors will only be provided with limited participant information from those who have agreed to have their information shared.*

Additional Support Opportunities & Pricing

Faculty Dinner (Friday) SOLD	\$5,000
The speakers, moderators and course directors along with their guests will attend a dinner on Friday evening in Coronado. This sponsorship includes pre-arranged food & beverage at a modest venue and invitations for two (2) of your company’s representatives. This is an exclusive networking opportunity and there will not be time allotted for a product theater presentation.	
Satellite Symposium or Product Theater (Non-CME)	
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.	
Included with fees: <ul style="list-style-type: none">• Approval to hold the event in conjunction with the Scripps conference• Approval to hold the event at the conference venue (based on space availability)• E-mail blasts (2) to all registered attendees• Signage (1) and brochures/invitations posted near the Scripps registration desk• Inclusion on the course website and registration link• Inclusion in the conference announcements• Meeting room with standard audio-visual equipment and support	
Fees do not include: <ul style="list-style-type: none">• Creation of marketing materials such as brochures/invitations, signage, etc.; Scripps reserves the right to approve all materials• Symposium speaker travel, honorarium, or other related expenses• Exhibit space; additional fees apply• Scripps Health does not guarantee attendance during this event• On-site tracking of symposium attendees	
Non-CME Dinner Symposium (Friday)	\$5,000
Details on the symposium will be included in the conference brochure permitted they are received in time for printing. These symposiums can be jointly or exclusively sponsored. Sponsor is responsible for providing dinner and all associated costs.	
Non-CME Breakfast Symposium (Saturday) SOLD	\$7,500
Details on the symposium will be included in the conference brochure permitted they are received in time for printing. These symposiums can be jointly or exclusively sponsored. Breakfast is included in the price and will be ordered by Scripps.	
Non-CME Lunch Symposium (Saturday) SOLD	\$15,000
Details on the symposium will be included in the conference brochure permitted they are received in time for printing. This symposium can be jointly or exclusively sponsored. Lunch is included in the price and will be ordered by Scripps. This will be the only lunch option for attendees at the conference.	

Exhibit & Conference Venue

Coronado Island Marriott
2000 Second St.
Coronado, CA 92118
Reservations: 619-435-3000
Visit conference webpage for a link to book discounted rooms.

For shipping purposes, please add the following to your label:
Attn: Carlin Admirand/Scripps
Sept 12-13, 2025
Company
Box # of #

Exhibitor Housing

A specially priced block of rooms is **being held until Friday, August 29, 2025 or until the room block fills, whichever comes first.** When making your reservation, be sure to ask for the Scripps conference rate of \$299 per night (plus tax and parking). After August 29th reservations will be accepted on a space and rate availability basis only.

Shipping Dates

All materials should arrive no earlier than September 11, 2025. 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.

Payment Information

- All exhibit applications must be received by **Monday, September 5, 2025**. Upon receipt of the application, a confirmation email will be sent.
- Satellite symposiums/product theaters must be reserved by **Friday, August 29, 2025**.
- Additional exhibit badges can be purchased at a discounted rate by calling 858-678-6400.
- Payment must be received prior to the start of the activity.
- The exhibit cancellation deadline is **Friday, August 29, 2025**. Scripps CME will refund the cost of the exhibit less a \$500 processing fee. After August 29th, no refunds will be granted.
- The satellite symposium/product theater cancellation deadline is **Friday, August 29, 2025**. Scripps CME will refund the cost of the satellite symposium/product theater less a \$1,000 processing fee. After August 29th, no refunds will be granted.
- Exhibit space must be occupied by 7 a.m. on September 13, 2025. 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.

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, Exhibit Space and Promotional Activities

In compliance with the ACCME Standards for Integrity and Independence in Accredited Continuing Education, 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.

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 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 persons, 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 person, including without limitation any employee of Exhibitor, admission to the Exhibition.
- Scripps accepts no responsibility for breakdown or failure of any of the services provided for, or in connection with, the Exhibition.

Printed Material Distribution/Canvassing

Canvassing in any part of the facilities utilized during the Scripps CME program is strictly forbidden, and anyone doing so will be requested to leave the building. Distribution of advertising or printed material by the exhibitor outside of the exhibitor's allotted space will not be permitted unless the distribution or advertising is agreed to in advance with Scripps.

Liability

Once an application has been approved by Scripps the following liability policies apply. Exhibitors are encouraged to insure themselves against property loss or damage and against liability for personal injury.

- 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.

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. We are unable to refund any travel costs (flight, hotel, etc.) in the case of Scripps cancellation.

Health and Safety Waiver and Assumption of Risk

By completion and submission of the exhibitor registration form, representatives certify that they have read and fully understand the Health and Safety Waiver and Assumption of Risk Agreement posted on the conference webpage.

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.

Family/Guest Attendance Policy

All conference activities are exclusively reserved for paid conference attendees. Children and family members are not allowed to attend meal functions or permitted in the general session room.

Exhibit & Conference Contact

Carlin Admirand

Director, Conference Services & CME

Scripps Health

10790 Rancho Bernardo Rd

Mail drop: 4S-211

San Diego, CA 92127

Phone: 858-678-6005

Email: admirand.carlin@scrippshealth.org

FOLLOW US!

www.scripps.org/conferenceservices

www.linkedin.com/company/scripps-health

www.youtube.com/scrippshealth

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

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Sponsorship Application

COMPANY INFORMATION

Company Name:			
Company Contact:			
Phone:		E-mail:	
*If you are working with a third-party tradeshow management company, please put their information below:			
Third-party Company Name:			

EXHIBIT FEES

<input type="checkbox"/> 6-foot space \$3,000	<input type="checkbox"/> Additional Exhibitor Passes \$100 x _____
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ADDITIONAL SUPPORT OPPORTUNITIES

<input type="checkbox"/> Friday Dinner Symposium \$5,000	<input type="checkbox"/> Saturday Breakfast Symposium \$7,500 SOLD
<input type="checkbox"/> Saturday Lunch Symposium \$15,000 SOLD	<input type="checkbox"/> Faculty Dinner \$5,000 SOLD

METHOD OF PAYMENT

Please select payment method:

- ☐ **Check** Please make checks payable to Scripps (in U.S. dollars only) **Scripps Tax ID # 95-1684089**
- ☐ **ACH/Wire Transfer**
- ☐ **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

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- Scripps reserves the right, in its sole discretion, to refuse any person, including without limitation any employee of Exhibitor, admission to the Exhibition.
- 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:
Carlin Admirand · Scripps Conference Services & CME
10790 Rancho Bernardo Rd, Mail drop: 4S-211 San Diego, CA 92127
admirand.carlin@scrippshealth.org