



Promote Your Company Before ENDO 09

The Endocrine Society is pleased to help you promote your activities at **ENDO 09 in Washington, DC**. We can help you maximize your reach to pre-registrants via direct mail.

A list of pre-registrants is available for rental purposes *exclusively* to companies exhibiting at ENDO 09. You can choose an earlybird list of pre-registrants as of April 20, 2009 (to be sent to you on April 24) or a larger list of pre-registrants as of May 4 (to be sent on May 8). Many companies choose both lists for maximum exposure.

Once you have made your selection, please complete the order form, sign the attached agreement, and comply with the enclosed guidelines. In addition to the list of pre-registrants, a supplementary list of prospects (member clinical endocrinologists who have yet to register for ENDO 09) is available. Choosing one or more of these lists allows you to reach a higher proportion of your target audience.

Send All Materials to:
Ana Opdyke
The Endocrine Society Marketing Department
8401 Connecticut Avenue, Suite 900
Chevy Chase, MD 20815
Phone: 301.941.0224
Fax: 240.482.0103
Email: aopdyke@endo-society.org



ENDO 09
List Rental Ordering Instructions

Please make sure that your request is complete to avoid delays in processing your order.

To assure your request gets prompt attention, please follow these instructions.

1. **Monday, April 20, 2009** is the deadline for the earlybird pre-registrant list orders (MPRE1). After April 27 only the regular pre-registrant list (MPRE2) will be available for purchase. The deadline for the regular list is **Monday, May 4, 2009**.
2. To place your order:
 - Complete the List Rental Order Form and sign the List Rental Agreement.
 - Email or fax a proof of the final mailing piece, including envelopes and any reply mechanisms. The mailing piece may be sent as a pdf file via email to aopdyke@endo-society.org or fax 240.482-0103 the above material to the attention of Ana Opdyke.
3. On **Friday, April 24, 2009 the earlybird list (or Friday, May 8 the regular pre-registrant list)**, will be sent in Excel in zip code order via email to the address you specify on the order form. This will include all registrants as of April 20 or May 4, 2009, respectively. However, you should remember that we do have considerable last minute and on-site registration, so your order will not include all meeting registrants.
 - There are limitations to the use of The Endocrine Society name. Please refer to the attached Guidelines for The Endocrine Society Pre-Registration Lists. Use of The Endocrine Society logo is strictly prohibited.
 - The complete membership file of The Endocrine Society is also available for rental. Please contact:
 - Kerry Tranfa at InFocus Marketing
 - Phone: 1.800.708.5478 ext. 3246
 - Email: ktranfa@infocuslists.com
 - Fax: 540.878.2211

LIST RENTAL ORDER FORM
(This form and signed agreement MUST be returned to Ana Opdyke.)

Available April 24, 2009 - Earlybird lists	Est. names	Cost ¹	Quantity ²	Total
Pre-registrant list [MPRE1]	4,000+	\$1,400	_____	_____
Pre-registrant list with clinical endocrinologists [MSUPP1] ³	6,000+	\$1,900	_____	_____
Available May 8, 2009 - Pre-registrant lists				
Pre-registrant list [MPRE2]	5,000+	\$1,750	_____	_____
Pre-registrant list with clinical endocrinologists [MSUPP2]	7,000+	\$2,250	_____	_____
Available July 2, 2009 - Post-registrant lists				
Post-registrant list [MPOST]	8,500	\$1,900	_____	_____
Total Order \$				_____

ALL LISTS WILL BE SENT ELECTRONICALLY VIA EMAIL TO THE ADDRESS BELOW

■ **PLEASE PRE-PAY YOUR ORDER BY CHECK OR CREDIT CARD**

Payment Amount: \$ _____

Make check payable to The Endocrine Society and drawn on a U.S. bank in U.S. funds.
(Check must be received with order).

Charge to my: VISA MasterCard

Credit Card Number _____ Exp. date _____

Name of Card Holder (please print) _____

Billing Address _____

Signature _____

Your signature authorizes your credit card to be charged for the total payment above. The Endocrine Society reserves the right to correct the amount if it does not match the pricing list.

Address (please print or type)

Contact _____ Company _____

Address _____

City, State, Zip _____

Phone # _____ Fax _____

E-mail address _____ (required for electronic delivery of lists)

1 Cost per mailing.

2 For multiple lists, deduct \$75 from each list purchased.

3 Includes all Endocrine Society clinical endocrinologists, excluding individuals who have registered for ENDO 09. Your order will consist of two separate files.

List Rental Agreement

The Endocrine Society and Customer, in consideration of the mutual promises set forth below, agree as follows:

1. The customer agrees to pay \$_____ (total from List Rental Order Form) and to adhere to the following provisions concerning the use of names and addresses (hereinafter "the List") furnished via an email list, which the undersigned obtains from The Endocrine Society.
 1. The customer desires to rent the List and agrees that the List is owned by The Endocrine Society, that the undersigned has no right or interest in that property, and that the List represents unique, confidential and unpublished data of The Endocrine Society.
 2. The customer agrees to the following:
 - A. that the List provided will be for a non-exclusive one-time use **only**;
 - B. that the List will be used only for the specific mailing for which it was ordered and for which The Endocrine Society approval has been obtained and for no other purpose (decoy names have been inserted into the List to detect unauthorized usage);
 - C. that all material to be used in conjunction with the List (printed material, literature, advertising material, etc.) must be submitted to, and approved by, The Endocrine Society prior to the use of the List;
 - D. that the List will not be copied or reproduced nor will The Endocrine Society or the undersigned permit, intentionally or unintentionally, the reproduction or copying of the List for use unauthorized or otherwise, by the undersigned or any third party;
 - E. that the List will be used prior to the first day of ENDO 09;
 - F. that the List will not be used to facilitate any form of email, telephone, or faxed contact; and
 - G. that the undersigned will adhere to The Endocrine Society's policies governing pre-registration list use, which is attached and made part of this agreement.
2. Any violation of this agreement by the undersigned shall result in the immediate termination of this agreement by The Endocrine Society and any further use of the List.
3. This agreement shall be binding upon the undersigned, its principles and its agencies, agents, licensees, subcontractors, affiliates, associates and assignees.
4. The Endocrine Society shall have no liability to customer for its use of the List.

Dated: _____ By: _____
(The Endocrine Society)

Dated: _____ By: _____
(Customer)

Customer Name: _____ Company Name: _____

Return one signed copy and retain second copy with attachments for your file.

Guidelines for The Endocrine Society Pre-Registration Lists

1. The Endocrine Society pre-registration lists will be made available only for communications that are deemed appropriate by The Endocrine Society, which reserves the right to deny mailing lists at their discretion.
2. All content in The Endocrine Society's pre-registration lists is the sole and exclusive property of The Endocrine Society.
3. It is understood that the list is being made available for one-time use only (unless specific arrangements are made for multiple uses) and remains the property of The Endocrine Society at all times.
4. The Endocrine Society's pre-registration lists may not be included in any databases or be stored by the user in any intermediate or long-term file. The electronic file must be destroyed upon completion of the agreed upon mailing.
5. The Endocrine Society approval of any use of its lists will be conditioned on a finding that such use will not limit the effectiveness of the Society's programs and is not inconsistent with any policy of The Endocrine Society, as established by its Council.
6. The Endocrine Society's pre-registration lists will not be made available for:
 - a. use in connection with the dissemination of distasteful or offensive materials;
 - b. use in connection with publicity or advertising which might imply, through copy or layout, The Endocrine Society endorsement of an organization or its products;
 - c. any communication which would tend to mislead, misinform, deceive or promote an unlawful purpose;
 - d. any communication involving the advertising or the promotion of the use and sale of any tobacco product, beer, wine or other spirits;
 - e. any fund-raising purposes or membership solicitation by any organization or society;
 - f. any broadcast fax or e-mail communication;
 - g. use in connection with any product deemed, by The Endocrine Society, to be directly competitive with any current or planned product; or
 - h. use in connection with any meeting deemed, by The Endocrine Society, to be competitive with a current meeting, planned meeting, or a meeting in development by the Society.
7. Use of the trademarked Endocrine Society logo or meeting logo in promotional materials is strictly prohibited.
8. The list renter agrees to use the list prior to the first day of ENDO 09.
9. Failure to comply with these guidelines will result in loss of The Endocrine Society list usage.