

Dear Industry Colleagues,

**Thank you** for helping to make ENDO 2011 a success! We had record attendance, with **7,875 scientific attendees** and over 9,000 in total attendance!

We recognize your company's continued commitment to endocrinology and to The Endocrine Society's efforts to provide quality education and resources to our members and attendees. To ensure that you receive a worthwhile return on investment, The Endocrine Society has continued to invest in making ENDO, especially ENDOExpo, better every year. Below, we have provided some of the outstanding statistics from ENDO 2011 to help you evaluate your return on investment:

### **ENDOExpo**

**Exhibitor Leads** this year were **UP by 28%**! This is great news, especially considering that of all of our attendees,

- **72% have an MD Degree**
- **75% attend ONLY ENDO – no other medical meeting**
- **89% see patients, write prescriptions and order diagnostic tests.**

ENDOExpo is a crucial part of the meeting, with a concentration of important science and information all in one place. We hope our enhancements have provided your company with a better opportunity to showcase your products and services. Some of the new features this year included:

- **FREE COFFEE Each Morning of the Expo!**
- **Unopposed Exhibit Hours Every Day!**
- **Narrowed Aisles** to create a more intimate feel
- **Additional Integration of Posters within Exhibits** to put the focus on the Expo
- **More Expo Floor Cafes** to increase the time attendees spend in the Expo
- **Collaboration Zone** to increase networking opportunities on the Expo floor

We also held several **Expo Theatres** this year – many were FULL at **85 attendees!** Expo theaters are a great way to give attendees the opportunity to learn more about your products.

**FACT:** The Endocrine Society has **14,000+ members – 46% Clinical Practitioners**

**FACT:** ENDO generates attendees from around the globe with just over **30% international attendance**



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## ENDO Education

There were **10,817 Attendees** in 293 Educational Sessions during ENDO this year, with an Average Session Attendance of **376!**

The Endocrine Society's members are the thought leaders in endocrinology – they present lectures, publish papers, and consult with other physicians. According to the ENDO 2011 Educational Session Evaluations:

- **90% Agree or Strongly Agree that the Knowledge & Skills Gained from the Sessions will Help them Improve their Clinical Practice**
- **93% Rated the Quality of the Speakers' Presentations as Good or Excellent**
- **98% Felt that the Sessions were Objective & Free of Commercial Bias**

The education for our members doesn't end when ENDO is over – **6,600+** will download the **ENDO Session Library** – a Webcast of the entire ENDO meeting.

In addition to the ENDO meeting, our members were very busy attending all of the other unique education opportunities:

- **281** attended **Trainee Day**, and **300+** visited the **Trainee Exchange**
- **231** attended the **Diabetes Diagnosis & Management Workshop**
- **370** was the average attendance at the **CME Ancillary Symposia (CMES)**
- **300** attended **The Hormone Foundation's Cooking For Pleasure & Health Event** on the Expo Floor

## ENDO – Recognition of Industry Support

The Endocrine Society would like to thank our industry supporters – With your assistance, we are able to provide our members with the very best educational resources and opportunities in the field. Thank you for your commitment to the Society and the field of endocrinology.

**ENDO App: 15,000+ downloads - a 1600% increase** over 2010! (Web 8,444, Blackberry 4,361, iPhone/iPad 1,818, Android 434)

**ENDO Microsite: 160,000 visits & 630,000 page views** (includes 14,000 visits to the Exhibit Area of the Microsite and 19,000 page views)

**FACT: 2700+ attendees visited The Endocrine Society's booth** during ENDO 2011

**FACT: 98%** of attendees **find ENDO valuable to their professional role**



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**Pre-ENDO Exposure: 102,800+ impressions** through the following:

- ENDO Programs Highlights Brochure
- ENDO Advance Program
- Endocrine News Advertisements
- Pre-ENDO Attendee Emails

**On-Site ENDO Exposure: 153,600+ impressions** through the following:

- Meeting & Exhibit Guide Advertisement
- ENDO Exclusive booklet in Attendee Bags
- Flyer in Attendee Bags
- ENDO Daily newspaper advertisements
- Plenary & Session Room Slides
- *Endocrine News* Advertisements (distributed at ENDO)
- Signage/Banners

## **ENDO MEDIA COVERAGE**

**1,292 news stories** and counting: Media coverage of news generated at ENDO 2011 continues to mount and has already nearly doubled last year's record coverage!

ENDO 2011 featured **5 news conferences**, with **30 reporters** in attendance with another **54 attending online** for live webcasts.

ENDO 2011 was covered by **high-profile media outlets**, including: **ABC News, CBS News, MSNBC, Reuters, HealthDay, U.S. News & World Report, Scientific American, Los Angeles Times, Boston Globe, Chicago Tribune and WebMD.**

Studies receiving the most media coverage to date include:

- Dr. Lubna Pal's study on how severity of facial wrinkles may predict bone density in early menopause
- Dr. Joshua Thaler's study on how eating a high-fat diet may rapidly injure brain cells that control body weight
- Dr. Jami Josefson's study on how excessive pregnancy weight gain raises the risk of having a fat baby
- Dr. Khaled Alswat's study on how higher exercise capacity is linked to lower death rate in men with sleep apnea & diabetes
- Dr. Edward List's study on how yo-yo dieting appears to be healthier than lifelong obesity

Again, thank you for your support! If you have any questions or need additional information, please contact Teresa Favero, at [tfavero@endo-society.org](mailto:tfavero@endo-society.org) or 301-941-0229. Don't delay – Reserve your space at the 2012 Expo. See you in Houston!

Best Regards,



Nancy Chill  
Senior Director, Corporate Relations

**FACT: Supporting ENDO = Major ROI for Your Company**



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