

# Opportunities for Support

# ENDO 2010

THE ENDOCRINE SOCIETY'S 92<sup>nd</sup> ANNUAL MEETING



Consider the various **NEW** opportunities for commercial support listed inside.

You can be confident that you will have a valuable presence at ENDO while staying within the appropriate guidelines of the current environment.

To learn more about available opportunities and to become an ENDO 2010 supporter, contact **Teresa Favero** at **301.941.0229** or **[tfavero@endo-society.org](mailto:tfavero@endo-society.org)**.

■ **ENDO gives you access to a unique group of endocrinologists**

- 94% Do not attend AACE
- 88% Do not attend ADA
- 93% Do not attend ASBMR
- 93% Do not attend ATA
- **64% Only attend ENDO**

■ **ENDO attendees are the most prominent thought leaders in endocrinology**

- 98% make medical/scientific/education presentations
- 70% teach and/or publish
- 49% train primary care physicians

## A Strong Presence at ENDO = Return on Investment

Did you know...

ENDO MD's

write nearly 5,000 prescriptions per year

ENDO MD's

order over 5,000 diagnostic tests per year

## Advertising Opportunities

### Abstracts on CD-ROM \$40,000

Program abstracts presented in a searchable CD-ROM format. Mailed to all early deadline registrants and all Endocrine Society members not attending ENDO. Also distributed to all attendees from the sponsoring company's exhibit booth creating an opportunity for high volume foot traffic. Includes sponsor company logo. (Circ: 12,000)

### Abstracts2View \$30,000

Web-based database that allows attendees to search through accepted abstracts and plan an itinerary online before arriving at ENDO. Launched at the beginning of May prior to the meeting, the database remains online throughout the year for all Web site visitors to view. Sponsor acknowledged with company logo on login page. (Circ: 14,000+)

### Banners, Gobos & Publication Advertising (Call for Details)

Banner and Gobo advertising opportunities are available in high traffic areas throughout the convention center. Publication advertising opportunities are also available in the Meeting & Exhibit Guide (MEG). For more information, contact Steve Hamburger at Scherago International: 201-653-4777, ext. 17.

### Communications Central \$25,000 each\*

Four busy computer areas provided for attendees to check email, post messages and access the Internet. The areas are situated in high traffic locations, including registration and the exhibit hall. Sponsor company or product logo displayed on the screen saver and sponsors have the opportunity to provide monitor toppers, approved by The Endocrine Society.

## Educational Activities

### Plenary Lectures \$16,000

Lectures covering major topics of special relevance presented by leading endocrinologists. Each lecture consists of two 25-minute presentations. Educational sessions may be multi-supported. (Avg. attendance: 2,500-4,000)

### Symposia, Debates, Updates & Case Management Forums

\$14,000

Presented by experts in the field of endocrinology, symposia are comprised of three 20-minute lectures and/or panel discussions, followed by a question and answer period. Educational sessions may be multi-supported. (Avg. attendance: 450-1,000)

### Meet-the-Professor Sessions

\$8,000

Prominent experts in the field of endocrinology lead case-based clinical discussions and question/answer dialogues focused on one topic. Each session is presented twice and attendance is limited to enhance the quality of the discussion. Educational sessions may be multi-supported. (Avg. attendance: 280, 140/session)

### Optional: ENDO Web cast \$5,000

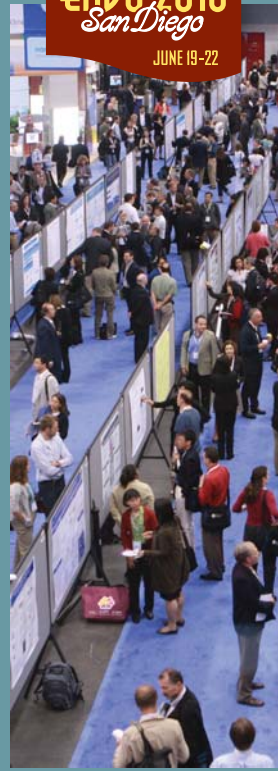
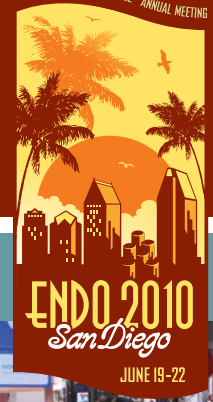
Sponsors of Plenary Lectures, Symposia, Debates, Updates, Case Management Forums and Meet-the-

Professor Sessions may extend the reach of their sponsorship by supporting the same session(s) on the ENDO Session Library Web cast, available on the Society's Web site for one year following the ENDO meeting. Sponsors receive recognition on the sponsorship splash page. (Reach: 1,000+)

### Meet-the-Professor Handout Book \$15,000\*

This critical publication features handouts from all Meet-the-Professor sessions, including 140 case-based presentations for practicing clinicians to use all year long. Various options are available for sponsor acknowledgement including an ad in the handout book. (Circ: 3,000)

*The ENDO 2010 scientific program is developed by the Annual Meeting Steering Committee prior to and independent of educational grant support. In accordance with the standards of ACCME, the commercial supporters of this meeting have had no influence over topics or speakers.*



**90%** of attendees visit the **exhibits** and spend an average of **4 hours** on the exhibit floor.

## **NEW! Exhibit Booth Drivers**

### **Coffee Breaks \$10,000 each**

The coffee break will be located near your booth on the exhibit floor and will take place each afternoon of the meeting. Sponsor will be allowed to display or distribute a booth driver, either in the coffee area or in the meeting bag. A great way to increase booth traffic!

### **NEW! Endocrine "Charity" Booth Driver \$40,000**

Let the attendees choose to support the Society's initiatives that are important to them. Your company will select 3 noteworthy initiatives that the Society offers (ex. Trainee Day, The Hormone Foundation, or the Society's Endocrine Needs Assessment). A booth driver will be included in the meeting bags to draw attendees to your booth to make a "donation" to the initiative which is most important to them. Sponsorship fee covers their "donation" and you receive a lead retrieval system in order to capture their contact information.

### **NEW! Gift Certificates \$6 each & up (Call for Details)**

Give physicians the gift of education with gift certificates towards the purchase of ESAP (Endocrine Self-Assessment Program) for those physicians seeking initial certification, or re-certification; The Endocrine Society's Compendium of Clinical Practice Guidelines; consider gift certificates to attend the Endocrine Board Review Course, which provides outstanding preparation for participants taking the Board Examination in Endocrinology, Diabetes & Metabolism in 2010. Sponsor receives a booth driver in the meeting bag.

### **NEW! Patient Fact Sheets or Patient Guides \$2 each & up (Call for Details)**

Distribute The Hormone Foundation's award-winning bilingual patient fact sheets or patient guides in single sheets, pads of 50, or pick various fact sheets to distribute on a locked CD. These fact sheets are a great way to facilitate discussion between doctors and their patients. Sponsor receives a booth driver in the meeting bag.

### **NEW! Reprints \$4 each & up (Call for Details)**

Provide physicians with access to important information with a booth driver for Journal Article Reprints or Clinical Practice Guideline Reprints, distributed from the educational/medical side of your booth or, provide these items or other educational information on a locked thumb drive. Sponsor receives a booth driver in the meeting bag.

### **Doctor's Bag (Call for Details)**

Distributed to key hotels in the early morning, the Doctor's Bag will reinforce your presence by reaching attendees before their day begins. For more information, contact Nan Blunk, Melanie DeHoff or Darcey Tenbrink at TriStar Publishing: 913-491-4200.

### **ENDO Daily (Call for Details)**

The official ENDO Daily meeting newspaper details all the major news and events taking place at the meeting and is available throughout the convention center. Sponsors receive prime placements for advertisements. For more information, contact Nan Blunk, Melanie DeHoff or Darcey Tenbrink at TriStar Publishing: 913-491-4200.

### **Hotel Key Cards \$30,000\***

Attendees staying at ENDO exclusive hotels will receive a room key card to access their hotel rooms featuring sponsor company or product logo.

### **TV Monitors \$5,000 each/5 for \$25,000\***

TV Monitors will be placed in high-traffic areas throughout the convention center to broadcast cable news television. Sponsors will be acknowledged with company logo on the monitor toppers.

### **Wireless Cafes \$15,000 each\***

Special areas within the convention center allows users to access email and the Internet. Sponsors will receive signage within the wireless zone and may include their company or product logo on the log-in page.

### **Z Card Maps \$20,000\***

A 2-sided, pocket-sized map of the host city detailing walking routes, public transportation and ENDO hotels. The map will be distributed to all ENDO attendees in the meeting bags. Sponsor company logo will appear on the cover of the map.

\*Plus direct costs



**Over  
98%**  
of  
attendees  
find  
**ENDO**  
to be  
critical  
to their  
professional  
career.

## Awards

Each year, The Endocrine Society presents over 750 awards for excellence in research, education and clinical practice in the field of endocrinology. The awards program is a highly visible sponsorship opportunity that reaches every level of the endocrine professional. Sponsors are recognized prominently at the Trainee Reception and the Awards Dinner at ENDO, as well as throughout the year in Society publications and on the Society Web site.

### Supporter Opportunities *(Call for Details)*

- Establish a new customized award or select from a wide array of award opportunities including lecture awards, journal prizes, fellowships, or jointly contribute to an award fund.
- Be assured that all award applications will be reviewed and scored for excellence by Endocrine Society members.

## Continuing Medical Education Services (CMES)

Support a breakfast or dinner symposium developed by the Society's Special Programs Committee and CME accredited by the Society. These clinically focused educational sessions can be supported by one or more companies and can be enhanced with the development of CME-accredited enduring materials.

## Patient Education

Partnering with The Hormone Foundation offers a unique opportunity for public exposure through patient education efforts, supported by the scientific integrity and extensive resources of The Endocrine Society.

Established in 1997 by The Endocrine Society as its non-profit public education affiliate, The Hormone Foundation ([www.hormone.org](http://www.hormone.org)) serves as a resource for the public by promoting the prevention, treatment and cure of hormone-related conditions. Since its inception, the Foundation has reached over 200 million people with important health information through programs such as:

- Disease-awareness Fact Sheets and Patient Guides
- Focus Groups
- Public Forums
- Media Education Roundtables
- Educational Videos
- Public Awareness Campaigns
- And more....

## Acknowledgement

The Endocrine Society will acknowledge ENDO 2010 supporters in the following ways:<sup>†</sup>

- Final Program Information Brochure (Circ: 25,000)
- Flyer in meeting bags (Circ: 8,000)
- Meeting & Exhibit Guide (Circ: 8,000)
- Citation in ENDO ads running in Society Journals (Circ: 100,000)
- Citation in Endocrine News, April & June issues (Circ: 81,000)
- Signs outside event rooms and on exhibit floor (Circ: 8,000)
- Slides and announcements at Plenary Sessions (Circ: 32,000)
- Listing on The Endocrine Society's Web site (Circ: 1.2 million)
- Listings in monthly e-newsletters, Endocrine News Live, and ENDO 2010 Update (Circ: 250,700)

*If a company supports an educational session at a dollar amount that is below the full listed price, the supporter will be recognized for general educational support at ENDO. Only companies that support the session at the full listed price will be acknowledged on the signage outside the event room.*

<sup>†</sup>If the supporter is confirmed by April 1, 2010

## Special Events

### The Hormone Foundation's ENDO Step Challenge

Sponsorship Levels:

Title Sponsor: \$30,000

Event Sponsors: \$5,000-\$20,000

The Hormone Foundation will hold a 4-day walk event during ENDO where participants will receive pedometers and compete for a grand prize. Sponsors will be recognized throughout this high-profile event on all marketing materials, including flyers, the ENDO Web site, *ENDO Daily*, the coupon book in the meeting bags, signage, Step Challenge bags, banners, and other promotional materials.

### NEW! Exhibit Theaters

*(Call for Details)*

A valuable space set aside on the exhibit floor for supporters to present data on a new product, conduct a promotional meeting, or highlight a new service of your choice during prime time exhibit hours. An excellent opportunity to reach the thought-leaders in endocrinology while they are on the exhibit floor evaluating new products. The 1 ½ hour time slot includes A/V, internet access, a lead retrieval unit and the pre-registration mail list. For more information contact, Steve Hamburger at Scherago International: 201.653.4777, ext. 17.

### Trainee Day \$5,000-\$50,000

This full-day event will provide a unique opportunity for graduate students, post-doctoral and clinical fellows to discuss the breadth of endocrinology with their peers and the leaders in the field.

The program includes sessions targeted to adult and pediatric endocrine clinical fellows, and basic researchers. Sponsors will be acknowledged in the Trainee Exchange and on signage. (Anticipated Attendance: 275)

### Trainee Career Development Workshops

**\$5,000 multi/\$20,000 exclusive**

Career development workshops will be held each of the four days in the Trainee Exchange. Each session targets specific constituencies and addresses topics such as setting up a lab or clinical practice as well as provides networking and professional development opportunities in an intimate environment. Sponsors will be acknowledged in the Trainee Exchange and on signage.

### Job Fair at ENDO \$5,000\*

Designed to help employers fill vacant positions and to help candidates find a new professional setting, the Job Fair allows employers to post an unlimited number of positions, receive CVs on every candidate registered at the fair and conduct on-site interviews. Sponsor receives free registration to the Job Fair and acknowledgement in all promotional materials.

## Networking Opportunities

### Awards Dinner

**\$5,000 multi/\$25,000 exclusive**

Special annual event attended by key Society leaders recognizing Endocrine Society Laureate Award recipients. Sponsoring companies are acknowledged verbally at the event as well as in the event program. (Avg. attendance: 200)

### Clinical Practitioner Luncheon \$5,000\*

Endocrine Society clinician members from across the country network and exchange ideas with colleagues in a casual setting, while learning about new clinician-specific initiatives/projects from The Endocrine Society and helping to set the clinical agenda for future Endocrine Society meetings and programs. Sponsor is recognized on the agenda and on signage during the luncheon.

### Minority Mentoring Event \$12,000

This event provides up and coming endocrinologists (fellows/students) the opportunity to network with mentors in a casual environment. Sponsor receives an industry mentoring table and recognition on signage during the event.

### Networking Breaks \$10,000 each\*

Prior to the afternoon plenary sessions, this is an opportunity for attendees to network with their peers. Light refreshments are served.

### New Member Networking Event \$5,000\*

Special event to welcome all new members to the Society. Sponsoring company is recognized on signage during the event.

### Trainee Exchange

**\$1,000 multi/\$5,000 exclusive**

Room at ENDO designated as the hub of trainee activity. The room serves as a place exclusively for fellow and student attendees to meet and network. Sponsors will be acknowledged in the Trainee Exchange and on signage.

### Trainee Reception

**\$5,000 multi/\$25,000 exclusive**

Fellows and students along with key members of Society leadership attend this special reception, recognizing all travel award winners. This is an excellent opportunity for visibility with the future leaders in endocrinology. Sponsors will be acknowledged in the Trainee Exchange and on signage.





# ENDO2010

■ **Reach over 7,500 scientific attendees, primarily MDs**

Over 3,500 clinical practitioners in private practice, clinics, and hospitals

■ **63% of ENDO attendees authorize or have significant influence on purchasing decisions**

■ **ENDO MDs treat a broad range of disorders**

- 78% Thyroid
- 70% Adrenal
- 69% Pituitary
- 68% Diabetes: type II
- 61% Osteoporosis
- 59% Diabetes: type I
- 58% Hyperlipidemia
- 44% Impotence
- 43% Obesity
- 34% Growth
- 34% Endocrine Cancer

■ **Why Clinicians attend:**

- 83% Professional development
- 77% Keep up with advances
- 55% Hear leaders in the profession
- 47% Learn about new treatments
- 35% Present research
- 35% Network with colleagues



Source: 2008 ENDO survey

## Key Contacts

### Executive Director

Scott Hunt  
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### Sponsorship and CMES

Teresa Favero  
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### Journal Reprints

Menna Burgess  
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### Advertising

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### CEU Exhibition

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