



ENDOEXPO2021

MARCH 20-23, 2021

EXHIBITOR PROSPECTUS

[ENDOCRINE.ORG/ENDO2021](https://endocrine.org/endo2021)

ENDOCRINE
SOCIETY 

ENDO 2021 WILL TAKE PLACE FROM MARCH 20-23, 2021 ON A STATE-OF-THE-ART DIGITAL PLATFORM. THE RECEPTION FOR VIRTUAL EVENTS LIKE ENDO ONLINE 2020, CLINICAL ENDOCRINOLOGY UPDATE (CEU) 2020, AND ENDOCRINE BOARD REVIEW (EBR) 2020 HAS BEEN UNPARALLELED, AND WE EXPECT ENDO 2021 TO BE JUST AS, IF NOT MORE, SUCCESSFUL.

CONNECT WITH YOUR TARGET AUDIENCE

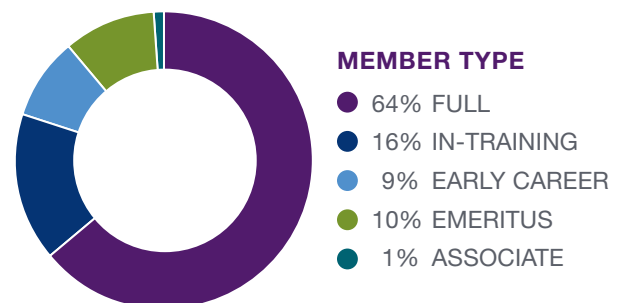
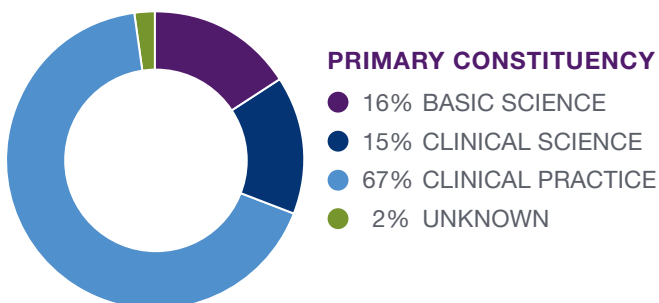
KNOWN FOR ITS DIVERSE AND COMPREHENSIVE PROGRAM, ENDO TRULY REPRESENTS ALL AREAS OF ENDOCRINOLOGY AND OUR ATTENDEES ARE CRITICAL TO THE ACCELERATION OF MEDICAL DISCOVERY AND NEW THERAPIES. FROM PERVASIVE HEALTH ISSUES LIKE DIABETES AND OBESITY, TO RARE AND SPECIALIZED AREAS OF CONCENTRATION, ATTENDEES COME TO ENDO FOR THE FULL SPECTRUM OF CONTENT TO LEARN HOW THE LATEST FINDINGS AND BREAKTHROUGHS CAN INFLUENCE, SUPPORT, OR CHANGE THEIR WORK.

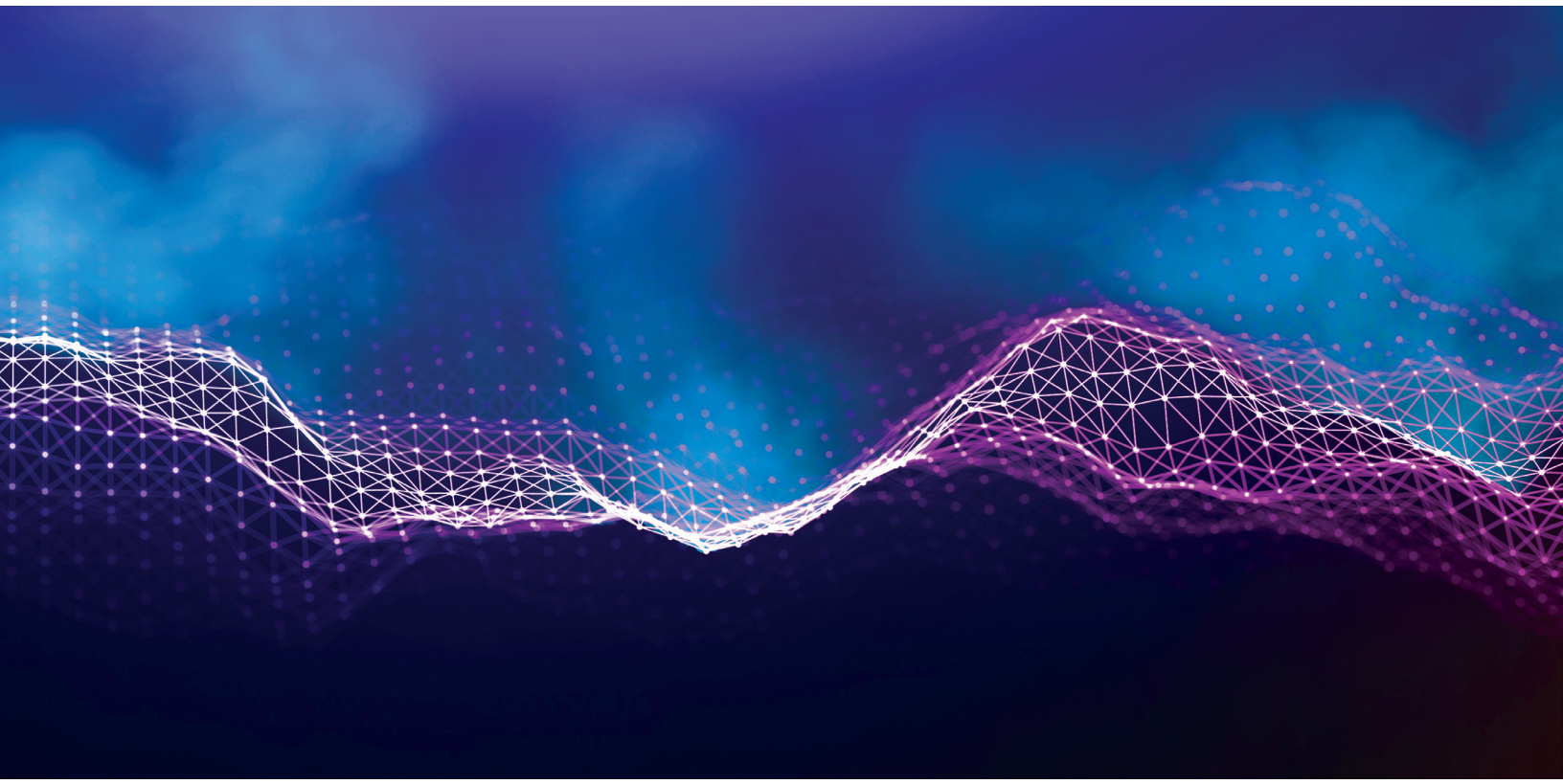
Our community is made up of more than 18,000 members from 120 countries. Our members serve as investigators, scientists, healthcare providers, and educators, and cover the spectrum of career stages from students to emeritus professors.

ENDO Online 2020 attendance was extraordinary and broke many records. While registration numbers may have been elevated because the meeting was complimentary,

attendance in sessions and participation with the virtual exhibit hall were high which highlights the need for education, regardless of format.

ENDO Online 2020 was not the only record-breaking meeting. EBR and CEU 2020, held in September 2020, both broke attendance records: EBR had 621 attendees and CEU had 1,090!















CONNECT WITH YOUR TARGET AUDIENCE (CONTINUED)



TOP PRACTICE INTEREST

-  DIABETES MELLITUS
-  GENERAL ENDOCRINOLOGY
-  THYROID
-  BONE AND MINERAL METABOLISM
-  PEDIATRIC ENDOCRINOLOGY

TOP RESEARCH INTEREST

-  DIABETES MELLITUS
-  THYROID
-  NEUROENDOCRINOLOGY
-  FEMALE REPRODUCTION
-  BONE AND MINERAL

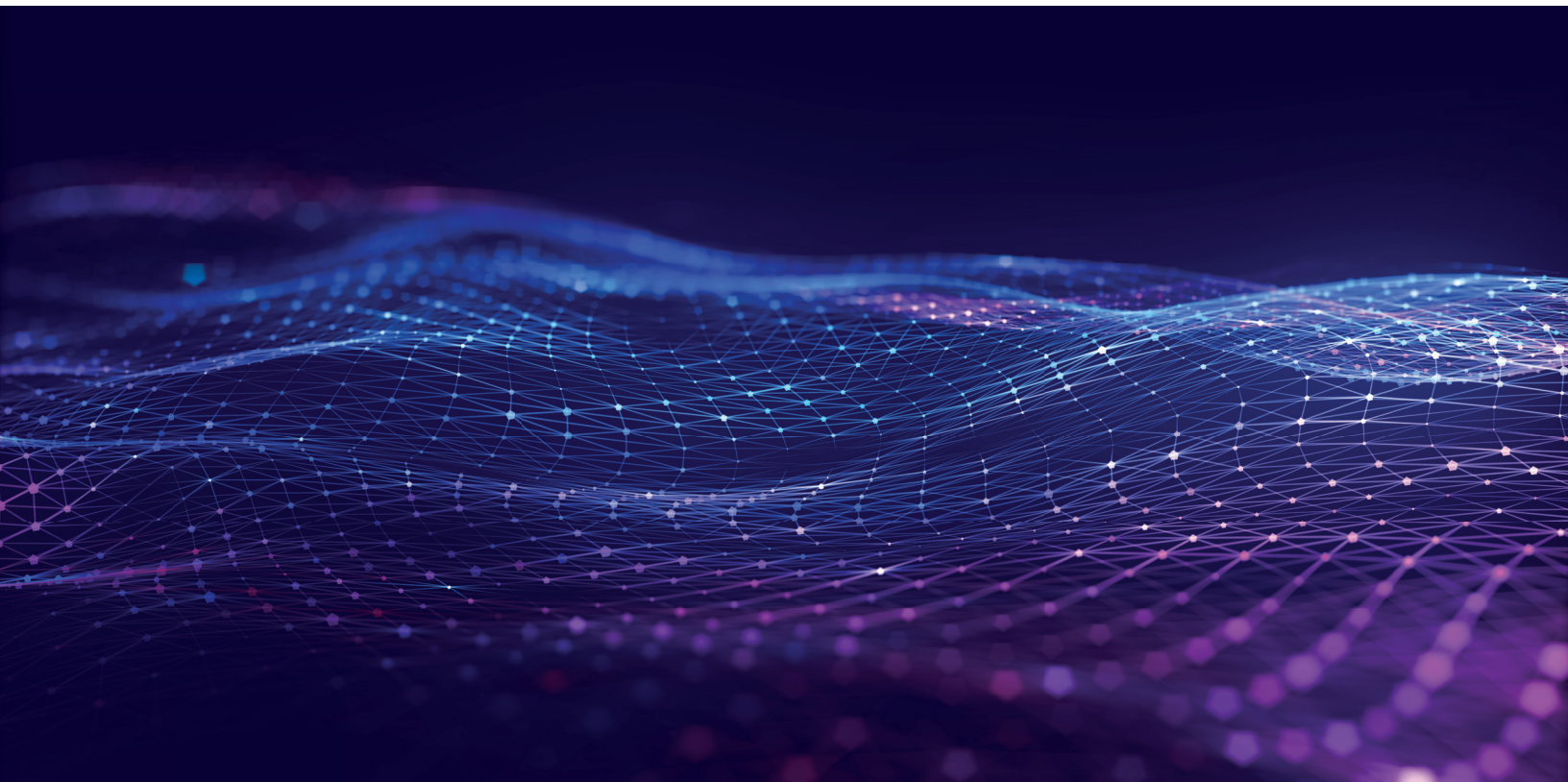
ENDO ONLINE 2020 STATISTICS

TOTAL REGISTRANTS: **27,838**
ATTENDEES VIEWED AN AVERAGE OF **5.47 SESSIONS** THROUGHOUT THE MEETING

71% OF ATTENDEES SAID THEIR EXPERIENCE ON THE EXHIBIT HALL WAS GOOD, IF NOT EXCELLENT

MORE THAN **4,500 INTERACTIONS** IN THE VIRTUAL EXHIBIT HALL; **9% OF ATTENDEES VIEWED** AT LEAST ONE VIDEO/SESSION

96% OF ATTENDEES INDICATED THAT THEY WOULD RECOMMEND A VIRTUAL ENDOCRINE SOCIETY MEETING



VIRTUAL OPPORTUNITIES THAT DELIVER REAL RESULTS

THESE UNPRECEDENTED TIMES CALL FOR UNPRECEDENTED ACTIONS, WHICH IS WHY WE ARE COMMITTED TO TAKING CONVENTIONAL ENDOEXPO FEATURES AND TRANSFORMING THEM IN ENTIRELY NEW WAYS THAT WILL HELP FOSTER REAL CONNECTIONS AND YIELD DEMONSTRABLE RESULTS IN THIS VIRTUAL ENVIRONMENT.

We are pleased to offer four sponsorship packages for ENDO 2021. Each package is uniquely designed to help maximize your budget and achieve desired outcomes. Not interested in purchasing a full package? We also have an a la carte menu of opportunities so you can customize your entire ENDO 2021 experience.

PACKAGES

PLATINUM	GOLD	SILVER	BRONZE
\$65,000	\$30,000	\$10,000	Standard: \$4,095
			Nonprofit: \$895

All packages include a company listing on the endocrine.org Exhibit page as well as logo and short description on the meeting platform. In your virtual booth you will be able to share links (amount determined by package level), post short, five-minute videos, chat via text or video with attendees, and collect leads. Additionally, all exhibitors will be featured in our daily attendee newsletters and receive a post-ENDO 2021 mailing list for one-time use. For a full listing of sponsorship opportunities, please refer to the application on the last page.

NEW IN 2021

RECEIVE VALUABLE FEEDBACK FROM ENDO ATTENDEES VIA A SHORT, FIVE QUESTION **ATTENDEE SURVEY** TO BE DISTRIBUTED BY THE SOCIETY.

ENGAGE WITH A GROUP OF 10 ENDO ATTENDEES IN PRIVATE **FOCUS GROUPS** WHERE YOU CAN ASK QUESTIONS, FOCUS DISCUSSIONS, AND MORE.

SHOWCASE HOW/WHY YOUR PRODUCT IS CUTTING-EDGE IN 10 MINUTES OR LESS VIA **ON-DEMAND PRODUCT DEMONSTRATIONS**.

HIGHLIGHT YOUR COMPANY'S LOGO ON OUR DIGITAL **ATTENDEE PHOTO MOSAIC** THAT WILL BE SHARED AT THE CONCLUSION OF ENDO 2021 AND POSTED ON OUR WEBSITE AND SOCIAL MEDIA ACCOUNTS.



ENDOEXPO 2021 VIRTUAL EXHIBIT HALL OVERVIEW PLUS PACKAGE DETAILS

All ENDO 2021 virtual content will be available to registrants during the following dates depending on their registration status.

PREMIUM REGISTRANTS:

Saturday, March 20–Friday, December 31, 2021

STANDARD MEMBER REGISTRANTS:

Saturday, March 20–Friday, April 30, 2021

STANDARD NONMEMBER REGISTRANTS:

Saturday, March 20–Wednesday, March 31, 2021

The virtual ENDOExpo Exhibit Hall, where ENDO 2021 participants can engage with industry partners, will offer live interaction during the dates and times listed below:

SATURDAY, MARCH 20, 2021

12:00 PM to 4:30 PM

SUNDAY, MARCH 21, 2021

12:00 PM to 4:30 PM

MONDAY, MARCH 22

12:00 PM to 4:30 PM

TUESDAY, MARCH 23

12:00 PM to 4:30 PM

CONTACT INFORMATION

HEIDI O'HARA
BUSINESS DEVELOPMENT
A. FASSANO & COMPANY
HEIDI_OHARA@AFASSANOCO.COM
PHONE: 856.637.3301

MEREDITH TURNER
BUSINESS DEVELOPMENT
A. FASSANO & COMPANY
MEREDITH_TURNER@AFASSANOCO.COM
PHONE: 856.302.0882

VIRTUAL EXHIBIT PACKAGE APPLICATION

Virtual packages to meet the needs of all budgets—with benefits that deliver tangible results. Please review the packages and benefits below to best select a package based on your needs. Review the add-on enhancements at affordable price-points that reach the endocrine audience you need to sustain and grow your business.

BRONZE (STANDARD) VIRTUAL EXHIBIT PACKAGE

- All Standard and Nonprofit virtual packages come with company name listing in the ENDO 2021 program brochure and on the ENDO 2021 website—with the exhibitor page listed on endocrine.org also linked from the Newsletter.
- Company profile and logo will be featured on your company profile page, along with contact information, product and service categories, social media links, three links to specific pages of your choice and a 5-minute video in your virtual booth.
- Two Complimentary Full-Registrations and 5 Priority Points.
- Chat Feature from within your virtual booth to communicate to attendees.
- One-time use Post-Meeting attendee mailing list (restrictions apply).
- Lead Retrieval, Business Card Drop, Real-Time Sales Leads.
- Be able to run a real-time report from your own portal.

BRONZE

STANDARD RATE - \$4,095

NONPROFIT RATE - \$895

PREMIUM VIRTUAL EXHIBIT BOOTH PACKAGES

		PLATINUM \$65K	GOLD \$30K	SILVER \$10K	Platinum Package	Gold Package	Silver Package
Discovery Forms	Product Theater – Up to 45 minutes – Live, blended, or on-demand session				X		
	Product Theater – Up to 45 minutes – On-demand session					X	
	Short Demo – Up to 10 minutes – On-Demand video on exhibitor site				X	X	X
Community Connections	Focus Group – Limited number of participants or Dedicated Survey				X		
	Banner Location – Main Lobby splash page – First day				X		
	Banner Location – ENDOExpo Hall Lobby splash page – First day				X		
	Logo recognition in the Newsletter (one-time only)				X		
	Dedicated Twitter post with company's messaging deployed once during ENDOExpo 2021 – the Endocrine Society has the right to review and approve the content				X		
	Dedicated exhibitor email (content to be approved by the Society)				X		
	Featured exhibitors in Attendee Newsletter (Acknowledge as a specific level exhibitor)				X	X	X
	Text Chat and Video Chat				X	X	X
	Connect with Attendees – Contact exchange				X	X	X
	Post-Mailing List (restrictions apply) – One time use				X	X	X
	Lead Information – Real-Time – Each exhibitor has own portal and view/run real-time report				X	X	X
	Company name listed in the ENDO 2021 digital Program Guide				X	X	X
	Company name listed on the ENDO 2021 website				X	X	X
	Exhibit page listed on endocrine.org; will be linked to from the Attendee Newsletter				X	X	X
Connection Profiles	"About Us" - Logo and company description				X	X	X
	"Contact Information"				X	X	X
	Product/Service Categories				X	X	X
	Social Media Links				X	X	X
	Links				6	5	4
Connection Builders	In-booth Video – up to 5 minutes				2	2	2
	Complimentary Full-Registration				10	6	4
	Priority Points				20	15	10



Endocrine Society's Virtual ENDOExpo
Virtual Meeting Dates: March 20–23, 2021
VIRTUAL EXHIBIT PACKAGE APPLICATION

Virtual packages to meet the needs of all budgets—with benefits that deliver tangible results. Please review the packages and benefits above to best select a package based on your needs. Review the add-on enhancements below that you wish to secure to reach the endocrine audience you need to sustain and grow your business.

PACKAGE ADD-ONS AND ENHANCEMENTS FOR COMMUNITY CONNECTIONS

Product Theater – Up to 45 minutes – Live or blended session	\$25,000
Product Theater – Up to 45 minutes – On-Demand session	\$20,000
Short Demo – On-Demand (Up to 10 minutes) on the exhibitor site	\$5,000
Company Sponsored Focus Group	\$15,000
Dedicated Survey	\$10,000
Photo Mosaic with Company name and logo	\$20,000
Expo Hall Lobby Recognition on screen monitor – Images will be changed daily	\$8,500
Banner Location – Main Lobby – 4 available per day (Sun, Mon, and Tue)	\$10,000
Banner Location – ENDOExpo Hall Lobby – 4 available per day (Sun, Mon, and Tues)	\$6,500
Banner Location – ENDOExpo Hall Lobby – 1 available per day (Sat, Sun, Mon, and Tues)	\$8,500
Exclusive Exhibitor Email – Limited availability	\$10,000
Dedicated Twitter post with company's messaging – Limited availability	\$7,500
Pre-meeting mailing list (restrictions apply) – One-time use	\$1,500
In-Booth Video (up to 5 minutes)	\$500
Additional Company Designated Link – Per link	\$350

For questions contact:

Heidi O'Hara

Business Development Specialist

A. Fassano & Company Phone: +1.856.637.3301



Endocrine Society's Annual Meeting & Virtual ENDOExpo

Virtual Meeting Dates: March 20–23, 2021

VIRTUAL EXHIBIT PACKAGE APPLICATION

INSTRUCTIONS:

Complete all sections. Obtain authorized signature. Return with deposit. Please read Rules and Regulations.

SECTION 1 – COMPANY INFORMATION:

Company Name: _____

Address: _____

City/State/Postal Code: _____

Country: _____

Office Phone: _____

Web Address: _____

SECTION 2 – CONTACT INFORMATION:

Name: _____

Title: _____

Office Phone: _____

Mobile Phone: _____

Email: _____

SECTION 2 – COMMITMENT RECAP

Virtual Exhibit Package

Standard	\$ 4,095	\$ _____
Nonprofit	\$ 895	\$ _____
Platinum	\$65,000	\$ _____
Gold	\$30,000	\$ _____
Silver	\$10,000	\$ _____

Package Add-Ons and Enhancements

Product Theater – Up to 45 minutes – Live Session	\$ _____
Product Theater – Up to 45 minutes – On-Demand	\$ _____
Short Demo – On-Demand – Pre-Recorded Video (Up to 10 minutes) on the Exhibitor Site	\$ _____
Company Sponsored Focus Group	\$ _____
Dedicated Survey	\$ _____
Main Lobby Recognition on Screen Monitor	\$ _____
Banner Location 1 – Limited availability	\$ _____
Banner Location 2 – Limited availability	\$ _____
Networking Lounge Sponsor - 4 available	\$ _____
Exclusive Exhibitor Email – Delivered between March 8–19 – Limited availability	\$ _____
Dedicated Twitter post with company's messaging deployed twice during ENDO – Limited availability	\$ _____
Pre-meeting mailing list (restrictions apply) – One-time use	\$ _____
In-Booth Video (up to 5 minutes)	\$ _____
Additional Company Designated Link – Per Link	\$ _____
TOTAL COMMITMENT	\$ _____

SECTION 3 – PAYMENT POLICY:

Application requirements and payment information:

The Endo Virtual Meeting is non-refundable. See 'Cancellations/Reduction Policy' section for additional fees and schedules regarding cancellations and reductions.

- A 50% non-refundable deposit of full package fee is required with application
- Final Payment Due February 19, 2021.

SECTION 4 – PAYMENT:

- Wire Transfer – call [Karen Kimakovich](#) (number below) for instructions
- Check enclosed payable to: The Endocrine Society.

Check must be in U.S. currency drawn on a U.S. bank and mailed to the address below.

Charge my: MasterCard Visa American Express

Total amount to charge: USD \$ _____

Name (as it appears on the card): _____

Card #: _____

Exp. date: _____ Security code: _____

Credit card billing address: _____

City: _____ State: _____ Zip Code: _____

Country: _____

Signature: _____

SECTION 5 – AUTHORIZED SIGNATURE:

Name (print): _____

Title: _____

Signature: _____ Date: _____

By signing this application, the exhibitor agrees to receive materials by email and U.S. Mail from The Endocrine Society and its representatives and agents, as well as agrees to abide by the Exhibitor Rules and Regulations.

APPLICATION AND PAYMENT PROCESSING OPTIONS

Make check payable to The Endocrine Society,



Mail: ENDO2021 - Attn: Emily Reyer
2055 L St. NW Suite 600, Washington, DC 20036



Email: (ONLY IF YOUR ORGANIZATION USES OFFICE 365 FOR EMAIL ENCRYPTION):

Use this link to email application:
ENDO2021Processing@AFassanoCo.com

USING ONLY THIS REQUIRED SUBJECT LINE:
[Confidential] ENDO2021 ENDO Virtual ENDOExpo



Not Using MS Office 365 Email?

YOU MUST POSTALLY REMIT THIS APPLICATION WITH CREDIT CARD INFORMATION OR CHECK

VIRTUAL EXHIBIT PACKAGES AND PRIORITY POINT SYSTEM

ENDO 2021 VIRTUAL EXHIBIT PACKAGES will receive priority points and will be applied to ENDO EXPO 2022.

PAYMENT AND DEPOSIT INFORMATION

Applications for Virtual Exhibit Packages **must** be received by February 19, 2021. All exhibiting companies must submit 50% of the rental fee with the exhibit application to guarantee placement in virtual meeting. The balance of booth rental is due February 19, 2021. All applications received after January 22, must be accompanied by the full booth fee. No company will be provided access to the virtual platform prior to full payment. *Applications with credit card information are received and processed utilizing PCI compliant encryption standards.*

CANCELLATION

There is no refund for ENDO 2021 Virtual Meeting.

CONFIRMATION/BILLING

Each exhibiting company will receive a confirmation letter and invoice. The confirmation letter will contain general information about the Virtual Meeting. The invoice will specify the total cost of the contracted virtual exhibit package and add-ons, deposit received, and the balance due. Payment is due within 30 days of receipt of invoice.

COST OF EXHIBIT PACKAGES

All virtual exhibit package rates and suggested add-ons are listed on the application. The price of virtual exhibit package inclusions and price of any additional add-ons are listed on the application.

ELIGIBILITY

The virtual exhibits is intended for firms who wish to promote scientific equipment, services, and educational resources related to the interests of clinical and research endocrinologists. New exhibitors will be vetted according to the above intent. The Society reserves the right to require the immediate withdrawal of an exhibit if it conflicts with the purposes of the Society. The promotion of items unrelated to the scientific interest of the Society will not be permitted.

FDA GUIDELINES

Exhibitors are responsible for adhering to all established Food and Drug Administration guidelines for exhibiting products that are FDA approved and those that may be pending FDA approval. The Society assumes no responsibility to obtain FDA approval.

LIABILITY

If you plan to use an Exhibitor Appointed Contractor (EAC) to administer the setup of your virtual exhibit package, registration must be sent to Exhibit Management by February 19, 2021.

Each exhibitor who will self-install their virtual exhibit package must supply submit their exhibitor registration by February 19, 2021.

The Endocrine Society, A. Fassano & Company, eventPower, and all contracted providers are not responsible for any major cyber-attacks including distributed denial-of-service attacks, attacks using undocumented backdoors and such extraneous and irresistible attacks. The Endocrine Society, A. Fassano & Company, eventPower, and all contracted providers are not responsible for an exhibiting company's inability to access to virtual components due to their company's firewall policies.

SURVEYS/QUESTIONNAIRES

Exhibitors may conduct market research by asking attendees to respond to surveys and questionnaires as long as the process is conducted in good taste. The survey must be conducted from within the virtual exhibit booth or Product Theater.

ENDO 2021 VIRTUAL MEETING CODE of CONDUCT

The Endocrine Society is committed to providing a safe, productive, and welcoming environment for all meeting participants and ENDO staff. All participants, including, but not limited to, attendees, speakers, volunteers, exhibitors, ENDO staff members, service providers, and all others are expected to abide by this Program's Code of Conduct. This Policy applies to all ENDO meeting-related events, including those sponsored by organizations other than ENDO but held in conjunction with ENDO events, on public or private platforms.

Exhibits are subject to the approval of the Endocrine Society. The Endocrine Society reserves the right, even after an application has been approved, to refuse exhibits or to curtail/close exhibits or part of exhibits that do not, in ENDO's determination, comply with the rules, terms and conditions governing the Virtual Meeting; are contrary to ENDO's scientific or public policies, positions, statements or guidelines; or otherwise reflect unfavorably on the character of the meeting. The Endocrine Society shall have full authority to interpret or amend rules, terms and conditions and ENDO's decision is final. Exhibitors agree to abide by any rules, terms and conditions that may hereafter be adopted. The Endocrine Society reserves the right to prohibit any activities in the virtual booth which have not been expressly permitted via approval of The Endocrine Society. Companies and organizations who do not have a contract for virtual exhibit space on file with the Endocrine Society are prohibited from participating in the ENDO 2021 Virtual Meeting or uploading of any materials or any other type of activity. All issues not addressed are subject to the decision of the Endocrine Society.