

ENDO2021

MARCH 20-23, 2021

DRIVE TRAFFIC TO YOUR BOOTH

THE ENDOCRINE SOCIETY CAN HELP YOU MAXIMIZE YOUR PRESENCE AT ENDO 2021 WITH DIRECT MAIL TO REGISTERED ATTENDEES.

A list of pre-registrants will be available on Monday, February 1, 2021, exclusively to companies exhibiting at ENDO 2021. Please complete the order form, sign the attached agreement, and comply with the enclosed guidelines. In addition to the list of pre-registrants, a post-meeting attendee list will also be available. Choosing one or both of these lists allows you the maximum potential to reach ENDO 2021 attendees.

ORDERING INSTRUCTIONS

The pre-registrant list will be available after Monday, February 1, 2021. The post-meeting list will be available after Friday, April 2, 2021.

To place your order:

1. Complete the List Rental Order Form and sign the List Rental Agreement. To order both lists, please submit two forms.
2. Email a PDF proof of the final mailing piece, including envelopes and any reply mechanisms, to dwhalen@endocrine.org

The list will be sent as an Excel file to the third-party mail house address supplied on the order form. Please note that the list will not be released directly to any exhibiting companies.

There are limitations to the use of Endocrine Society's name. Please refer to the attached Guidelines for Endocrine Society's Registration Lists. Use of the Endocrine Society's logo is strictly prohibited.

Note that we do have a number of last minute and on-site registrations, so your order may not include all meeting registrations.

For additional questions please contact:

Danielle N. Whalen, MBA
202.971.3636
dwhalen@endocrine.org

SEND ALL MATERIALS TO:

Danielle N. Whalen, MBA

Director, Marketing
Endocrine Society 2055 L Street, Suite 600 Washington, DC 20036
Phone: 202.971.3636 Email: dwhalen@endocrine.org



LIST RENTAL ORDER FORM

Pricing:

Base Price: \$330.00/M (Minimum order \$500) Targeted selects: \$10.00/M per select.

Estimated list size as of February 1, 2021, is 3,000 names – estimated list cost ~ \$1,000.00

Payment Amount: \$ _____

Charge to my: ☐ VISA ☐ MasterCard ☐ American Express

Credit Card Number: _____ CW Code: _____ 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.

Endocrine Society reserves the right to correct the amount if it does not match the pricing list.

LIST DISTRIBUTION CONTACT: THIRD-PARTY MAIL HOUSE

Contact: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

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

Pre-registrant list – Available February 1, 2021

Post-meeting list – Available after April 2, 2021

To order both lists please submit two order forms.

BASIC LIST SELECTIONS:

Meeting Registrants (\$330.00/M)

- ☐ All
☐ US
☐ ROW (includes Canada)

Country specific requests available for an additional fee

SPECIAL LIST SELECTIONS:

By Professional Role (\$10.00/M)

- | | | | |
|--------------------------------|-----------------------------|---------------------------------|------------------------------|
| Physician-in-Practice: | <input type="checkbox"/> US | <input type="checkbox"/> Canada | <input type="checkbox"/> ROW |
| Clinical Scientist: | <input type="checkbox"/> US | <input type="checkbox"/> Canada | <input type="checkbox"/> ROW |
| Basic Scientist: | <input type="checkbox"/> US | <input type="checkbox"/> Canada | <input type="checkbox"/> ROW |
| Nurse/Healthcare Professional: | <input type="checkbox"/> US | <input type="checkbox"/> Canada | <input type="checkbox"/> ROW |
| Educator/Teacher: | <input type="checkbox"/> US | <input type="checkbox"/> Canada | <input type="checkbox"/> ROW |
| In-Training: | <input type="checkbox"/> US | <input type="checkbox"/> Canada | <input type="checkbox"/> ROW |
| Fellows in Training: | <input type="checkbox"/> US | <input type="checkbox"/> Canada | <input type="checkbox"/> ROW |
| Students: | <input type="checkbox"/> US | <input type="checkbox"/> Canada | <input type="checkbox"/> ROW |

LIST RENTAL AGREEMENT

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 Endocrine Society.
2. 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.
3. 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 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, 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;
 - f. that the List will not be used to facilitate any form of email, telephone, or faxed contact; and that the undersigned will adhere to the Endocrine Society's policies governing registration list use, which is attached and made part of this agreement.
4. 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.
5. This agreement shall be binding upon the undersigned, its principles and its agencies, agents, licensees, subcontractors, affiliates, associates, and assignees.
6. Endocrine Society shall have no liability to customer for its use of the List.

Dated: _____ By: _____
(Endocrine Society)

Dated: _____ By: _____
(Customer)

Customer Name: _____ Company Name: _____

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

GUIDELINES FOR ENDOCRINE SOCIETY ENDO 2021 REGISTRATION LISTS

1. Endocrine Society 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 of Endocrine Society's registration list is the sole and exclusive property of 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 Endocrine Society at all times.
4. Endocrine Society's registration list 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. Endocrine Society approval of any use of its list 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 Endocrine Society, as established by its Council.
6. Endocrine Society's registration list 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, 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 pre-registration list prior to the first day of ENDO 2021 (Friday, March 20, 2021).
9. The list renter agrees to use the post-meeting list within 30 days of the date the list is available (Friday, April 2, 2021).
10. Failure to comply with these guidelines will result in loss of Endocrine Society list usage.