

ENDO2020

ENDO 2020

March 28-31, 2020 • San Francisco, CA

ENDO is the world's largest event for presenting and obtaining the latest in endocrine science and medicine.

Endocrine Society 2055 L Street NW, Suite 600, Washington, DC 20036 • Phone: 202.971.3636 • endocrine.org

ENDO 2020 Program Guide

This is the premier resource for all ENDO 2020 events and resources. Sections Letter from the Chairs, Annual Meeting Contributors, General Information, Basic Science Pathway, ENDOExpo Highlights, Poster Sessions, Laurate Awards, Schedule at a Glance, Meeting Sponsors, Hotel Map, Shuttle Schedule, Exhibit Hall Map, and Exhibitor List.

Distribution: +6,000

Provided to every attendee at registration

Advertising Page Rates

Position	Net Rate
Page 4/Color	\$10,500
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Half Page B&W	\$5,000

Premium Position, Additional Charges

Position	Additional
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Closing and Material Due Dates:

Commitment January 10, 2020

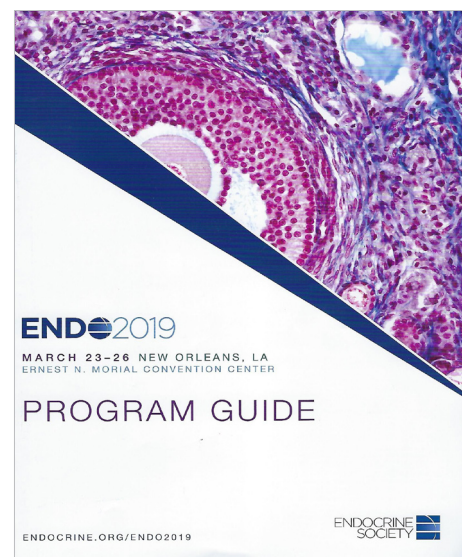
Materials February 10, 2020

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ENDO 2020 e-Newsletter Series

Highlights of the latest news, events, and data presented at the annual meeting of the Endocrine Society. Reach all ENDO 2020 attendees and US-based society members.

Series of 5 e-Newsletters

- 4 daily drops (3/29, 3/30, 3/31, 4/1/2019)
- ENDO 2020 Highlights (2-weeks post meeting)

US Only Distribution: +18,000

- All ENDO attendees
- US Endocrine Society Members

2019 Metrics

Unique Open Rate: 35.6%

Average CTR: 0.24%

Creative	Dimensions	Net Rate
Top	728 x 90	\$15,000
Side	300 x 250	\$15,000
Side	300 x 250	\$15,000

ENDO, CEU/EBR 2020 e-Newsletter Series

Highlights of the latest news, events, and data presented at the ENDO, CEU/EBR Clinical Endocrinology Update and Endocrine Board Review meeting. Reach all ENDO, CEU/EBR attendees and more than 6,000 US-based society members in clinical practice.

Series of 7 e-Newsletters (More than 25,000 total sends)

- 3-sends – September 2020 (East Coast attendees + 6,700 US clinical endos)
- 3-sends – September 2020 (West Coast attendees)
- October 2020 (~650 All attendees)

2019 Metrics

Unique Open Rate: 35.6%

Average CTR: 0.24%

Creative	Dimensions	Net Rate
Top	728 x 90	\$4,000
Side	300 x 250	\$4,000
Bottom	728 x 90	\$2,500

Closing and Material Due Dates:

Commitment January 10, 2020

Materials February 10, 2020

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ENDO 2019
 MARCH 29-31 NEW ORLEANS, LA

Today was another great day at ENDO 2019. Check out some of the science making headlines across the globe.

Chemicals in household dust may promote fat cell development
 Endocrine-disrupting chemicals present in household dust promote the development of fat cells in a cell model and could contribute to increased growth in children relative to their age. Previous research has shown that chemical exposures can promote accumulation of triglycerides—a type of fat found in the blood—and increased obesity in animal models.

Exposure to HIV virus, treatment before birth linked to obesity later in life
 Teens and young adults who were exposed to HIV and antiretroviral therapy before birth but are HIV-negative themselves are at increased risk of obesity and asthma-like symptoms Worldwide, more than 1 million babies are born to mothers with HIV each year.

Females respond poorly to ketogenic weight loss diet in an animal model
 The ketogenic diet recently has been touted for weight loss and improving blood sugar control, but a new study finds that females fail to show these metabolic benefits on this high-fat, very low-carbohydrate diet. Originally used as a treatment for epilepsy, the ketogenic diet, which is sometimes called the keto diet, greatly restricts consumption of carbohydrates (starches, sugars and fibers) and proteins.

Investigational obesity drug, oxytocin, weakens brain's reward signals for food
 The hormone oxytocin reduces the communication between different brain areas involved in the cognitive, sensory and emotional processing of food cues that people with obesity demonstrate when they look at high-calorie foods. The work may bring the synthetic nasal formulation of oxytocin a step closer to possible use as a new obesity treatment. Known more for its role in social bonding, childbirth and breastfeeding, oxytocin is a naturally occurring hormone in the body that is also important for controlling food intake and weight.

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CEU2019 CLINICAL ENDOCRINOLOGY UPDATE
 CEU MIAMI, FL SEPT 5-7, 2019

Today is the first day of Clinical Endocrinology Update (CEU) in Miami. CEU's robust case-based program features the latest treatment recommendations given by renowned faculty, and the intimate setting allows attendees to interact directly with the experts.

Since you were unable to join us in Miami, we wanted to share some highlights from today's program:

Speaker Spotlight: Donna H. Ryan, MD

Distinguished experts are delivering the most current updates on the treatment of conditions related to calcium and bone, obesity, lipids, and reproductive endocrinology today. One of our experts is Donna H. Ryan, MD, and her sessions are titled **What's New in Obesity Treatment?** and **Pharmacotherapy for Weight Reduction**.

View her insights on the meeting as well as some focal points from her sessions:

CEU2019
 DONNA H. RYAN, MD
 PENNINGTON BIOMEDICAL RESEARCH CENTER

Interested in learning more? Our second CEU will take place in Seattle, September 18-21. [Register today](#) for your opportunity to explore the latest updates in endocrinology alongside hundreds of your peers from around the world.

Can't attend the entire meeting? We offer one-day registration options so you can pick which day will work best for your schedule.

What Matters Most? Your Results

Searching for resources to prepare for the ABIM's Endocrinology, Diabetes, and Metabolism Certification Examination? [Endocrine Board Review: 11th Edition \(2019\)](#) is the essential guide for assessing your knowledge and studying for certification or recertification. Plus, earn up to 14.25 ABIM CME Category 1 Credits.

Get your copy today!

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