



EndocrineDirect™ LICENSING PROGRAM BUSINESS PLAN AND PACKAGE

Making the leading science from Endocrine Society meetings available to licensees worldwide, to update local endocrinologists, endocrine researchers, medical practitioners, and related medical fields on the latest advances in hormone science, medicine, and patient health

CONTACT: licensing@endocrine.org

The Endocrine Society is the largest global professional organization representing the field of endocrinology, with a membership of more than 18,000 scientific investigators and clinicians from 120 countries, devoted to advancing hormone research and the clinical practice of endocrinology.

The EndocrineDirect™ licensing program makes the leading science from Endocrine Society meetings available to licensees worldwide, to update local endocrinologists, endocrine researchers, medical practitioners, and related medical fields on the latest advances in hormone science, medicine, and patient health.

The program's content covers practice-changing research and cutting-edge education including:

- Unique learning opportunities through a customized licensed program
- Top rated content from Endocrine Society annual conferences, including the ENDO Annual Meeting
- Option to license additional content including recorded sessions from conferences

Licensee Benefits:

- You will receive great value for your investment
- An easy-to-produce event
- Easy way to describe event to your sponsors and attendees
- Opportunities to license additional content to increase value
- Flexibility to produce one day or multiple day programs
- Full translation rights for one region
- Opportunity to highlight your local Key Opinion Leaders (KOL) to provide insight your attendees can relate to

What Licensees will receive as part of the EndocrineDirect™ package:

CONTENT

- Endocrine Society will provide up to 50 abstracts from the highest-ranking conference sessions, selected by the licensee from hundreds of presentations
- Endocrine Society will provide original slides from the above chosen sessions
- Endocrine Society will make available additional content including recorded sessions upon request for an additional cost to be determined

SERVICES

- Endocrine Society will promote the event with Endocrine Society members in the country of the event and on the Endocrine Society website
- Endocrine Society will provide the EndocrineDirect™ logo identifying the country

LICENSE

For the contracted territories:

- Endocrine Society will provide a non-exclusive content license
- Endocrine Society will provide a non-exclusive trademark license to use the EndocrineDirect™ Mark / Logo
- Endocrine Society will provide a one-year license

The Licensee responsibilities and permissions:

RESPONSIBILITIES

- The Licensee is responsible for raising the funds for the event
- The Licensee is responsible for organizing the event
- The Licensee will use the Endocrine Society content without any alterations
- The Licensee may not assign, sublicense or subcontract the licenses or any other rights granted to it by Endocrine Society to any third party without prior written approval from Endocrine Society
- The Licensee will abide by [Endocrine Society's Standards for Licensing its Content](#)
- The Licensee will not reproduce any Endocrine Society content after the end of the event unless a separate agreement is signed
- The Licensee will acknowledge the original author of the content.
- The Licensee will provide the Endocrine Society with copies of any recorded material made at the event, under a non-exclusive perpetual license
- The Licensee will provide the Endocrine Society with copies of any translated Endocrine Society content
- Licensee will provide their own key opinion leaders (KOL)

PERMISSIONS

- The licensee has permission to reproduce Endocrine Society content for distribution and presentation to event attendees only
- The licensee has permission to use the Endocrine Society EndocrineDirect™ trademark

QUALITY ASSURANCE AND APPROVALS

- The Licensee will send all marketing materials to Endocrine Society for approval
- The Licensee will cover the expenses of a quality audit, if requested by the Endocrine Society

FINANCIAL AND REPORTING

- License will be priced with a mix of upfront licensing fee + a % on the event's gross revenues
 - The Licensee will pay licensing fee once contract is signed in USD
 - The Licensee will pay revenue share after the event takes place in USD
- The Licensee will provide full financial reporting of event in USD
 - An event report is required from each Licensee within 45 days of the conclusion of an approved event

