ADVERTISING AND EXHIBITOR SUPPORT OPPORTUNITIES

CHICAGO, IL  MCCORMICK PLACE WEST

MEETING DATES: MARCH 17–20, 2018  ENDOEXPO DATES: MARCH 17–19, 2018
Advertising and Exhibitor Support Opportunities

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FOR ADDITIONAL ADVERTISING OPPORTUNITIES NOT LISTED, PLEASE CONTACT NAN BLUNK AT 913.491.4200
Enjoy repeat visibility and broad exposure as attendees use the schedule to plan their day.

**ENDO Daily Schedule**

**FEATURES**
- Schedules by topic
- Poster topics by day
- Listing of orals by session, title, and presenter
- General meeting information
- ENDOPexpo Hall special events

**DEADLINES**
- January 5: Ad space/payment
- January 26: Ad materials due

**PUBLICATION DATES, DISTRIBUTION METHODS, AND QUANTITIES**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>DATE</th>
<th>PLACE/NEWSPAPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISSUE 1</td>
<td>March 16/17 (Fri/Sat)</td>
<td>Doctor’s Bag distribution at registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Distribution racks, shuttle bus drop off, information counters</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1,000</td>
</tr>
<tr>
<td>ISSUE 2</td>
<td>March 18 (Sunday)</td>
<td>Doctor’s Bag distribution in high-traffic areas</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Distribution racks, shuttle bus drop off, information counters</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3,000</td>
</tr>
<tr>
<td>ISSUE 3</td>
<td>March 19/20 (Mon/Tue)</td>
<td>Distribution racks, shuttle bus drop off, and information counters</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6,000</td>
</tr>
</tbody>
</table>

**ADVERTISING DIMENSIONS AND RATES**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>DIMENSIONS</th>
<th>B/W P.I.</th>
<th>4/COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page</td>
<td>10 1/4&quot; x 14&quot;</td>
<td>$8,500</td>
<td>$10,350</td>
</tr>
<tr>
<td>Half-page</td>
<td>10 1/4&quot; x 7&quot; or 5&quot; x 14&quot;</td>
<td>$6,180</td>
<td>$6,875</td>
</tr>
<tr>
<td>Quarter page</td>
<td>5&quot; x 7&quot;</td>
<td>$3,620</td>
<td>$4,760</td>
</tr>
<tr>
<td>Front Page Banner</td>
<td>10 1/4&quot; x 2&quot;</td>
<td>see premium advertising &gt;</td>
<td></td>
</tr>
<tr>
<td>Inserts</td>
<td>7&quot; x 10&quot; maximum</td>
<td>see premium advertising &gt;</td>
<td></td>
</tr>
</tbody>
</table>

**PREMIUM POSITIONS**

- Rates include 4/color charge.
- Back Cover: $13,750
- Inside Front Cover: $12,700
- Inside Back Cover: $12,150
- Front Page Banner: $13,900
- Inserts: $10,995 per issue

Distribution Racks

This opportunity offers elite visibility in high-traffic areas. The participating advertiser receives corporate and/or brand recognition on the side and kick panels of five ENDO Daily Schedule distribution racks.

**OPPORTUNITY INCLUDES**
- 4/color corporate or brand logo, booth number, and QR code
- Full-page, 4/color ad to be placed in all issues of the ENDO Daily Schedule

**DEADLINES**
- January 26: Ad space/payment
- February 2: Ad materials due

**ADVERTISING RATE**
- $22,500
Meeting and Expo Planner

Every attendee uses this comprehensive planner to find vital information about symposia programs, conference events, and exhibitors.

**CONTENT**
- Schedules by topic
- General information
- Ancillary symposia schedule and descriptions
- Ancillary symposia site locator map
- Scientific program schedule-at-a-glance
- Preconference events
- Conference events
- ENDOExpo 2018 expo theaters
- Exhibitor listings
- ENDOExpo Hall floor plan

**DEADLINES**
- January 26: Ad space/payment
- February 2: Ad materials due

**QUANTITY**
- 7,500

**DISTRIBUTION DATES, METHODS, AND QUANTITIES**
- March 16/17: Registration handout via the Doctor’s Bag 7,000
- March 18–20: Registration handout 500

**ADVERTISING DIMENSIONS AND RATES**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>DIMENSIONS</th>
<th>B/W P.I.</th>
<th>4/COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page</td>
<td>trim: 6 ⅞” x 8 ⅝” bleed: 6 ¾” x 9 ⅝” non-bleed: 5 ⅞” x 8 ⅛”</td>
<td>$6,000</td>
<td>$9,995</td>
</tr>
<tr>
<td>Bellyband (vertical)</td>
<td>19 ½” x 2”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Symposia Site Map Banner</td>
<td>to be confirmed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENDOExpo Floor Plan Banner</td>
<td>to be confirmed</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PREMIUM POSITIONS**
Rates include 4/color charge.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$13,995</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$12,995</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$12,445</td>
</tr>
<tr>
<td>Across from TOC</td>
<td>$11,990</td>
</tr>
<tr>
<td>Bellyband</td>
<td>$18,500 (Advertiser supplies printed bellybands.)</td>
</tr>
<tr>
<td>Tab Front</td>
<td>$12,960 (one tab available)</td>
</tr>
<tr>
<td>Symposia Site Map Banner</td>
<td>$13,140 Includes banner ad below the map and a full-page 4/color ad.</td>
</tr>
<tr>
<td>ENDOExpo Floor Plan Banner</td>
<td>$14,985 Includes banner ad placed below the floor plan, booth highlight, and a full-page, 4/color ad.</td>
</tr>
</tbody>
</table>
ENDODaily.org
ENDODaily.org is the top meeting site for connecting members, attendees, and exhibitors to important meeting information, featured news stories, and social media feeds from the annual meeting. Reinforce your brand, promote events, and drive traffic to your web properties with prominently displayed advertising on the meeting’s only 24/7 news source.

2017 STATS

<table>
<thead>
<tr>
<th>Eye</th>
<th>7,040</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monitor</td>
<td>3,750</td>
<td>Sessions</td>
</tr>
<tr>
<td>Users</td>
<td>3,004</td>
<td></td>
</tr>
</tbody>
</table>

DEADLINES

- January 19: Ad space/payment
- January 26: Ad materials due

CAMPAIGN PERIOD

Ads will be posted upon website traffic driver deployment and will run approximately 45 days after the event’s conclusion unless otherwise specified by the advertising company.

ADVERTISING RATES

<table>
<thead>
<tr>
<th>Advertising Units</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$7,900 per leaderboard</td>
</tr>
<tr>
<td>Homepage Banner</td>
<td>$6,100 per top banner $4,600 per mid banner</td>
</tr>
<tr>
<td>Content Post Banner</td>
<td>$7,700 per top banner $7,300 per bottom banner</td>
</tr>
<tr>
<td>Half-page</td>
<td>$6,800 per top ad $5,500 per bottom ad</td>
</tr>
<tr>
<td>Docked Bottom Banner</td>
<td>$8,400 per ad</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>$2,400 per ad</td>
</tr>
<tr>
<td>Sidebar Video</td>
<td>$3,800</td>
</tr>
<tr>
<td>Advertorial</td>
<td>$9,700 per advertorial</td>
</tr>
<tr>
<td>Video upgrade</td>
<td>$3,400 per video</td>
</tr>
<tr>
<td>Image gallery upgrade</td>
<td>$3,000 per image gallery</td>
</tr>
</tbody>
</table>

TRAFFIC DRIVERS

ENDODaily.org will be promoted through the following channels:

- Designated emails
- Social media posts
- Daily promotional alerts in the Mobile Event App
- Dashboard icon in the Mobile Event App
- Call to Action graphic on the Endo.org event page

For more information, contact Nan Blunk, Event Media Strategist | nblunk@tristarpub.com | 913.491.4200

Attendee eNewsletters

Society-driven emails are a great way to reach attendees. Your display ads will be highly visible on four emails delivering session highlights and meeting news.

DEADLINES

- January 19: Ad space/payment
- January 26: Ad materials due

DISTRIBUTION DATES

March 17, March 18, March 19, March 20

DISTRIBUTION AUDIENCE

Approximately 8,000 meeting attendees

ADVERTISING OPPORTUNITIES

<table>
<thead>
<tr>
<th>Advertising Units</th>
<th>Size (pixels)</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>(728x90)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>(160x600)</td>
<td>$10,700</td>
</tr>
</tbody>
</table>

41% AVERAGE OPEN RATE IN 2017

Ads changing out will be subject to a 10 percent change-out fee.
**ENDO Meeting App**

Provide attendees with a truly immersive mobile event app experience! Cutting-edge technology allows attendees to navigate the meeting, customize their itinerary, and interact with other attendees like never before. Start building your impressions by supporting the ENDO 2018 Meeting App today!

**2017 MEETING APP STATS**

<table>
<thead>
<tr>
<th>Users</th>
<th>Exhibitors</th>
<th>Programs Added to My Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>36,877</td>
<td>20,141</td>
<td>1,041,039</td>
</tr>
<tr>
<td>162,920</td>
<td></td>
<td>162,920</td>
</tr>
</tbody>
</table>

**DEADLINES**

- January 12: Space/payment
- January 19: Ad banner(s) and landing page ad(s) due* 

**ADVERTISING RATE**

$25,000 per package
Three packages available

**ADVERTISING INCLUDES**

- Banner ads placed at the top of the navigational dashboard
- Landing page ads
- Enhanced Exhibitor Listing (see right)

**Ad Type**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (Pixels)</th>
<th>File Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>640w x 110h</td>
<td>PNG or JPG @ 300 ppi</td>
</tr>
<tr>
<td>Banner</td>
<td>Placed at the top of the navigational dashboard</td>
<td>*Ad will rotate if multiple supporter packages are sold</td>
</tr>
<tr>
<td>Banner</td>
<td>Links to in-app landing page ad</td>
<td></td>
</tr>
<tr>
<td>Landing Page</td>
<td>320w x 418h, 640w x 1008h, 1536w x 1920h, 1408w x 1408h, and 2160w x 3840h</td>
<td>PNG or JPG @ 300 ppi; Please provide website URL if an external link is desired</td>
</tr>
<tr>
<td>Enhanced Exhibitor Listing</td>
<td>Video: 60 seconds or less</td>
<td>Logo: PNG or JPG at 300 ppi</td>
</tr>
<tr>
<td>Enhanced Exhibitor Listing</td>
<td>Video: MP4, MOV, or MPG</td>
<td>Upload instructions will be provided upon space commitment</td>
</tr>
<tr>
<td>Enhanced Exhibitor Listing</td>
<td>Company name listing highlight</td>
<td></td>
</tr>
<tr>
<td>Enhanced Exhibitor Listing</td>
<td>Logo recognition on exhibitor list, detail page and floor map</td>
<td></td>
</tr>
<tr>
<td>Enhanced Exhibitor Listing</td>
<td>Opportunity to upload product literature (up to 5 PDF handouts)</td>
<td></td>
</tr>
<tr>
<td>Enhanced Exhibitor Listing</td>
<td>Upgrade your listing by including one video for an additional cost</td>
<td></td>
</tr>
</tbody>
</table>

*Note: Ads can be loaded at any time, but this deadline is recommended for maximum visibility.
Enhanced Exhibitor Listing

Bring attention to your exhibitor listing with these unique features to connect and engage the attendees!

COMPANY NAME LISTING HIGHLIGHT
At a glance, app users are drawn to your highlighted listing. A special handout “badge” is included in your listing to alert users that you have resources to share. Purchase the video upgrade and a video “badge” icon highlights your media.

LOGO RECOGNITION
Brand your exhibitor detail page and your booth location on the floor map with one simple upload of your 4/color logo.

PRODUCT LITERATURE
Educate attendees on your products and services by uploading up to five PDF documents. Attendees can download your materials and engage with your brand 24/7!

ADVERTISING RATES
$400
$990 includes video upgrade

Promotional Alert

Attendees will receive meeting announcements and highlights via the mobile app alert notification system. Create a custom message to encourage ENDO attendees to visit your booth or event!

SPECIAL NOTE
- Promotional Alerts will be limited to two per day and are available on a first-come, first-served basis. Book NOW to confirm your promotional window!
- Please provide a subject line of up to 29 characters with associated content.

ADVERTISING RATE
$7,500 per notification
Lanyard Package

This exclusive opportunity offers incredible visibility for your brand and booth. Each lanyard will feature your company logo and booth number to ensure your message is seen by each attendee throughout the meeting. Receive one insert placed into the Doctor’s Bag distributed at registration for added visibility.

**DEADLINES**
- December 29: Lanyard ad space/payment
- January 5: Lanyard ad materials due
- January 15: Art due to ENDO
- February 2: Doctor’s Bag space/prototype/payment
- February 9: Doctor’s Bag ad materials due

**ADVERTISING RATE**
$28,500

**QUANTITY AND DISTRIBUTION**
8,000 distributed at registration

**SPECIAL NOTES**
- The ENDO 2018 logo will be included on the lanyards
- Advertising is subject to ENDO approval

See Shuttle Bus Pass opportunity on page 14

Charging Stations

Highly utilized in busy traffic locations, charging stations provide attendees with a convenient way to power up their phones and other hand-held electronics. This opportunity provides both print and digital visibility!

**DEADLINES**
- February 9: Ad space/payment
- February 16: Ad materials due

**ADVERTISING RATE**
$17,400 per package of four stations (three packages available)

**SPECIAL NOTES**
- Supporter receives corporate or product signage on station and a 19” LCD screen to display video or images
- Technical specifications will be provided upon commitment
Doctor’s Bag
The Doctor’s Bag is the perfect distribution channel to promote your educational event, products, and/or booth.

DEADLINES
February 2  Space/prototype/payment
February 9  Ad materials due

PROTOTYPE SUBMISSION
Email PDF prototype to Maria Berry
(mberry@tristarpub.com)

SPECIAL NOTES
See page 16

DISTRIBUTION DATES, METHODS, QUANTITY AND RATE

<table>
<thead>
<tr>
<th>Date</th>
<th>Method</th>
<th>Quantity</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 16/17</td>
<td>Distributed at Registration</td>
<td>7,000</td>
<td>$8,000</td>
</tr>
<tr>
<td>March 18</td>
<td>Distributed in high-traffic areas throughout the convention center</td>
<td>4,000</td>
<td>$6,400</td>
</tr>
</tbody>
</table>

SYMPOSIA AND EXPO THEATER EVENTS – THE REGISTRATION DOCTOR’S BAG PROVIDES THE PERFECT EXPOSURE FOR YOUR EVENT!

Premium advertising on the outside of the bag
Receive incredible visibility with prime advertising space on the outside of the official Doctor’s Bag. The participating advertiser receives a clear plastic 7” x 5” pocket on the outside of the bag for inclusion of one insert as well as name/logo/booth recognition printed above the pocket. The ENDO 2018 meeting logo will brand the opposite side of the bag.

DEADLINES
December 8  Ad space/payment
December 15  Ad materials due

ADVERTISING RATE
March 16/17  $15,000
March 18  $13,000

SPECIFICATIONS
- Pocket insert cannot exceed 5 ½” x 4”
- Logo not to exceed 9” x 6” (directly above the pocket)
- The participating advertiser is allotted a maximum of three colors for graphics, including black
March Madness

Looking for slam dunk visibility? Located in Booth #3334, March Madness is sure to be the most popular location on the exhibit floor. With 600 square feet of space, two large TV monitors featuring the NCAA basketball tournament, and refreshments, your support is sure to be a crowd-pleaser. Score points with attendees anxious to watch the games, shoot some hoops, compare brackets, and win prizes.

Call to discuss custom branding opportunities.

Welcome Photo Wall

Broadcast your brand with a sponsored photo wall! Located in the lobby near registration, the photo station is a place where attendees can stop to take pictures in front of a branded background.

SPONSORSHIP INCLUDES
- Corporate logo displayed with Lake Michigan backdrop
- Corporate logo and booth number displayed on two adirondack chairs

DEADLINES
January 19    Ad space/prototype/payment
January 26    Ad materials due

SUPPORT FEE
$18,100
Network Group Lounge
Treat attendees to a comfortable space to network with peers.

SPONSORSHIP INCLUDES
- Corporate logo displayed on two custom printed pillows
- Corporate logo and booth number displayed on bench back
- Corporate logo and booth number displayed on four portable ottomans

DEALINES
January 19  Ad space/prototype/payment
January 26  Ad materials due

SUPPORT FEE
$12,500 per station (two available)

Science Hubs
Two Science Hubs will be located on the Expo floor in Booth #2419 and Booth #3860. Each Science Hub will host a wide variety of topical sessions in an engaging format including presentations by the top scoring posters, Q&A sessions with Clinical Practice Guideline Authors and more!

SPONSORSHIP INCLUDES
- Corporate or product logo printed on 34 table top clings (17 in each hub; 34” round clings)

DEALINES
January 19  Ad space/prototype/payment
January 26  Ad materials due

SUPPORT FEE
$16,700
Custom Post-It® Notes

Make sure your message sticks with attendees. Placed on attendees’ hotel room doors, Post-It® Notes are an extremely visible and effective way to extend your marketing message beyond the convention center.

DEADLINES
February 9  Ad space/payment
February 16  Ad materials due

QUANTITY
3,700 (includes 10 percent overage)

DISTRIBUTION METHOD
Post-It® Notes will be placed on the outside of attendees’ hotel room doors in the morning at participating hotels.

AVAILABLE DISTRIBUTION DATES
March 16
March 17
March 18
March 19

DIMENSIONS
Trim: 8" x 5.75"
Live: 7.625" x 5.375"
Bleed: 0.125" on all four sides

ADVERTISING RATE
$27,000

Key Cards

Hotel key cards feature the supporter’s advertisement and are given to ENDO attendees at guest check-in. Each attendee guest receives two key cards per room.

DEADLINES
February 2  Ad space/prototype/payment
February 9  Ad materials due

ADVERTISING RATE AND QUANTITY
Call for details

SPECIAL NOTES
- Keys cards will be branded on the front
- The ENDO 2018 logo will be printed on the back of the key

SPECIFICATIONS
Provided upon space reservation
**Premium Room Drops**

Premium drops are designed to deliver your promotional material (i.e., snack, brochure, or postcard) to guests’ doors or bedside tables. Get the attention of conference attendees while providing elite exposure for your products and services.

**DEADLINES**

- February 16: Ad space/prototype/payment
- March 7: Samples due to TriStar (quantity 20)
- March 16: Final materials due to hotels

**ADVERTISING RATE (PER PACKAGE)**

- $40,000 (outside the room door)
- $53,000 (inside the room)

**QUANTITY**

2,200 (includes 7 percent overage)

**AVAILABLE DISTRIBUTION DATES**

- March 16
- March 17
- March 18
- March 19

**SPECIAL NOTES**

See page 16

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**Elevator Clings**

Elevator clings are one of the most popular new trends for brand marketing.

**PACKAGE #1**

- Hilton Chicago
- Hyatt Regency McCormick
- Marriott Marquis McCormick
- The InterContinental Chicago

**PACKAGE #2**

- Palmer House
- Hyatt Regency Chicago
- Sheraton Grand Chicago

**DEADLINES**

- February 2: Ad space/prototype/payment
- February 9: Ad materials due

**ADVERTISING RATE**

Call for details. Priced by property.
Shuttle Bus and Out-of-Home Opportunities

**Shuttle Bus Banners**

Enjoy the ultimate marketing tool in the meetings industry by purchasing a rolling advertisement. Your custom artwork will be featured on the official shuttle buses, providing continual service during shuttle operation.

**Shuttle Bus Passes**

Shuttle bus passes are required for attendees to ride the ENDO shuttle buses. One exclusive supporter will receive product or corporate logo recognition, plus booth number on the front of each pass.

**DEADLINES**

- January 26: Ad space/payment
- February 2: Ad materials due

**OPPORTUNITY INCLUDES**

- Banner advertising on bus sides and back

**ADVERTISING RATE**

$20,000 per package (includes two branded buses. Four packages available.)

*Note: Supplier reserves the right to adjust the fee based on submitted artwork.

**UPGRADE YOUR VISIBILITY**

- Headrest cover
- In bus video

**SPECIAL NOTE**

Specifications to be provided upon inquiry.

**ROUTE #1**

- Sheraton Grand Chicago
- InterContinental Chicago Magnificent Mile

**ROUTE #2**

- Hyatt Regency Chicago
- Fairmont Chicago Millennium Park

**ROUTE #3**

- Palmer House Hilton
- Renaissance Blackstone

**ROUTE #4**

- Hilton Chicago
- Best Western Grant Park

**OUT-OF-HOME MARKETING**

High-impact marketing tactics bring your message outside the convention center for next-level visibility. Opportunities include mobile billboards, wrapped minivans, street furniture, wallscapes, airport advertising, and more!

**QUANTITY**

5,000

**DISTRIBUTION METHOD**

- Passes will be distributed during guest check-in at select hotels

**ARTWORK SPECIFICATIONS**

- 4/color corporate or brand logo, plus booth number
- Supply artwork as vector-based EPS files (Adobe Illustrator) with type converted to paths
- Shuttle bus passes are 2 ¼” x 4 ¼”. Sponsor artwork should be no larger than 2” wide by 1 ¼” tall

**ADVERTISING RATE**

$22,000

**Important Notes:** Out-of-home marketing opportunities are subject to availability at time of reservation. Opportunities require pre-payment. Opportunities listed are not exclusive. Out-of-home marketing is subject to the terms and conditions set forth in the ENDO guidelines, found in the Exhibitor Prospectus Rules and Regulations as well as the exhibitor contracts. TriStar is the exclusive partner through which ENDO 2018 exhibitors have the opportunity to book out-of-home advertising.
EXHIBITOR SUPPORT OPPORTUNITIES AND JOURNAL ADVERTISING

ENDOEXPO THEATER
$25,000 - $20,000 – 12 AVAILABLE
This hour-long, non-CME event provides you the opportunity to showcase a product or present new data to 225 attendees in the Expo Hall. Supporters receive recognition in ENDO print publications and signage outside the Expo Theater. Menu options are available to serve food and beverages.
Contact Greg Andruch for available schedule and details: gandruch@heiexpo.com; 800.752.6312, ext. 7972

ENDOEXPO BUSINESS SUITE
$14,195 - $5,775 – 6 AVAILABLE
Create your own private meeting room in the Hall F Expo Hall foyer of McCormick West, just outside the entrance to the Expo Hall. Options begin at 10’ x 10’ and include a basic package or a turn-key furnished package, designed for your specific needs. The suite is available to you from 7:00 am Saturday, March 17 through 4:00 pm Monday, March 19.
Contact Greg Andruch for details: gandruch@heiexpo.com; 800.752.6312, ext. 7972

ENDOEXPO AISLE SIGNS
$25,000 – EXCLUSIVE!
This opportunity allows you to attach a 5’ x 2’ message (double-sided) to the bottom of each of the 13 Aisle Signs in the Expo Hall for a message that all ENDO attendees are sure to see multiple times during their daily visit to the Expo.
Contact Greg Andruch for details: gandruch@heiexpo.com; 800.752.6312, ext. 7972

CONCOURSE BANNERS
$25,000 - $6,950 – 12 AVAILABLE
These banners, ranging in size from 20’ x 15’ to 19’ x 7’, are located in high-traffic areas of the Center Concourse on Level 3 leading to the Expo Hall. They are sized to deliver your message by making a BIG impression on ENDO attendees entering and exiting the Expo each day.
Contact Greg Andruch for locations and details: gandruch@heiexpo.com; 800.752.6312 ext. 7972

LOBBY ESCALATOR GRAPHICS
$20,000 – 2 AVAILABLE
This opportunity allows you to place vinyl stickers on the center runners (2) and side glass panels (4) of the escalators leading from Level 1 to Level 2.5 and from Level 2.5 to Level 3, creating a dynamic message for attendees entering and exiting from the shuttle bus and taxi unloading areas on Level 1.
Contact Greg Andruch for details: gandruch@heiexpo.com; 800.752.6312, ext. 7972

LOBBY STAIRWAY GRAPHICS
$15,000 – 2 AVAILABLE
The long staircases leading from the Level 1 Lobby up to the registration area and the Expo Hall on Level 3 are available to make a long-lasting impression. Vinyl stickers on each of the stair risers will create a powerful message for your company when viewed from the shuttle bus and taxi unloading areas on Level 1.
Contact Greg Andruch for details: gandruch@heiexpo.com; 800.752.6312, ext. 7972

ENDOEXPO ENTRANCE GRAPHICS
$10,000 – 2 AVAILABLE
Be first to greet ENDO attendees to the ENDO 2018 Expo Hall as they enter from the Center Concourse and registration area. These 10’ x 10’ vinyl stickers will be placed just inside each of the main entrances to the Expo, so ENDO attendees see your message as they are entering and leaving the Expo each day.
Contact Greg Andruch for details: gandruch@heiexpo.com; 800.752.6312 ext. 7972

CONCOURSE COLUMN WRAPS
$7,500 – 4 AVAILABLE
These four-sided signs are located at the entrance to the Expo Hall from the Center Concourse on Level 3 and create a powerful message for your company as attendees are entering and leaving the Expo each day.
Contact Greg Andruch for locations and details: gandruch@heiexpo.com; 800.752.6312 ext. 7972

CONCOURSE STANDING SIGN BOARDS
$2,000 – CALL FOR LOCATIONS
These signs are located throughout the public space and provide a two-sided 81" x 38" vertical message to ENDO attendees as they move from the meeting room sessions to the Expo Hall all weekend long.
Contact Greg Andruch for locations and details: gandruch@heiexpo.com; 800.752.6312, ext. 7972

PRINT ONLINE AND e-NEWSLETTER ADVERTISING
The Endocrine Society journals are read by the world’s leading practitioners and scientists. Capture this audience by advertising in the print and online issues of the Society’s publications. (Total circulation of the Society journals: 24,000)
Contact Joe Schuldner for details: jschuldner@pminy.com; 212.904.0377

CLINICAL PRACTICE GUIDELINES OR JOURNAL REPRINTS
Provide physicians with access to important scientific information by distributing a Journal Article or Clinical Practice Guideline.
Contact Ray Thibodeau for details: Ray.thibodeau@contentednet.com; 267.895.1758

*= plus cost item
Special Notes / Terms and Conditions

**DOCTOR’S BAG**
1. All inserts must be submitted to TriStar for final approval by the Endocrine Society regardless of prior approval for the other promotional opportunities at the meeting.
2. TriStar will notify you of approval. If changes are necessary, a copy of the corrected insert must be resubmitted and TriStar will notify you of final approval.
3. TriStar will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped.
4. The advertiser is responsible for sending the correct number of pieces. TriStar will not be responsible for shortages due to an incorrect number of pieces being received.
5. Do not ship bag inserts to the TriStar office. The advertiser will be responsible for costs incurred to ship to the insertion fulfillment house.
6. A minimum of four pieces must be reserved per day for bag delivery to occur.
7. Insert Specifications: Maximum dimensions are 8 ½” x 11”; maximum weight is 4 ounces.
8. Price based on an average-sized insert. Insertion fee is subject to change at publisher’s discretion.
9. Due to weight and bulk of magazines, newspapers, and other publications, these items will not be permitted in the bag.

**PREMIUM ROOM DROPS**
1. Participant is allowed one piece to be distributed.
2. All advertisements and featured products are subject to approval by the Endocrine Society.
3. Fee is subject to change pending advertiser’s selection of collateral.
4. Company to supply all advertising material.
5. All shipments must be sent directly to hotels. TriStar will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped. Quantities may vary due to hotel policies and staff availability.
6. Distribution provided at select hotels only.
7. Due to stringent hotel labor policies, TriStar is not held liable for a hotel’s failure to deliver to rooms in the designated hotel room block. There will be no discounts or refunds given.

**GENERAL NOTES**
1. All advertisements are subject to approval by the Endocrine Society.
2. Circulation is based on projected attendance and room blocks at the time of rate card distribution.
3. The advertiser is responsible for sending the correct number of pieces. TriStar will not be responsible for shortages due to an incorrect number of pieces being received.

**OUT-OF-HOME MARKETING**
To learn more about advertising opportunities outside the convention center, please contact TriStar, the required agency through which ENDO 2018 exhibitors must reserve out-of-home programs.

**FINANCIAL CONSIDERATIONS**
1. All signed agreements are firm. No cancellations accepted.
2. Payment due upon space commitment.
3. Payments may be made via check, wire transfer, or credit card. Payments made by credit card will have an additional fee of 3 percent added to the total purchase price. This fee cannot be waived.
4. No agency commission or cash discounts permitted. Rate card prices are NET.
5. Additional fees may be incurred for non-compliance with the shipping instructions or failure to fully complete shipping label provided.
6. A minimum $650 late fee will be charged for materials received after the specified due date.
7. Digital ads requiring reformattting/manipulation by TriStar on the advertiser’s behalf will incur a minimum fee of $500, with final cost to be determined by the scope of work.
8. Due to stringent hotel labor policies, TriStar is not held liable for a hotel’s failure to deliver to rooms in the designated hotel room block. There will be no discounts or refunds given.
9. Payment is due prior to printing of the publication or services rendered unless otherwise agreed upon with the Publisher. If Publisher agrees, payment shall be made by the responsible party within 45 days of receiving tear sheets or proof of advertisement. In the event payment is not remitted to TriStar by the responsible party within 45 days of receiving proof of advertisement, a late fee of 3 percent will be applied to the outstanding balance. In addition, outstanding payments/invoices not made within the calendar year the advertisement was placed will incur a 6 percent late fee applied to all outstanding balances. TriStar reserves the right to prohibit advertising if an account is past due 90 days.
10. TriStar reserves the right to cancel any publication or service in the event of revenue short falls. TriStar shall refund monies paid for participation in the publications or service. TriStar is not obligated to offer or replace the canceled publication or service.
File Submission Specifications

ACCEPTABLE FILE FORMATS
- Adobe InDesign
- Fonts: Adobe Type 1 or outlined
- Images: at least 300 dpi at the desired print size
- Adobe Illustrator (fonts outlined) and Adobe Photoshop (flattened image)
- Press/print ready PDF (PDF/X compliant)
- All colors must be CMYK

SUBMITTING FILES
- DVD/CD/Flash drive
- FTP: Contact your TriStar representative for login information and upload instructions.
- Email: Files less than 10MB can be emailed to ads@tristarpub.com with the subject line specifying the publication name and the advertiser name

UNACCEPTABLE PROGRAMS
- Corel Draw
- Microsoft Publisher
- Microsoft Word and Microsoft PowerPoint

COLOR PROOFS
Color proofs are necessary for checking color and content at press time. Without a color proof, the publisher cannot be held responsible for the outcome of the color on press.

Deviation from these guidelines may require additional time and costs, and/or sacrifice reproduction predictability. Publisher cannot be held responsible for problems on press caused by improperly distilled PDF files.

Mobile Event App
Please provide website URL if an external link is desired

ROTATING BANNER AD
- Must contain button graphic including text such as “Click Here,” “Go,” or “More Information”
- Suggestion: Include company’s booth number in ad

LANDING PAGE AD
- Suggestion: Include “action” button graphic including text such as “Click Here,” “Go Here,” or “More Info” along with booth number
- Suggestion: Include company’s booth number in ad

DIGITAL ADVERTISING BEST PRACTICE
Include a strong call-to-action to increase click-through traffic to your site!