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FOR ADDITIONAL ADVERTISING OPPORTUNITIES NOT LISTED, PLEASE CONTACT NAN BLUNK AT 913.491.4200
ENDO Daily Schedule

Enjoy repeat visibility and broad exposure as attendees use the schedule to plan their day.

FEATURES
- Schedules by topic
- Poster topics by day
- Listing of orals by session, title, and presenter
- General meeting information
- ENDOExpo 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>DISTRIBUTION METHOD</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISSUE 1</td>
<td>March 16/17 (Friday/Saturday)</td>
<td>Doctor's Bag distribution at registration</td>
<td>7,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Distribution racks, shuttle bus drop off, information counters</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>
<td>4,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Distribution racks, shuttle bus drop off, information counters</td>
<td>3,000</td>
</tr>
<tr>
<td>ISSUE 3</td>
<td>March 19/20 (Monday/Tuesday)</td>
<td>Distribution racks, shuttle bus drop off, and information counters</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 ¼” x 14”</td>
<td>$8,500</td>
<td>$10,350</td>
</tr>
<tr>
<td>Half-page</td>
<td>10 ¼” x 7” or 5” x 14”</td>
<td>$6,180</td>
<td>$6,875</td>
</tr>
<tr>
<td>Quarter page</td>
<td>5” x 7”</td>
<td>$3,620</td>
<td>$4,760</td>
</tr>
<tr>
<td>Front Page Banner</td>
<td>10 ¼” x 2”</td>
<td>see premium advertising</td>
<td></td>
</tr>
<tr>
<td>Inserts</td>
<td>7” x 10” maximum</td>
<td>see premium advertising</td>
<td></td>
</tr>
</tbody>
</table>

PREMIUM POSITIONS

Rates include 4/color charge.

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$13,750</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$12,700</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$12,150</td>
</tr>
<tr>
<td>Front Page Banner</td>
<td>$13,900</td>
</tr>
<tr>
<td>Inserts</td>
<td>$10,995 per issue</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Date</th>
<th>Distribution Method</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 16/17</td>
<td>Registration handout via the Doctor’s Bag</td>
<td>7,000</td>
</tr>
<tr>
<td>March 18–20</td>
<td>Registration handout</td>
<td>500</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>trim: 6 ⅛” x 8 ⅝” bleed: 6 ⅞” x 9 ⅝” non-bleed: 5 ⅞” x 8 ¼”</td>
<td>$6,000</td>
<td>$9,995</td>
</tr>
<tr>
<td>Bellyband (horizontal)</td>
<td>14 ½” x 2”</td>
<td>see premium advertising &gt;</td>
<td></td>
</tr>
<tr>
<td>Symposia Site Map Banner</td>
<td>to be confirmed</td>
<td>see premium advertising &gt;</td>
<td></td>
</tr>
<tr>
<td>ENDOExpo Floor Plan Banner</td>
<td>to be confirmed</td>
<td>see premium advertising &gt;</td>
<td></td>
</tr>
</tbody>
</table>

**PREMIUM POSITIONS**
Rates include 4/color charge.
- **Back Cover** $13,995
- **Inside Front Cover** $12,995
- **Inside Back Cover** $12,445
- **Across from TOC** $11,990
- **Bellyband** $18,500
  - Advertiser supplies printed bellybands.
- **Tab Front** $12,960
  - (one tab available)
- **Symposia Site Map Banner** $13,140
  - Includes banner ad below the map and a full-page 4/color ad.
- **ENDOExpo Floor Plan Banner** $14,985
  - Includes banner ad placed below the floor plan, booth highlight, and a full-page, 4/color ad.
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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>7,040</td>
</tr>
<tr>
<td>Sessions</td>
<td>3,750</td>
</tr>
<tr>
<td>Users</td>
<td>3,004</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.

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

Adverts changing out will be subject to a 10 percent change-out fee.

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 Unit</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$10,000</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>$10,700</td>
</tr>
</tbody>
</table>

41% AVERAGE OPEN RATE IN 2017

FOR MORE INFORMATION, CONTACT NAN BLUNK, EVENT MEDIA STRATEGIST | NBLUNK@TRISTARPUB.COM | 913.491.4200
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

36,877 USERS
20,141 EXHIBITOR VIEWS
1,041,039 PROGRAM VIEWS
162,920 PROGRAMS ADDED TO MY SCHEDULE

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)

<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>Placed at the top of the navigational dashboard</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Links to in-app landing page ad</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*ad will rotate if multiple supporter packages are sold</td>
<td></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>Links to exhibitor listing and/or desired external URL</td>
<td></td>
<td></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>Company name listing highlight</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition on exhibitor list, detail page and floor map</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to upload product literature (up to 5 PDF handouts)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upgrade your listing by including one video for an additional cost</td>
<td></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

Join Us – Lecture & Free Breakfast
Sent Thursday, Aug 3 4:00 PM

MINIMED™ 670G SYSTEM* WITH SMARTGUARD™ HCL TECHNOLOGY:
DRIVING PATIENT OUTCOMES THROUGH AUTOMATION

*Indicated for type 1 patients, 14 and over. Prescription required. WARNING: May not be safe for use in children under 7 or those using <8 units of insulin a day. For more info: http://bit.ly/670gRisks
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

<table>
<thead>
<tr>
<th></th>
<th>February 2</th>
<th>February 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space/prototype/payment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad materials due</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## 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

<table>
<thead>
<tr>
<th></th>
<th>December 8</th>
<th>December 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad space/payment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad materials due</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Advertising Rate

<table>
<thead>
<tr>
<th>Date</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 16/17</td>
<td>$15,000</td>
</tr>
<tr>
<td>March 18</td>
<td>$13,000</td>
</tr>
</tbody>
</table>

### 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
CONVENTION CENTER OPPORTUNITIES

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.

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

SPONSORSHIP INCLUDES
- Carpet cling featuring supporter corporate or brand logo
- Opportunity for company representative to distribute product literature

Call to discuss custom branding opportunities.

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

SUPPORT FEE
$57,000
Networking 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

**DEADLINES**
- 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 17 table top clings (34” round clings)

**DEADLINES**
- January 19: Ad space/prototype/payment
- January 26: Ad materials due

**SUPPORT FEE**
$16,700 per hub (two available)
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

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.

FOR MORE INFORMATION, CONTACT NAN BLUNK, EVENT MEDIA STRATEGIST | NBLUNK@TRISTARPUB.COM | 913.491.4200
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

**QUANTITY**
- 5,000

**ADVERTISING RATE**
- $22,000

**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

**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!

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

**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

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**

FOR MORE INFORMATION, CONTACT NAN BLUNK, EVENT MEDIA STRATEGIST | NBLUNK@TRISTARPUB.COM | 913.491.4200

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**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

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**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

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**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

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**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

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**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

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**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 19 Aisle Signs in the Expo Hall for a message that all ENDO attendees are sure to see multiple times during their visit to the Expo.

Contact Greg Andruch for details: gandruch@heiexpo.com; 800.752.6312, ext. 7972

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**CONCOURSE 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

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**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

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**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

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**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

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**CLINICAL PRACTICE GUIDELINES OR JOURNAL REPRINTS**

Provide physicians with access to important scientific information by distributing a Journal Article or Clinical Practice Guideline.

Contact Oxford University Press for details: LaNedra Lee, lanedra.lee@oup.com (U.S. reprint inquiries)
Richard Young, Richard.young@oup.com (reprint inquiries outside the U.S)

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* = 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.

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.

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.

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 reformatting/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.
For Reservations, Contact

NAN BLUNK
nblunk@tristarpub.com

BRENNAH TATE
btate@tristarpub.com

HILARY BAIR
hbair@tristarpub.com

FOR MATERIAL RELATED QUESTIONS, CONTACT
MARIA BERRY | mberry@tristarpub.com

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

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.

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

PAYMENT OPTIONS
Payments may be made via check, wire transfer, or credit card. Payments made by credit card will have a 3 percent fee added to the total purchase price. This fee cannot be waived.

FOR MATERIAL RELATED QUESTIONS, CONTACT
MARIA BERRY | mberry@tristarpub.com

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!