

ENDO 2015

DELIVERS RESULTS

WITH MORE THAN 8,500 ATTENDEES, ENDO DELIVERED ON ITS PROMISE TO PUT YOUR COMPANY AND BRAND IN FRONT OF THE LEADERS IN ENDOCRINE PRACTICE.

YOUR TARGET AUDIENCE

- ▶ 8,500+ Total Attendees
- ▶ 65% U.S. Participation
- ▶ 4,800+ Clinical Endocrinologists
- ▶ 2,400+ Abstracts Presented

ENDOEXPO EXPERIENCED GREAT TRAFFIC

- ▶ **Sold Out!** 12 *Expo* Theater sessions averaged 125 attendees each
- ▶ **20% increase** in leads from ICE/ENDO 2014 to ENDO 2015
- ▶ **30+ companies** engaged customers during ENDO *Expo* Play capturing an average of 99 leads daily

INNOVATIVE NEW PROGRAMS AND EVENTS

ENDO CONTINUES TO PROVIDE NEW OPPORTUNITIES FOR A GREAT MEETING EXPERIENCE

- ▶ Endocrine Self-Assessment Live
- ▶ Obesity Management Pre-Conference Program
- ▶ The Best of JCEM 2014
- ▶ Life Sciences Pavilion
- ▶ Endocrine Science Socials

CONTINUED ENGAGEMENT KEEPS ATTENDEES ON THE EXPO FLOOR

TO MAKE YOUR *EXPO* INVESTMENT A SUCCESS, ENDO PROVIDES SPECIAL OPPORTUNITIES TO GET YOU CONNECTED.

- ▶ ENDO *Expo* Play: With prizes provided by the Society, clinicians are encouraged to visit and interact with you at your booth
- ▶ ENDO provides clinicians with tips on how to make the most of their time with you, including what to expect and what questions they can/cannot ask
- ▶ Complimentary coffee on the *Expo* floor
- ▶ Poster sessions interspersed among exhibits
- ▶ Prize wheels and various marketing efforts increase traffic
- ▶ Interactive areas that attract attendees to the *Expo*, such as ENDO Connect and the Life Sciences Pavilion



ENDO CONNECTS YOU WITH THE THOUGHT LEADERS

THE ENDOCRINE SOCIETY IS 18,000+ MEMBERS STRONG, AND GROWING. WITH THE LARGEST CONTINGENCY OF ENDOCRINE CLINICIANS WORLD-WIDE, 10,000+, THE SOCIETY HAS A VAST MULTI-MEDIA OUTREACH PLAN TO RECOGNIZE SUPPORTERS.

350,000+ PRE-ENDO PRINT AND ELECTRONIC IMPRESSIONS

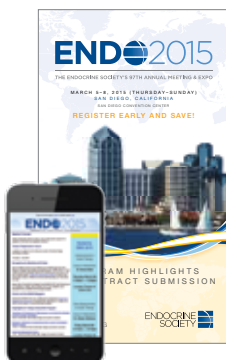
SUPPORTER ACKNOWLEDGMENTS IN:

- ▶ ENDO Advance Program
- ▶ *Endocrine News*
- ▶ The Best of JCEM 2014
- ▶ ENDO Website

100,000+ ONSITE ENDO PRINT AND ELECTRONIC IMPRESSIONS

SUPPORTER ACKNOWLEDGMENTS IN:

- ▶ ENDO Daily Newspaper
- ▶ ENDO Mobile App
- ▶ *Endocrine News*
- ▶ Flyer in Attendee and Conference Bags
- ▶ Meeting & Exhibit Guide
- ▶ Plenary and Session Room Slides
- ▶ Signage/Banners



EXTENSIVE MEDIA COVERAGE

SCIENCE PRESENTED AT ENDO 2015 WAS HIGHLIGHTED IN HIGH PROFILE MEDIA OUTLETS:

- ▶ *The Washington Post*
- ▶ *The Los Angeles Times*
- ▶ *TIME* magazine
- ▶ Today Show
- ▶ BBC News
- ▶ Fox Business
- ▶ *National Geographic*
- ▶ WebMD
- ▶ U.S. News and World Report
- ▶ *Good Housekeeping*
- ▶ The Weather Channel

BUZZ ABOUT ENDO REACHED GLOBAL PROPORTIONS:

- ▶ 2,200+ articles and reports were produced and shared in global media channels
- ▶ 110+ reporters participated in five news conferences spotlighting obesity, diabetes, diet, aging, thyroid health, and endocrine-disrupting chemicals
- ▶ 1,175 tweets on the meeting from more than 450 Twitter users were seen 2.6 million times

ENDO 2016

THE ENDOCRINE SOCIETY'S 98TH ANNUAL MEETING & EXPO

SAVE THE DATE

MEETING DATES: APRIL 1-4, 2016 EXPO DATES: APRIL 1-3, 2016
BOSTON, MASSACHUSETTES
BOSTON CONVENTION AND EXHIBITION CENTER

ENDO2016.ORG

ENDOCRINE SOCIETY

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