

## **2019 Corporate Membership & Membership Services**

ESE is pleased to offer your organisation a mix of benefits and sponsorship engagement opportunities as part of being a Corporate Member to the Society.

### **1. Corporate Membership 2019**

Corporate Membership constitutes an important engagement with and support to the Society. It allows the Society to engage in many programs that are being developed by the different committees, to the benefit of our members and endocrinologists across Europe and beyond.

Towards our Corporate Members it provides unique opportunities to communicate with the endocrine community in Europe and work in partnership with ESE in the development of new and quality services that ultimately increase excellence in endocrine education and patient care. Corporate membership to the European Society of Endocrinology represents:

- Unique access to the endocrine community in more than 50 countries, representing around 20,000 endocrinologists and > 4100 direct members
- Privileged access to the engagement, commercial and educational opportunities offered by the European Congress of Endocrinology attended by over 3500 participants on-site in 2018 (Barcelona, Spain), and the expanding post-congress audiences who experience the ECE content streams online.
- Regular engagement with the Society Leadership Teams and individuals to discuss areas of mutual interest that form the basis of the basic and clinical programs of the 8 Focus Areas

#### **Corporate Membership is open to any company:**

- With a scientific, diagnostic, technical, or clinical focus
- Engaged in education and services for healthcare professionals
- Working in, or associated with, any of our eight Focus Areas of endocrinology
- Developing or commercialising products or services at any stage of their life cycle.

#### **Engagement opportunities offered by Corporate Membership**

The benefits of Corporate Membership are primarily about engagement with the key audiences in Europe, and the many educational programs ESE has developed.

- Europe's opinion leaders and endocrine experts
- Leadership of the newly created Focus Areas
- Our multi-media communities, ECE delegates and affiliated ECAS members
- Basic researchers and clinical endocrinologists
- Young and upcoming endocrinologists as member of EYES
- Expanding endocrine nurse community
- Industry Partnership Board (for Premium Corporate Members)

**Exclusive educational opportunities:**

- Satellite symposia opportunities at the European Congress of Endocrinology
- ECE On Demand satellite symposium content dissemination
- ECE and other event preferential exhibition and sponsorship options.
- Support of official prizes, grants, awards and travel scholarships
- ESE INSIGHT reports and other community education formats
- Association to regional educational course (basic, clinical)
- Opportunity to organize expert meetings (standalone or during ECE)

## 2. The ESE Corporate Membership & benefits scheme

The ESE Corporate Membership scheme offers 2 levels of engagement with increasing benefits:

ESE Corporate Membership level	Premium Corporate Member	Corporate Member
<b>Membership fees (2018)</b>	<b>€25,000</b>	<b>€15,000</b>
<b>Existing educational opportunities</b>	1 <sup>st</sup>	2 <sup>nd</sup>
<b>Focus Area: Identifying unmet needs</b>	1 <sup>st</sup>	2 <sup>nd</sup>
<b>Industry Partnership Board</b>	Yes. x1 representative	No.
<b>1:1 Leadership meeting</b>	x2 per year (1@ECE)	x1 @ECE
<b>Members HTML email alert</b>	x2 per year, logo	x1 per year, no logo
<b>European Journal of Endocrinology access</b>	x5 medical staff	x2 medical staff
<b>Focus Area Insight report</b>	Yes. via grant support	n/a
<b>Insight Industry meeting report</b>	Yes. via sponsorship	Yes. via sponsorship
<b>ESE News R&amp;D profile, biennial</b>	x1 page:	x½ page:
<b>ESE News Acknowledgement</b>	Listing + logo all issues	Listing only all issues
<b>Digital channel branding package</b>	Premier positioning	Secondary positioning
<b>ECE benefits* (from 2019):</b>		
<b>ECE awards and travel grants</b>	1 <sup>st</sup>	2 <sup>nd</sup>
<b>Satellite symposia</b>	1 <sup>st</sup>	2 <sup>nd</sup>
<b>Sponsorship packages</b>	1 <sup>st</sup>	2 <sup>nd</sup>
<b>Exhibition space &amp; hospitality allocation</b>	1 <sup>st</sup> :	2 <sup>nd</sup>
<b>Private meeting facility (2018)</b>	1 <sup>st</sup> :	2 <sup>nd</sup>
<b>Hotel room allocation (2018)</b>	1 <sup>st</sup> :	2 <sup>nd</sup>
<b>Seat at ECE sponsors meeting</b>	Yes. x2 attendees	Yes. x1 attendee
<b>ECE On Demand benefits*</b>	<b>Premium Corporation</b>	<b>Corporate Member</b>
<b>Company platform supporter**</b>	€5,000 value included	Optional. + €5,000
<b>Digital satellite service</b>	+€10,000. Incl. polling	+€15,000. Incl. polling (+€ 10,000 with **)
<b>Customized satellite service option</b>	Enquire for options	n/a
<b>E-voucher Guest access</b>	x 25 included	x10 included

\*additional fees may apply. See separate information; priority ranking for exhibit space and satellite symposia includes total industry spending during previous ECE congress

Corporate Membership runs annually January to December, but ESE welcomes multi-year commitment from companies to help the Society plan on a longer-term basis.

### 3. Corporate Membership services

#### 3.1 Industry Partnership Board

The IPB has been created with the remit to work together with industry stakeholders to further advance the focus on and growth of the endocrinology discipline in Europe. It meets twice per year. Each premium member can delegate 1 staff member to this board. The ESE CEO and a representative of the premium corporate members jointly chair the IPB. Summary minutes from the IPB meetings are made available to ESE members and IPB members.

#### 3.2 ECE 2019 – expanding as life meeting and available on digital platform

##### 3.2.1. ECE 2019 – Lyon, France, May 18-21 2019

With 3532 health care professionals (91% clinical endocrinologists) from 99 countries attending the European Congress of Endocrinology in 2018, and 1777 clinical and scientific abstracts presented, the ECE continues to expand its leading position as the annual meeting point for endocrinology. The congress continues to attract more speakers, novel science, therapy focus, delegates, participants, abstracts and corporate supporters year on year.

The ECE 2019 congress in Lyon France offers ESE corporate members:

- Educational opportunities through satellite symposia
- Commercial exposure through exhibition and sponsorship visibility
- Customer engagement through bespoke activity and meetings

For all regular sponsorship arrangements connected with the 21st edition of the European Congress of Endocrinology Lyon, 18-21 May 2019, please contact [amanda.helm@bioscientifica.com](mailto:amanda.helm@bioscientifica.com) or [jo.eade@bioscientifica.com](mailto:jo.eade@bioscientifica.com).

##### 3.2.2. ECE on Demand 2019 <sup>NEW</sup> ([www.eceondemand.org](http://www.eceondemand.org))



Our digital content platform ECE On Demand continues to develop, expand and showcase our world class author content with maximum educational impact and service values. It is having a positive educational and engagement effect on all delegates, ESE members, stakeholders, remote guest participants and ECE satellite symposium sponsors who adopt it. It achieves this by:

- Enabling authors to assign copyright of their materials to ESE, to engage global remote audiences
- Maximising all of our scientific contributors content dissemination post-congress
- Promoting ECE content all year round, to close and remote endocrine communities globally.

In 2018, we saw a further 20% growth of unique users over 2017, 70% increases in page views, plus a 40% rise in session engagement during ECE using the App. So for 2019, we have re-imagined new ECE On Demand satellite packages to provide, improved, on-site and post-congress benefits for every satellite supporter dependent on your needs:

- ECE On Demand on-site *satellite services maximise your ECE 2019 delegate interaction. Our Record, On-site* and *On-site+* packages make available options such as an interactive company App profile, push notifications, voting, Q&A, full digital stage branding during your symposium, plus your own recording to keep.

- ECE On Demand post-congress digital satellite service disseminates your symposium speakers high quality scientific content, to multiple audiences globally. Our *On Demand* and *On Demand+* packages include an editable recording of your satellite, plus inclusive extensive marketing, access and visibility on the platform.

By using our automated, ESE work flows, your digital options seamlessly extend the value of your satellite whilst also reducing your 3<sup>rd</sup> party costs. Please contact: [Nik.Screen@ese-hormones.org](mailto:Nik.Screen@ese-hormones.org) for more details.

### 3.2.3. ECE On Demand Custom Highlights

The concept site <http://pituitaryupdate.ece2016.org> is an example of how a customised selective content stream can be made available to users on the digital platform, through a collaboration between the ECE Programme Organising Committee and an industry grant supporter(s). It can feature additional digital content, links or user features and be made available to registered audiences or via voucher codes.

### 3.2.4. ECE 2019 Private meeting

To mitigate the inconvenience to ECE participants and speakers attending industry private events at hotels outside of the ECE venue, we offer the facility to host up to 50 participants (subject to space, timings and staff requirements):

- Your meeting agenda. Your organisation of speakers and attendees, but supported on-site by ESE.
- We can provide a quotation for our project management services teams to manage the end-to-end event process, including securing speakers and inviting participants.

## 3.3 Focus Area Programmes

The creation of 8 Focus Areas with the engagement of clinical and basic expert panels expands the capacity and capability of ESE in recognizing and addressing unmet clinical and educational needs. New projects will be identified that can form a basis for extended engagement with our corporate members.

### ESE Insight reports

Our independently commissioned topical reports that reach all ESE members and increasingly wider audiences now offer two commissioning approaches, both of which can be supported by industry:

- *Focus Area Insight* reports are commissioned by our team of experts to raise educational awareness or future perspective around a topic within a longer term educational programme.
- We continue to offer *Insight* reports written independently by an ESE medical writer synthesising coverage of non-ESE meetings proposed by a scientific planning committee originated by industry.

### ESE Research and survey projects

As an organisation leading and serving the needs of a research and clinical practice audience, ESE is extremely well positioned to carry out larger scale research to determine unmet practice needs. In parallel, our opportunity to design, capture, analyse and ultimately disseminate our conclusions through our publication strategies of journals, congress and guidelines, makes us an increasingly good partner to carry out studies supported by available independent grants.

### ESE expert meetings

The capability of our experienced focus area leads to work in collaboration with selected expert networks over an educational agenda, is something we excel at. Our meetings take many formats; round table discussions, senior leadership forums, workshop style engagement sessions or mentoring environments that

bring our expertise together with tomorrow's endocrinology specialists. Each event from start to finish is conceived, planned, delivered and outcomes measured to maximise their impact on improving patient care.

We welcome any idea or open discussion from corporate partners regarding any unmet need they have recognised. Such educational development opportunities are managed at arm's reach from corporate commercial teams, normally in collaboration with the medical and scientific liaison teams.

### **3.4 Continuing educational engagement**

#### **ESE Postgraduate Courses in Clinical Endocrinology, Diabetes and Metabolism**

ESE's postgraduate course programme continues to be highly rated for their educational value and delivery to audiences of ~ 200 delegates twice a year. Dependent on resources, ESE plans to increase the provision of the physical course to meet the increasing demand, but also to add a digital platform that provides additional in depth information and course presentations. Support of the postgraduate course programme is considered as a multi-sponsored approach, with specific recognition of this support. More information is available upon request.

#### **ESE Young Endocrine Scientists (EYES) support**

ESE considers the early-career endocrinologist as the key to ensuring the future of endocrinology, and their involvement across our activities is extremely important. We are very interested in grants to support this crucial audience, both in support of their annual meeting and for travel grants to attend ESE events.



#### **Travel grant support programme**

We are looking to provide a greater number and a wider spectrum of grants to broader audiences beyond early career and basic scientists, which are the groups the current grants are focused upon. Ideally we wish to start a travel grant fund, into which our commercial partners could contribute. ESE would retain ownership of the selection of the grantee, but certain audiences (career stage/geographical) could be defined as the recipient of the grants.

### **3.5. Additional benefits**

#### **European Journal of Endocrinology free access**

With EJE increasing its impact factor to 4.333, reflecting its increasingly high quality content, we are delighted to offer our corporate members free access to the Journal.

#### **ESE News company R&D profile**

On an every second year basis, ESE invites its corporate members to highlight the R&D efforts in the areas relevant to our endocrinology audiences. Originated through various mechanisms, the final output is reviewed by ESE.

#### 4. In conclusion

ESE Corporate Membership is an attractive engagement for industry partners to connect to the European Society of Endocrinology. The society fosters an open dialogue with its corporate members, and recognizes that our corporate members play a pivotal role in our success.

We trust that the access to endocrinology provided through and the services connected to the ESE Corporate Membership will do the same for your organization in 2019.



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