Sponsorship and Exhibition Prospectus

Brand Awareness, Thought Leadership, Education and Lead Generation/Delegate Interaction opportunities during e-ECE 2021
FIVE REASONS TO JOIN US AT e-ECE 2021

Due to the ongoing global situation with COVID-19 and the successful move of our 2020 Congress (e-ECE 2020) to a digital event, we are pleased to offer a range of re-developed and enhanced engagement opportunities for our industry partners to engage with, and benefit from.

We look forward to discussing these with you to build a package which meets your needs and maximises your engagement at e-ECE 2021.

1. **Connect** digitally with thousands of endocrine specialists and healthcare professionals during the focused five-day period of e-ECE 2021 (e-ECE 2020 attendance was 4 675).

2. **Position** your company as an industry leader in the endocrine field globally.

3. **Present** your thought leadership and educational messages to an engaged international clinical audience.

4. **Increase** awareness of your brand, products and services while capturing delegate data to communicate directly with your audience during and after e-ECE 2021.

5. **Maximise** exposure of your educational content post-Congress (Satellite Symposia sessions and e-ECE Hub sessions) via ESE On Demand. Your booth and materials will also be available from the day before and for seven days after the live event.
**ATTENDANCE 2020**

4,675 TOTAL ATTENDEES

19% INCREASE FROM 2019*

* ECE 2019 was a physical congress

**ATTENDEES BY FOCUS AREA**

- Adrenal and Cardiovascular Endocrinology: 1,211
- Calcium and Bone: 927
- Diabetes, Obesity, Metabolism and Nutrition: 1,533
- Endocrine-related Cancer: 808
- Environmental Endocrinology: 321
- General Endocrinology: 135
- Pituitary and Neuroendocrinology: 1,490
- Reproductive and Developmental Endocrinology: 308
- Thyroid: 557

* Attendees could select more than one Focus Area

**TOP 10 COUNTRIES IN ATTENDANCE**

<table>
<thead>
<tr>
<th>ECE 2019</th>
<th>Top 10 countries in attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>599</td>
<td>France</td>
</tr>
<tr>
<td>309</td>
<td>Spain</td>
</tr>
<tr>
<td>276</td>
<td>UK</td>
</tr>
<tr>
<td>187</td>
<td>Italy</td>
</tr>
<tr>
<td>168</td>
<td>Switzerland</td>
</tr>
<tr>
<td>128</td>
<td>Germany</td>
</tr>
<tr>
<td>122</td>
<td>Greece</td>
</tr>
<tr>
<td>121</td>
<td>The Netherlands</td>
</tr>
<tr>
<td>109</td>
<td>Romania</td>
</tr>
<tr>
<td>98</td>
<td>Serbia</td>
</tr>
</tbody>
</table>

**GENERAL**

- 91% of delegates felt the programme met their needs
- 94% of delegates felt the live content was well delivered
- 98% of delegates intend to attend an ECE Congress again
- 80% of delegates would consider attending a digital e-ECE in the future

**ABSTRACTS 2020**

**ABSTRACT FOCUS AREA**

<table>
<thead>
<tr>
<th>Total abstracts accepted</th>
<th>Adrenal and Cardiovascular Endocrinology</th>
<th>Calcium and Bone</th>
<th>Diabetes, Obesity, Metabolism and Nutrition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,766</td>
<td>216</td>
<td>212</td>
<td>493</td>
</tr>
</tbody>
</table>

**ABSTRACT TYPE**

<table>
<thead>
<tr>
<th>Translational</th>
<th>111</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic</td>
<td>230</td>
</tr>
</tbody>
</table>

1,425 Clinical

**EXHIBITION VISITS**

- 1,174 exhibition visits in total

**MOST VIEWED**

- 3,516 ePoster

**SOCIAL MEDIA**

- 108,000 Twitter Reach
- 422 Tweets from 31 countries
- 54,865 Facebook Reach
- 670 LinkedIn Following
# Sponsorship Packages

**Enhancing Brand Awareness**

<table>
<thead>
<tr>
<th>Sponsorship Package</th>
<th>Supporter</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor booth profile</td>
<td>1 included</td>
<td>1 included</td>
<td>2 included</td>
<td>2 included</td>
<td>2 included</td>
</tr>
<tr>
<td>Congress bag insert</td>
<td>No</td>
<td>No</td>
<td>2 included</td>
<td>3 included</td>
<td>3 included</td>
</tr>
<tr>
<td>Brand awareness: level of exposure</td>
<td>Base level*</td>
<td>Level 4</td>
<td>Level 3</td>
<td>Level 2</td>
<td>Level 1</td>
</tr>
<tr>
<td>Includes acknowledgement of sponsorship across e-ECE website and platform, pre, during and post-Congress marketing materials including recruitment and registered delegate emails.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand awareness: stand-alone</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Sponsor Spotlight email</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff registrations included</td>
<td>2</td>
<td>5</td>
<td>10</td>
<td>15</td>
<td>Bespoke</td>
</tr>
<tr>
<td>'Included value':†</td>
<td>No</td>
<td>€8 000</td>
<td>€10 000</td>
<td>€12 000</td>
<td>€15 000</td>
</tr>
<tr>
<td>Select from lead retrieval, voting/polling, Q&amp;A, MP4 file export for external use, session hosted on ESE On Demand in perpetuity (can opt-out).</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lead generation/lead retrieval</td>
<td>No</td>
<td>'Included in ‘included value’</td>
<td>'Included in ‘included value’</td>
<td>'Included in ‘included value’</td>
<td>'Included in ‘included value’</td>
</tr>
<tr>
<td>Option to access additional sponsorship opportunities</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Nurses’ Session, ePosters, Quiz, Patient Advocacy Group e-ECE Hub support etc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option for Satellite (additional cost)</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>(priority arrangements based on on e-ECE 2020 spending)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option for a e-ECE Hub (additional cost)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>(priority arrangements based on on e-ECE 2020 spending)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option to sponsor Coffee Shops (additional cost)</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>1 included</td>
<td>2 included</td>
</tr>
<tr>
<td>(single sponsor per Coffee Shop slot)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option to sponsor or provide grant support for an e-ECE Hub session for a Patient Advocacy Group (additional cost)</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>'Included in ‘included value’</td>
<td>'Included in ‘included value’</td>
</tr>
</tbody>
</table>

*Acknowledgements detailed in final Contract and Manuals

†The options for ‘Included Value’ are detailed in the box opposite

VAT will be charged as applicable

## Enhanced Options for Satellite and e-ECE Hub Sessions:

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session voting</td>
<td>€1 000</td>
</tr>
<tr>
<td>Evaluation survey upgrade</td>
<td>€1 500</td>
</tr>
<tr>
<td>Lead retrieval for satellite symposium or e-ECE Hub or booth</td>
<td>€750 each</td>
</tr>
<tr>
<td>Full recording (MP4 export incl live debate and questions)</td>
<td>€3 100</td>
</tr>
<tr>
<td>ESE On Demand post congress dissemination for satellite and/or e-ECE Hub (total one fee per company for all Satellite and e-ECE Hub sessions)</td>
<td>€8 000</td>
</tr>
</tbody>
</table>
SATELLITE SYMPOSIUM
Satellite Symposia offer a focused opportunity to talk directly with an engaged audience of key customer groups. They can be fully pre-recorded or include live Chair introductions, Q&A and polling.

There are a maximum of three parallel sessions offered in each time slot.

- **Morning sessions on main scientific session days:**
  - Monday, Tuesday and Wednesday,
  - 07:00-08:00 CEST, 60 minutes
  - **€40 000** (€47 500 after 15 January 2021)

- **Evening sessions on main scientific session days:**
  - Monday, Tuesday & Wednesday,
  - 18:00-19:00 CEST, 60 minutes
  - **€40 000** (€47 500 after 15 January 2021)

Lead generation/opportunities to interact with delegates: Via lead retrieval and Q&A, polling/voting and dedicated delegate survey.

‘Included value’: Satellite Symposia sponsorship will include a certain amount of included value to ‘spend’ to support the Satellite. Select from lead retrieval, voting/polling, Q&A, MP4 file export for external use, or session hosted on ESE On Demand in perpetuity.

e-ECE HUB
e-ECE Hub sessions offer a short 30 minute focused opportunity to talk directly with an engaged audience on a specific topic or area. They can be fully pre-recorded or include live Chair introductions, Q&A and polling.

There are a maximum of six parallel sessions offered in each time slot.

- **Morning sessions on main scientific session days:**
  - Monday, Tuesday and Wednesday,
  - 07:30-08:00 OR 08:15-08:45 CEST (30 minutes)
  - **€7 500** (€10 000 after 15 January 2021)

- **Maximum six parallel sessions per time slot**
- **All will be run as 30 minute unlimited audience sessions**
- **All will be run via the main MEvents platform (not on Zoom)**
- **Lead Generation/Opportunities to interact with delegates: via lead retrieval and Q&A, polling/voting and dedicated delegate survey.**

- **Co-sponsorship of e-ECE Hub**
  - **€18 000**
  - Maximise your impact as a sponsor of the popular e-ECE Hub. As one of three sponsors, you will be included on the e-ECE Hub programme and all marketing, as well as receiving two e-ECE Hub sessions for your company use.

Please note:
1. Your company must be an ESE Corporate Member to hold a Satellite Symposium at e-ECE.
2. Allocation of Symposia day and time is based on a priority ranking based on e-ECE 2020 spending.

THOUGHT LEADERSHIP AND EDUCATION OPPORTUNITIES

**Satellite Symposium** *(only available to ESE Corporate Members)*

**e-ECE Hub session** *(available to ESE Corporate Members and e-ECE Congress Supporter level and above)*

**Content on ESE On Demand** in perpetuity

**Sponsorships** of Nurses’ session, ePosters, ESE Quiz, e-ECE Hub
THOUGHT LEADERSHIP AND EDUCATION OPPORTUNITIES

ESE ON DEMAND

Our established online content platform, ESE On Demand, allows you to disseminate your educational content to all ESE members and e-ECE delegates post-Congress alongside scientific content from e-ECE and ESE’s postgraduate courses.

All Satellite Symposia and e-ECE Hub sessions will be recorded as they are streamed and will be available via the ESE On Demand platform during, and for a number of days after, the Congress.

For Sponsors (excluding Supporters) who have a Satellite or e-ECE Hub, ESE On Demand can be included as part of the ‘include value’ part of their package. Editing of the files is charged at an additional cost of €125 per hour.

If a company is not a Bronze, Silver, Gold or Platinum Sponsor or is a Supporter level Sponsor, the cost is €8 000 to put all of their sessions (Satellite Symposia and/or e-ECE Hub) on ESE On Demand.

ESE VIRTUAL EXHIBITION

The e-ECE 2021 Exhibition will be accessible directly from the main Congress landing page

- A Company booth profile will be included in all Sponsorship packages
- Silver, Gold and Platinum have two booth profiles (1x Medical and 1x Commercial) which can be linked
- Lead generation/opportunities to interact with delegates
- Live meeting chat and lead retrieval are available at an additional cost
- Option to link externally to a microsite with a 3D booth from your company booth profile
- Also available to non-sponsors/non-ESE Corporate Members (at €3 000 +VAT)

VAT will be charged as applicable
OTHER BRAND AWARENESS AND SPONSORSHIP OPPORTUNITIES

BEFORE e-ECE 2021
- Pre-Congress mailings to registered delegates €5 000
- Abstract Submission System sponsorship (from November 2020-February 2021) €2 000

DURING e-ECE 2021
- Congress e-Bag PDF/MP4 insert
  - The Congress e-Bag was well visited at e-ECE 2020 with 3 120 views. Delegates can view or download your flyer and link to your website, MP4 or external 3D booth, or satellite or e-ECE hub programme, speakers and video teaser content.
    - Sponsors/exhibitors €2 000
    - Non-exhibitors €3 000
- SPONSORSHIPS
  - Nurses’ session Co-sponsorship €10 000
    - Support the ESE Nurse Programme as one of three co-sponsors on Saturday and Sunday of the Congress days. Your support will enable endocrine Nurses from around the globe to attend the whole e-ECE 2021 Congress and improve their knowledge, patient care and networks.
  - ePosters Co-sponsorship €10 000
    - As one of three co-sponsors, you will be associated with the ePoster programme and awards and on all marketing for the ePoster session.
  - e-ECE Hub Co-sponsorship €18 000
    - Maximise your impact as a sponsor of the popular e-ECE Hub.
    - As one of three co-sponsors, you will be included on the e-ECE Hub programme and all marketing, as well as receiving two e-ECE Hub sessions for your company use.

ECE Quiz €5 000
- This networking event proved very popular at e-ECE 2020 and as one of three co-sponsors you will be included in all marketing for this event as well as supporting the prize for the winner and two runners up.

Patient Advocacy Group e-ECE Hub session supporter €3 500
- Enable one of the Patient Advocacy Groups to develop and share their work in an e-ECE Hub session.

Coffee Shops €3 000
- The Coffee Shops will give delegates a chance to network and extend discussions with the speakers from the sessions held that day. These informal drop in sessions will be themed and facilitated to ensure a productive and interesting experience for all.

POST e-ECE 2021
- ESE On Demand €8 000
  - To put all of the sessions (Satellite Symposia and/or e-ECE Hub) sessions on ESE On Demand. VAT will be charged as applicable
PAYMENT TERMS AND CONDITIONS

The allocation of dates and times of Satellite Symposia and e-ECE Hub sessions will be made in order of spend at the previous congress (e-ECE 2020). Upon receipt of a completed application form (which can be found here), confirmation of your booking along with details of the agreed package and benefits will be sent via email. A contract containing all detail and full terms and conditions will then be sent to you to sign and return along with a purchase order number and VAT registration number.

The countersigned contract must be returned to ESE by 28 February 2021 at the latest. An invoice will then be issued and payment due within 30 days.

Any requests for additions or changes to the original contracted package must be made in writing and will be acknowledged.

The following cancellation charges will be applied:
- Cancellation before 31 January 2021: 10% of total booking cost
- Cancellation between 1 February and 15 March 2021: 50% of total booking cost
- Cancellation after 15 March 2021: 100% of total booking cost

VAT will be charged as applicable

KEY CONTACTS

Sponsorship and Exhibition Opportunities
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