



HYATT REGENCY CENTURY PLAZA
LOS ANGELES, CALIFORNIA USA
EXHIBIT DATE: THURSDAY, SEPTEMBER 30, 2010

Programming Focus

The Clinical Endocrinology Update meeting is a popular activity with clinicians in practice. It provides three days of clinically relevant review and update on important topics in endocrinology. Based on a five-year average, attending clinicians report that *on the average* they treat the following disorders:

- **DIABETES 70%**
- **THYROID 70%**
- **OBESITY & LIPIDS 66%**
- **PITUITARY 49%**
- **ADRENAL & HYPERTENSION 43%**
- **CALCIUM, BONE & METABOLISM 43%**
- **REPRODUCTIVE ENDO 18%**
- **CARDIOVASCULAR ENDO 12%**
- **PEDIATRIC ENDO 8%**
- **GENOMICS/PROTEOMICS 5%**

Primary Practice Setting

Based on a five-year average of practice settings, CEU draws attendees working in

- **PRIVATE OR GROUP PRACTICES 53%**
- **HOSPITAL, UNIVERSITY OR MEDICAL SCHOOL 27%**
- **MANAGED CARE PRACTICES 11%**
- **INDUSTRY, GOVERNMENT OR OTHER 9%**

Attendee Interest

Based on surveys, attendees tell us they want to meet more companies who offer:

Pharmaceuticals	Publishers
Self-Monitoring Devices	Body Fat Analyzers
Clinical Lab Analyzers	Patient Services
Clinical Lab Test Kits	Clinical Lab Services
Bone Densitometers	Anthropometric Devices
Ultrasound Equipment	Diagnostic Equipment
Computer Hardware	In-vivo Sampling Systems
Practice Management Software	Recruiters/Staffing
Diagnostic Imaging Technology	
Insulin Delivery Systems	

Domestic clinicians account for 75% of attendees

Mingle and interact with domestic and international endocrine practitioners.

Please call or e-mail me today to benefit from participation!

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SEPT. 30-OCT. 2, 2010
LOS ANGELES, CA