



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

Exhibiting at CEU 2010 will provide you direct access to 350+ clinical endocrinologists who are already using products and services offered by companies such as yours.

Exhibiting provides a face-to-face networking opportunity at costs that are much less than traditional marketing & advertising.

ENJOY THE BENEFITS OF OUR ALL-INCLUSIVE PACKAGE:

ONE DAY SAVES OUT-OF-OFFICE TIME, TRAVEL & HOSPITALITY COSTS

ONE PRICE WITHOUT ANCILLARY DECORATOR OR HOTEL CHARGES

HIGH-TRAFFIC EXHIBIT SPACE BETWEEN MEETING ROOMS

QUALITY ATTENDEES ARE DRAWN TO BOARD REVIEWS

INTIMATE MEETING KEEPS YOU FROM GETTING LOST IN THE CROWD

FREE POST-REGISTRATION MAILING LIST OF ALL 2010 ATTENDEES

NEW!

At no additional expense, expand your presence at this popular one-day event by setting up a day early (Wednesday, September 29th) and meet an additional 60+ attendees who will be leaving upon completion of the board review.

Noteworthy: Recruiters are in Growing Demand!

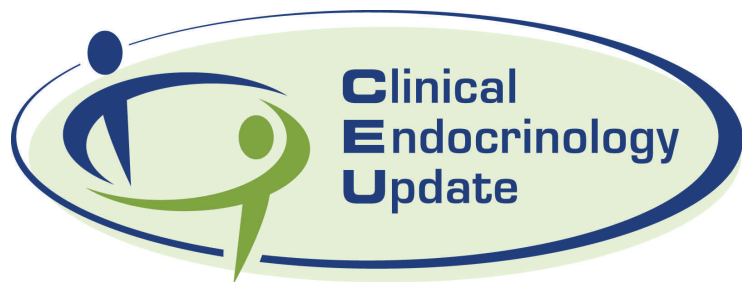
There is nothing small about the number of attendees at CEU when you are recruiting. The past few years have seen many new staffing firms having a great deal of success among the most upwardly mobile of our members - call me today to gain access to the hottest prospects in endocrinology.

Please allow me the opportunity to show you how beneficial CEU 2010 can be to your sales and marketing efforts in the ENDO community.

Warren Plank
856 232 2322, ext. 13
CEUexhibits@AFassanoCo.com



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



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EXHIBIT DATE: THURSDAY, SEPTEMBER 30, 2010

Tentative Exhibit Schedule

THURSDAY, SEPTEMBER 30, 2010

EXHIBIT HOURS 10:15 am - 2:45 pm
(Exhibits must be staffed during these hours)

Exhibitor Set-Up 8:00 am - 9:30 am

Morning Break 10:15 am - 10:45 am
Lunch Break 12:00 pm - 1:30 pm
Afternoon Break 2:15 pm - 2:45 pm

Exhibitor Move-Out after 2:45 pm

NEW OPTION! **Additional Exposure**

At no additional expense, set up on Wednesday, September 29th and gain added exposure to an additional 60+ Board Review attendees who will not be staying for sessions. It's an added-value option that is up to you!

Exhibit Fees

6' DRAPED TABLE-TOP DISPLAYS

Commercial	1000.00
Publishers	825.00
First-Timers	825.00
Not-For-Profit	275.00

The meeting syllabus, a daily program and a copy of the attendee list are all included in your booth fee.

OPTIONAL
WEDNESDAY, SEPTEMBER 29, 2010
EXHIBIT HOURS 11:45 am - 2:45 pm
(Exhibits must be staffed during these hours)

Exhibitor Set-Up 8:00 am - 11:00 am

Lunch Break 11:45 pm - 1:00 pm
Afternoon Break 2:30 pm - 2:45 pm
Last session ends at 5:00 pm

When you need to meet practicing endocrinologists

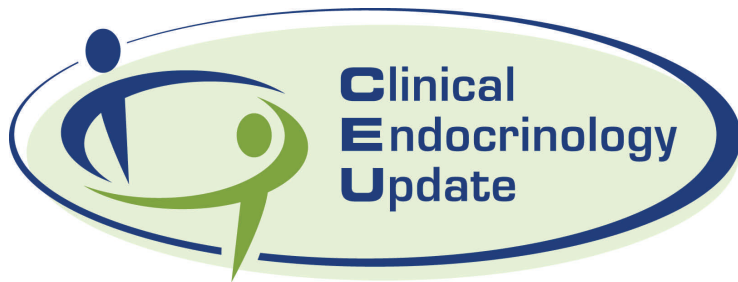
CEU participants are endocrine or internal medicine clinicians practicing mostly in private practice or hospital care involved in the diagnosis, management and treatment of endocrine disorders.

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

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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

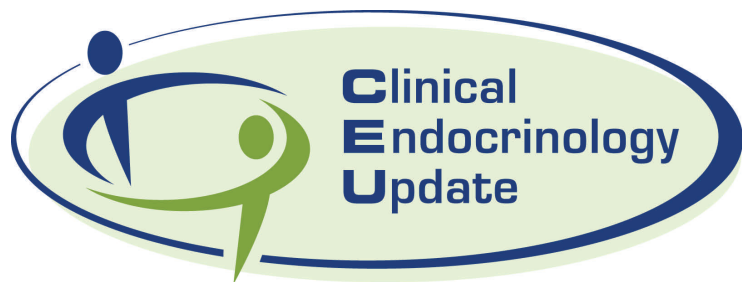
Mingle and interact with domestic and international endocrine practitioners.

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Clinical Endocrinology Update



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Past Exhibitors

Abbott Laboratories - Hosp. Div.
Acuson
Advanced Diabetes Treatment Centers
ALZA Pharmaceuticals
American College of Foot & Ankle Surgery
Amylin Pharmaceuticals, Inc.
ANEW Inc.
Animas Corporation
Ansar Inc.
Assay Designs, Inc.
Atherotech
Auxilium Pharmaceuticals Inc
Aventis Pharmaceuticals
Becton Dickinson
Better Living Now Inc
Boehringer Mannheim
Boston Medical Technologies
Byram Healthcare
Caffeine Awareness Alliance
Comchart Medical Software
ContextMedia/Diabetes Medical Network
Curascript
Custom Research Solutions
CVS Caremark
Danville Regional Medical Center
D. E. Hokanson, Inc.
Diagnostic Health Group
Disetronic Medical Systems
Eli Lilly & Company
Elsevier Science
EM Pharma
Endocrine Sciences, Inc.
Equidyne Systems, Inc.
Esaote Pie Medical
Esoterix Endocrinology
G & S Research, Inc.

GE Medical Systems
GE Ultrasound
Genentech, Inc.
Genzyme Corporation
GlaxoSmithKline
Glycomark, Inc.
Great Lakes Diabetic Supply, Inc.
Harcourt Health Sciences
Hemocue
Hoechst Marion Roussel
Hologic, Inc.
Infopia Inc.
InnoMed Systems
Insight Healthcare Solutions
Inverness Medical, Inc.
Jones Pharma
King Pharmaceuticals
Kluwer Academic Publishers
Knoll - An Abbott Laboratories Co.
Korr Medical Technologies
KOS Pharmaceuticals
Kronus
Kyphon, Inc.
Legacy Health Systems
LifeScan, Inc.
Lippincott, Williams & Wilkins
LUNAR Corporation
Mallinckrodt Medical
Magic Foundation
Mary Ann Liebert, Inc.
McFarland Clinic Ames Iowa
Medfit Marketing Inc./Needle Aid
MediSense, Inc.
Medison America, Inc.
Medtronic
Merck Human Health

Mission Pharmacal Co.
Monarch/Jones Pharmaceuticals
Mosby, Williams & Wilkins
Moses Cone Health Systems
Nipro Diabetes Systems
Norland Medical Systems, Inc.
Nova Factor
Novartis Pharmaceuticals
Noven Pharmaceuticals
Novogyne Pharmaceuticals
Novo Nordisk Pharmaceuticals
On Call Medical Coats
Ortho-McNeil Pharmaceuticals
Parke-Davis
Patton Medical Devices
Pfizer, Inc.
Pharma Brand/Generex Biotechnology
Pharmacia Corp.
Pie Medical USA
Procter & Gamble
PWSA (USA)
Rejuvenate Living
Roche Diagnostics
Saunders/Mosby/Churchill
Shimadzu Ultrasound
SmartSound Ultrasound
SmithKline Beecham
Solvay Pharmaceuticals
SonoSite, Inc.
Spartanburg Regional Healthcare System
Specialty Laboratories
St. Mary's Medical Center
Summit Doppler Systems, Inc.
Tabletop Nutrition, LLC
Takeda Pharmaceuticals NA
Tanita/Stellar Innovations
TargetRx
The Hormone Foundation
The Medical Book Store
The Nat'l Adrenal Diseases Foundation
Therasense, Inc.
ThyCaiThyroid Cancer Survivors' Assoc.
Toshiba America Medical Systems
Toshiba America Ultrasound
TOSOH Bioscience, Inc.
Vivus, Inc.
Watson Pharma, Inc.
W. B. Saunders Co.
Workflow Solutions
Wyeth-Ayerst Pharmaceuticals

Sponsorship Opportunities

If you are interested in sponsoring an event, please e-mail Teresa Favero, Associate Director, Development at tfavero@endo-society.org or call 301-941-0229.

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

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