Virtual packages to meet the needs of all budgets—with benefits that deliver tangible results. Please review the packages and benefits below to best select a package based on your needs. Review the add-on enhancements at affordable price points that reach the endocrine audience you need to sustain and grow your business.

BRONZE (STANDARD) VIRTUAL EXHIBIT PACKAGE

- Participating companies displayed during early access to CEU attendees beginning September 7, 2021, through September 12, 2021.
- Exhibit booths will be duplicated from CEU for EBR September 22, 2021, through September 24, 2021.
- Both CEU and EBR exhibit booths will be accessible to Endocrine Society members until November 30, 2021.
  - Final deadline to submit exhibit booth package materials is August 20, 2021; Various deadlines apply for additional opportunities; Refer to the confirmation letter for further details.

- All Standard and Nonprofit virtual packages include:
  - Company name listing on (1) Connection Partner pre-event CEU Email and (1) Connection Partner pre-event EBR email.
  - Company description and logo will be featured on your company profile page, along with company website, and two PDFs OR links to specific pages of your choice (total combined is two).
  - Two Complimentary Full-Registrations for CEU, one complimentary limited access for EBR.
  - Lead Retrieval and data (clicks) provided for booth materials.

PREMIUM EXHIBIT BOOTH PACKAGES

<table>
<thead>
<tr>
<th></th>
<th>Gold Package</th>
<th>Silver Package</th>
<th>Bronze Package</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product Theater</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product Theater – Up to 45 minutes – Live, blended, or on-demand session. Live Q &amp; A only available during CEU. 45 Minute re-broadcast on-demand at EBR*</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product Theater – Up to 30 minutes pre-recorded on-demand presentation, no live Q &amp; A. Re-broadcast on-demand at EBR*</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Product Theater promotion in relevant CEU event daily.</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Community Connections</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30 Minute Virtual Council with up to 6 CEU registrants selected by the Society.</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Single-day Main Virtual event landing page ad (first day)</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Unlinked logo recognition on (1) Connection Partner pre-event CEU email and (1) Connection Partner pre-event EBR email.</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unlinked text recognition on connection partner per-event CEU Email and (1) Connection Partner pre-event EBR email.</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Dedicated exhibitor email to CEU opt-in registered attendees (date and content to be approved by the Endocrine Society)</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Dedicated exhibitor email to EBR opt-in registered attendees (date and content to be approved by the Endocrine Society)</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Dedicated Twitter post with company’s messaging deployed once during CEU</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td><strong>Connection Profiles</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virtual Connection Booth with company logo</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Company website and 200-word company description</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Post-Event lead information for visiting attendees (that have opted-in)</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Links to static (PDF) or dynamic content of your choice (unique number of clicks can be provided).</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Promotional In-booth video – up to 5 minutes. *Static image only (Video upgrade available for a fee.)</td>
<td>2</td>
<td>1</td>
<td>0*</td>
</tr>
<tr>
<td>Designation as CLB Partner (if applicable) on the virtual hall landing page</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td><strong>Connection Builders</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-Access CEU 2021 virtual event experience passes</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Limited-Access EBR 2021 virtual event experience passes</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

*Re-broadcast available at EBR; On-demand recordings for both CEU and EBR will be visible in the event. platform through November 30, 2021.

Version Date: 06.02.2021.1
VIRTUAL EXHIBIT PACKAGE APPLICATION

Virtual packages to meet the needs of all budgets—with benefits that deliver tangible results. Please review the packages and benefits below to best select a package based on your needs. Review the add-on enhancements at affordable price points that reach the endocrine audience you need to sustain and grow your business.

PACKAGE ADD-ONS AND ENHANCEMENTS FOR COMMUNITY CONNECTIONS

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Theater – 45 Minute Pre-Recorded – On-Demand Session – No Live Q &amp; A</td>
<td>$18,000</td>
</tr>
<tr>
<td>Product Theater – 30 Minute Pre-Recorded – On-Demand Session – No Live Q &amp; A</td>
<td>$15,000</td>
</tr>
<tr>
<td>Virtual council design &amp; production support provided by the Endocrine Society</td>
<td>$4,750</td>
</tr>
<tr>
<td>Dedicated email to CEU opt-in registered attendees – Limited availability</td>
<td></td>
</tr>
<tr>
<td><em>Gold &amp; Silver</em> Exhibit Booth Packages – add-on cost</td>
<td>$3,750</td>
</tr>
<tr>
<td><em>Bronze</em> Exhibit Booth Package – add-on cost</td>
<td>$7,500</td>
</tr>
<tr>
<td>Single-day main virtual event landing page Rotating Ad – 2nd or 3rd day (mirrored for EBR)</td>
<td>$4,500</td>
</tr>
<tr>
<td>Single-day virtual event FAQ landing page Rotating Ad – (mirrored for EBR)</td>
<td>$3,500</td>
</tr>
<tr>
<td>Dedicated Twitter Post with company’s messaging – Limited availability</td>
<td>$6,000</td>
</tr>
<tr>
<td>In-Booth Promotional Video (up to 5 minutes)</td>
<td>$750</td>
</tr>
</tbody>
</table>

Endocrine Society (ES) reserves the right to revise any aspect of booth packages or enhancements to preserve the integrity and professional atmosphere of the meeting. All content and materials subject to ES approval.

For questions contact:
Heidi O’Hara
Business Development Specialist
A. Fassano & Company
heidi_ohara@AFassanoCo.com
Phone: +1.856.637.3301
SECTION 1 – COMPANY INFORMATION:
Company Name: ________________________________
Address: _______________________________________
City/State/Postal Code: ___________________________
Country: _______________________________________
Office Phone: _________________________________
Web Address: ________________________________

SECTION 2 – CONTACT INFORMATION:
Name: ________________________________
Title: ________________________________
Office Phone: ________________________________
Mobile Phone: ________________________________
Email: ________________________________

SECTION 2 – COMMITMENT RECAP
Virtual Exhibit Package
Gold $30,000 $_______
Silver $17,500 $_______
Standard-Bronze $ 2,500 $_______
Nonprofit $ 895 $_______

Package Add-Ons and Enhancements
Product Theater – Up to 45 minutes – On Demand $_______
Product Theater – Up to 30 minutes – On-Demand $_______
Virtual Council design & production support $_______
Dedicated email to CEU opt-in registered attendees $_______
Single-day main virtual event landing page Rotating Ad (available day two and three) $_______
Single-day virtual event FAQ page Rotating Ad $_______
Dedicated Twitter Post – Limited availability $_______
In-Booth Promotional Video (up to 5 minutes)

TOTAL COMMITMENT $_______

SECTION 3 – PAYMENT POLICY:
Application requirements and payment information:
CEU-EBR 2021 is non-refundable. See ‘Cancellations/Reduction Policy section for additional fees and schedules regarding cancellations and reductions.

- A 100% non-refundable payment of the full package fee is required with the application.

SECTION 4 – PAYMENT:
☐ Wire Transfer – call Karen Kimakovich, +1.856.302.0887 for instructions
☐ Check enclosed payable to: The Endocrine Society.

Charge my: ☐ MasterCard ☐ Visa ☐ American Express
Total amount to charge: USD $ ________________________________
Name (as it appears on the card): ___________________________
Card #: ___________________________________________
Exp. date: _____________ _______ Security code: _______________
Credit card billing address: __________________________________
________________________________________________________
City: _________________ State: _________ Zip Code: ____________
Country: _______________________________________________

SECTION 5 – AUTHORIZED SIGNATURE:
Name (print): _________________________________________________
Title: ______________________________________________________
Signature: ___________________________ Date: __________

By signing this application, the exhibitor agrees to receive materials by email and U.S. Mail from The Endocrine Society and its representatives and agents, as well as agrees to abide by the Exhibitor Rules and Regulations.

APPLICATION AND PAYMENT PROCESSING OPTIONS
Make check payable to The Endocrine Society,
Mail: The Endocrine Society, PO Box 17027, Baltimore, MD 21297-0240

Email: (ONLY IF YOUR ORGANIZATION USES OFFICE 365 FOR EMAIL ENCRYPTION):
Use this link to email application: ENDOProcessing@AFassanoCo.com
USING ONLY THIS REQUIRED SUBJECT LINE: [Confidential] CEU-EBR 2021 Application

Not Using MS Office 365 Email?
YOU MUST POSTALLY REMIT THIS APPLICATION WITH CREDIT CARD INFORMATION OR CHECK
Billing/Invoice/Wire Transfer Questions:
Contact Karen Kimakovich, Exhibit Specialist at +1.856.302.0887
PAYMENT AND DEPOSIT INFORMATION
Applications for Virtual Exhibit Packages must be received by August 20, 2021. All exhibiting companies must submit 100% of the rental fee with the exhibit application to guarantee placement in the virtual meeting. No company will be provided access to the virtual platform prior to full payment. Applications with credit card information are received and processed utilizing PCI-compliant encryption standards.

CANCELLATION
There is no refund for CEU-EBR 2021. The Society endeavors to make partners’ CEU/EBR experience as beneficial as possible and will work in good faith with our partners to ensure they have a satisfactory experience.

CONFIRMATION/BILLING
Each exhibiting company will receive a confirmation letter. If you require an invoice, please contact Karen Kimakovich. All payments must be received by August 20, 2021. The confirmation letter will contain general information about the Virtual Meeting. The invoice will specify the total cost of the contracted virtual exhibit package and add-ons, deposit received, and the balance due. Payment is due within 30 days of receipt of invoice.

COST OF EXHIBIT PACKAGES
All virtual exhibit package rates and suggested add-ons are listed on the application. The price of virtual exhibit package inclusions and the price of any additional add-ons are listed on the application.

ELIGIBILITY
The virtual exhibits are intended for firms who wish to promote scientific equipment, services, and educational resources related to the interests of clinical and research endocrinologists. New exhibitors will be vetted according to the above intent. The Society reserves the right to require the immediate withdrawal of an exhibit if it conflicts with the purposes of the Society. The promotion of items unrelated to the scientific interest of the Society will not be permitted.

FDA GUIDELINES
Exhibitors are responsible for adhering to all established Food and Drug Administration guidelines for exhibiting products that are FDA approved and those that may be pending FDA approval. The Society assumes no responsibility to obtain FDA approval.

LIABILITY
The Endocrine Society, A. Fassano & Company, Capital Reach, and all contracted providers are not responsible for any major cyber-attacks including distributed denial-of-service attacks, attacks using undocumented backdoors and such extraneous and irresistible attacks. The Endocrine Society, A. Fassano & Company, Capital Reach, and all contracted providers are not responsible for an exhibiting company’s inability to access to virtual components due to their company’s firewall policies.

SURVEYS/QUESTIONNAIRES
Exhibitors may conduct market research by asking attendees to respond to surveys and questionnaires as long as the process is conducted in good taste. The survey must be conducted from within the virtual exhibit booth or Product Theater.

CEU-EBR 2021 VIRTUAL MEETING CODE of CONDUCT
The Endocrine Society is committed to providing a safe, productive, and welcoming environment for all meeting participants and ENDO staff. All participants, including, but not limited to, attendees, speakers, volunteers, exhibitors, ENDO staff members, service providers, and all others are expected to abide by this Program’s Code of Conduct. This Policy applies to all ENDO meeting-related events, including those sponsored by organizations other than ENDO but held in conjunction with ENDO events, on public or private platforms.

Exhibits are subject to the approval of the Endocrine Society. The Endocrine Society reserves the right, even after an application has been approved, to refuse exhibits or to curtail/close exhibits or part of exhibits that do not, in ENDO’s determination, comply with the rules, terms and conditions governing the Virtual Meeting; are contrary to ENDO’s scientific or public policies, positions, statements or guidelines; or otherwise reflect unfavorably on the character of the meeting. The Endocrine Society shall have full authority to interpret or amend rules, terms and conditions and ENDO’s decision is final. Exhibitors agree to abide by any rules, terms and conditions that may hereafter be adopted. The Endocrine Society reserves the right to prohibit any activities in the virtual booth which have not been expressly permitted via approval of The Endocrine Society. Companies and organizations that do not have a contract for virtual exhibit space on file with the Endocrine Society are prohibited from participating in the ENDO Expo 2021 or uploading of any materials or any other type of activity. All issues not addressed are subject to the decision of the Endocrine Society.