

Perimeter Advertising Policy

This policy outlines the rules governing all external advertising and promotional activities conducted by exhibitors within the vicinity of ENDO 2027. This is enforced to maintain the quality and integrity of the event experience for all attendees, which all exhibitors must abide by when contracting with the Endocrine Society for ENDO.

1. Enforcement Details

Detail	Description
Dates of Enforcement	June 4 – 8, 2027
Controlled Radius	The broader metropolitan area encompassing the convention center, all official ENDO housing blocks, key transit corridors, and host city airports, specifically within zones designated by the Endocrine Society as restricted from independent outdoor advertising.
Penalty for Non-Compliance	Exhibitors who violate this rule will be penalized in accordance with the Exhibitor Terms and Conditions agreed to when signing the exhibitor application and contract for booth space.

2. Mandatory Vendor Requirement (Metro-Wide Restriction)

To ensure contractual compliance and maintain a professional advertising presence, exhibitors may not contract directly with any external entity for advertising within the Controlled Radius.

All perimeter advertising requests within the Controlled Radius (including host city airports) must be submitted to [Dana Olson](#) at A. Fassano & Company (AFCo) for Endocrine Society (ENDO) approval. If approved, and depending on advertising medium proposed, ENDO and AFCo will determine whether a sponsorship package will be procured, coordinated, and executed exclusively through AFCo or if a fee will be imposed to grant exhibitors permission to run a localized campaign marketing directly to ENDO's concentrated, pre-qualified, and highly valuable audience within the imposed perimeters. Fees for all controlled perimeter advertising tactics, including geofencing, are not fixed and will be determined on a case-by-case basis by ENDO. All fees are subject to change and are provided exclusively by the official supplier, AFCo. ENDO requires advertisement depictions for review, and all artwork must receive final approval before deployment.

This requirement applies to, but is not limited to, the following types of external marketing:

- Digital: Geofencing, Digital/Mobile Billboards
- Transit/Venue: Airport advertising, Transit advertising, Taxi/Rideshare/Van Wraps, Pedicabs
- Static/Physical: Banners, Static Billboards

Depending on the city in which ENDO is held, new advertising opportunities may arise. Under these circumstances, exhibitors are advised to contact and work with A. Fassano & Company to develop customizable advertising packages. Exhibiting companies will receive first right of refusal (ROFR) for any opportunity developed from a collaboration between said exhibitor and A. Fassano & Company for the following year. Note: Opportunities will vary city by city, but ROFR is given to the most comparable tactics from year to year (e.g., airport advertisers receive ROFR on airport options the following year, etc.).

3. Banned "Street Activities"

Within the Controlled Radius, ENDO strictly bans all unauthorized "street activities" for the duration of ENDO 2027. These activities are prohibited whether managed by an exhibitor, a third party, or an external agency.

Banned activities include, but are not limited to:

- Guerilla marketing tactics
- Distributing promotional items or brochures by street "vendors"
- Placing static advertising (posters, sandwich boards) in public areas
- Performers
- Using audio broadcasts or loudspeakers.
- Segway advertising, Pedicab advertising (non-contracted), and Performers.
- Chalk art or other temporary ground markings.

For more information, please contact:

[Dana Olson, PMP](#) | Exhibit & Sponsorship Opportunities | D 856-302-0893 (ET)

Branding Guidelines

The names “Endocrine Society” and “ENDO” are registered trademarks. Use of either name or corporate logos in conjunction with advertisements, promotional materials, endorsements, statements, contests, and/or awards of any kind without prior permission is prohibited.

The ENDO meeting logo is the property of the Endocrine Society. The Endocrine Society will grant permission to exhibitors to utilize the meeting logo in an appropriate manner in conjunction with their advertisements and other materials promoting their participation in ENDO.

Upon request, we will provide our logo in electronic format for your use. Please contact Sarah Beidleman at sbeidleman@endocrine.org for logo files.

One of the following phrases must accompany any use of the meeting logo:

1. While attending ENDO 2027...
2. ...to be held in conjunction with ENDO 2027

If no logo is used, the meeting MUST be referred to as ENDO 2027. No other paraphrasing or wording is appropriate.

The Endocrine Society must review and approve all promotional pieces and/or advertisements (i.e., signage, mailers, or invitations) that will use the Society’s name or which include the meeting logo prior to the printing, production, or dissemination of said items. Companies wishing to receive approval to use Endocrine Society logos must provide a minimum of 5 business days to receive approval. Rush requests cannot be accommodated. All proposed uses of the Society logo or ENDO logo must be approved prior to printing and distribution at the meeting. Please send all approval requests to Sarah Beidleman at sbeidleman@endocrine.org.

Advertising Disclaimer: The Endocrine Society does not endorse, guarantee, or assume responsibility for any claims, products, services, or statements made by sponsors or advertisers. The Endocrine Society reserves the right to reject, require modification of, suspend, or remove materials that may be noncompliant or create regulatory, legal, or reputational risk.