RESOURCES FOR PROMOTING YOUR PRESENCE AT ENDO

The Endocrine Society’s annual meeting is an ideal venue for raising awareness of emerging science and advances in clinical practice. The Society is pleased to offer a number of resources to help you generate media attention for your abstract or booth. Here are the answers to some common questions you may have about promoting your work at ENDO.

Q. WHEN DOES THE EMBARGO LIFT ON MY ABSTRACT?
A. The embargo lifts at the start of your poster or oral presentation session. If you are presenting during a poster session from 1:00–3:00 PM Saturday, for example, the embargo expires at 1:00 PM Saturday. At that point, you can send out a press release or other materials to the media.

In rare cases, the Society may change the embargo time to drive media interest in a press conference or other event. You will be contacted by the Society staff, if this is the case. This typically affects less than 10 of the nearly 3,000 abstract authors who present at the Society’s annual meeting each year.

If you represent a company and would like to request an adjustment in the embargo time to accommodate the financial markets, please e-mail media@endocrine.org by March 13, 2017.

Q. WHAT KIND OF MEDIA PROMOTION CAN I ENGAGE IN WHEN MY ABSTRACT IS ACCEPTED?
A. ENDO abstract authors’ institutions are permitted to issue preview press releases after abstracts are accepted. The release may include basic information such as the abstract title, authors, and date of presentation. Details about the research findings remain under strict embargo until the time of the presentation.

Society staff members are available to review your preview press releases for embargo compliance. Please send any drafts to media@endocrine.org.

Q. HOW CAN I SHARE PRESS MATERIALS WITH JOURNALISTS WHO ATTEND THE MEETING?
A. More than 50 journalists registered for ENDO 2016. Although it is against the Society’s policy to share the list of registered journalists for any meeting or event, we offer other opportunities to help you reach media on-site. The Society operates an on-site newsroom, and presenter and exhibitor press releases, fact sheets, and press kits may be delivered to Society staff for distribution to registered reporters.

Electronic versions of these materials should be sent to Society staff at media@endocrine.org for review by March 13, 2017. Materials must be reviewed by staff prior to distribution.

Institutions are responsible for printing and delivering their own materials to the newsroom. We appreciate you keeping your drop-offs brief. The newsroom is a working office, and it is important to maintain a quiet atmosphere for journalists.

Q. I WOULD LIKE TO HOLD AN ON-SITE PRESS CONFERENCE. WHAT SERVICES DOES THE SOCIETY OFFER?
A. The Society’s on-site news conference facility may be rented for press events. For additional information, please e-mail the staff at media@endocrine.org.