

ASN KIDNEY WEEK 2011
44th ANNUAL MEETING AND SCIENTIFIC EXPOSITION
PENNSYLVANIA CONVENTION CENTER, PHILADELPHIA, PA
NOVEMBER 8 – 13, 2011

ANCILLARY EVENT GUIDELINES

ASN Kidney Week will bring together nearly 13,000 participants, November 8 – 13, 2011, in Philadelphia, PA. ASN allows groups to hold various events in conjunction with the annual meeting:

- Sales/Business Meetings
- Investigator/Consultant Updates
- Advisory Board Meetings
- Roundtables
- Social Functions (Breakfasts, Lunches, Dinners, and Receptions)
- Other Activities (as approved by ASN)

ASN does not allow groups to hold educational or Continuing Medical Education (CME) events during Kidney Week.

The Society requires that all activities held in conjunction with Kidney Week be coordinated through our offices. This ensures the Society is aware of every activity, so we can better assist participants in planning their agendas or finding a specific activity, while ensuring the primary focus of Kidney Week remains quality continuing education for participants.

We ask that groups respect the educational focus of our meeting by coordinating all outside activities through the Society. ASN staff will work with you to schedule your activity in a timely manner. Not adhering to these guidelines may result in a loss of exhibitor priority points.

For all activities, the organizer will take full responsibility for the event or meeting and hold harmless The American Society of Nephrology, its officers, agents, contractors and employees from any and all liability and costs associated with the activity.

Ancillary Event Group Types

There are four ancillary event group types:

- ASN Kidney Week 2011 Exhibitors (Category I, II, and III Events)
- Non-Profit/Academic Organizations (Category IV Events)
- International Travel Agency
- Non-ASN Sponsored Media Events

If your event does not fit one of these group types, please contact ASN Meetings at ASNmeetings@smithbucklin.com.

Please refer to the following tables to properly identify your group type and associated fees.

ASN Kidney Week 2011 Exhibitors

	Category I Event	Category II Event	Category III Event
Purpose	Internal Sales/Business Meeting	Internal Sales/Business Meeting	Investigator/Consultant Updates, Advisory Board Meetings, Roundtables, and Social Functions
Time	Held during non-ASN event hours	Held during ASN event hours	Held during non-ASN event hours
Audience	Exhibiting Company Employees Only	Exhibiting Company Employees Only	Invitation ONLY May include Kidney Week participants
Non-Refundable Processing Fee	\$100.00 by August 5 \$200.00 after August 5	Waived	Waived
Change Fee	\$100.00 after August 5	\$100.00 after August 5	Waived
Event Fee	Waived	\$500.00 per four hour time period; please note this fee is not pro-rated per hour	1 – 10 attendees: \$1,000 11 – 25 attendees: \$5,000 26 – 50 attendees: \$10,000 51 – 100 attendees: \$15,000 101 – 200 attendees: \$20,000 >200 attendees: contact ASN

Non-Profit/Academic Organizations

	Category IV Event
Purpose	Business meeting/social functions Note: No industry involvement allowed
Time	Held during non-ASN event hours only
Audience	Invitation ONLY: Limited to Kidney Week Participants
Non-Refundable Processing Fee	\$100.00 by August 5; \$200.00 after August 5
Change Fee	\$100.00 after August 5
Event Fee	Waived

International Travel Agency

If you would like to reserve a hospitality desk for Kidney Week participants only, please contact ASN at ASNmeetings@smithbucklin.com.

Non-ASN Sponsored Media Events

If you would like to schedule a media event during Kidney Week, please contact Adrienne Lea at alea@asn-online.org. All events must have prior ASN approval and are subject to a \$15,000.00 fee. ASN reserves the right to attend non-society media events and obtain a list of registered attendees to ensure accurate media coverage.

Scheduling an Ancillary Event

Category I, III, and IV events may be scheduled during **non-ASN** event hours. The approved times are listed below in BLACK only.

Category II events may be scheduled during **ASN** event hours. The approved times are listed in **RED** and UNDERLINED below and are subject to a \$500.00 event fee per four hour time slot booked.

DATE	TIME
Tuesday, November 8	<u>12:00 AM – 6:00 PM</u> ; 6:00 PM – 11:59 PM
Wednesday, November 9	<u>12:00 AM – 6:00 PM</u> ; 6:00 PM – 11:59 PM
Thursday, November 10	12:00 AM – 7:45 AM; <u>7:45 AM – 12:45 PM</u> ; 12:45 PM – 1:45 PM; <u>1:45 PM – 6:45 PM</u> ; 6:45 PM – 11:59 PM
Friday, November 11	12:00 AM – 7:45 AM; <u>7:45 AM – 12:45 PM</u> ; 12:45 PM – 1:45 PM; <u>1:45 PM – 6:45 PM</u> ; 6:45 PM – 11:59 PM
Saturday, November 12	12:00 AM – 7:45 AM; <u>7:45 AM – 12:45 PM</u> ; 12:45 PM – 1:45 PM; <u>1:45 PM – 6:45 PM</u> ; 6:45 PM – 11:59 PM
Sunday, November 13	12:00 AM – 7:45 AM; <u>7:45 AM – 12:00 PM</u>

Rules and Regulations

Meeting Fees and Cancellation Policy

Event Approval

Category I, II, III, and IV event requests must be submitted online. Please allow five business days for ASN to process each request. At that time, the event contact will receive an email either approving or declining the event request.

Processing Fees

If an event is approved, a non-refundable processing fee of \$100.00 will be assessed for Category I and IV events booked by Friday, August 5. After August 5, a \$200.00 non-refundable processing fee will be charged per event. This fee must be paid online via credit card to confirm your event. Room assignments will not be made until this fee is paid in full. This fee is non-refundable even in the event of cancellation.

Event Fees

Category II and III events are subject to a separate event fee. These fees are due in full within 30 days of receipt of invoice or by October 7, 2011, whichever is sooner. Room assignments will not be confirmed until payment is made in full.

Change Fees

All event changes must be submitted via the Event Change Request Form online. Approved changes submitted after August 5 will be assessed a \$100.00 change fee. Category III events do not incur change fees.

Cancellation Policy

All processing fees are non-refundable.

Event fees are subject to the following cancellation policy:

- > 90 days prior to ASN Kidney Week 2011 (by August 10, 2011) – 50% refund
- > 60 days prior (by September 9) – 25% refund
- < 60 days prior (after September 9) – 0% refund

Guidelines

- All events held in conjunction with ASN Kidney Week 2011 must be submitted via ASN's online Ancillary Event Request Form.
- Ancillary events are not developed, sponsored, planned or managed by the American Society of Nephrology and may not be promoted as ASN activities.
- The American Society of Nephrology (ASN) name and logo are the exclusive property of and trademarked by ASN. ASN's name, insignia, logo, acronym, or any reference to the ASN 44th Annual Meeting & Scientific Exposition/Kidney Week 2011 may not be used in mailing pieces, signs, advertising, or promotions in any media or on descriptive product literature, prior to, during, or after Kidney Week 2011. The only exception is Non-Society Media Events, which, may state: "this information was presented at ASN Kidney Week 2011."
- ASN reserves the right to review all mailings and other promotional items and activities employed to publicize any approved ancillary event or participation in Kidney Week

2011. All brochures, invitations, announcements, posters, agendas, speaker descriptions, evaluations, postcards, other promotional and meeting materials must be approved by the ASN prior to printing. Please allow five business days for written approval.

- ASN prohibits the distribution of any meeting announcements or promotional materials within the convention center or designated meeting hotels. Hotel room drops are strictly prohibited.
- ASN prohibits all groups from contacting, reserving, or contracting meeting space and or sleeping rooms with ASN hotels without the written approval of ASN. Any meeting space or sleeping rooms reserved, or contracted prior to, during and after Kidney Week, will be forfeited and released back to the ASN hotel.

24 Hour Meeting Space Holds

Diamond and Platinum Level Corporate Supporters

Diamond and Platinum Level Corporate Supporters may apply for a 24-hour room hold from Tuesday, November 8 at 8:00 am – Sunday, November 13 at 12:00 pm. Diamond Level Corporate Supporters are allotted two complimentary 24-hour room holds per day while Platinum Level Corporate Supporters are allotted one. Both Diamond and Platinum Level Corporate Supporters may request more than their allotment at a fee of \$1,000.00 per 24-hour room hold per day based on availability.

Exhibitors

24-hour room holds are available at a rate of \$1,000.00 per room per day based on availability. 24-hour holds are not subject to a processing fee. If your event is more than one day, you may include multiple days on the same request form.

Hospitality Suites

Hospitality suites are available for rent based on availability. Hospitality suites are not subject to a processing fee. Please submit hospitality suite requests directly to ASNmeetings@smithbucklin.com.

Meeting and Function Space

Meeting space assignments will be communicated to event contacts beginning the week of August 15, 2011. Space is assigned on a first-come, first-served basis after all ASN meetings and events have been scheduled and reserved. ASN will assign Diamond and Platinum Level Supporter requests first if received by Friday, July 22, 2011 before assigning other event requests. Strong consideration will be made to accommodate groups at their preferred destination but assignments will be based on a first come first serve and be dependent upon space availability at the desired property.

Meeting rooms and function space are available at the following hotels:

Philadelphia Marriott Downtown
Loews Philadelphia Hotel
Sheraton Philadelphia City Center Hotel
DoubleTree by Hilton Philadelphia City Center

ASN has a limited amount of complimentary meeting space. Once your ancillary event is approved and a meeting hotel is assigned, ASN will provide the event contact with the hotel contact information. Requests to hold an event at any hotel or venue other than those listed above will be handled on a case by case basis until September 6, 2011 and may be subject to an additional meeting space fee.

The organizer is responsible for all costs associated with the event, including food & beverage, audiovisual equipment and labor, music license fees, speaker travel and honoraria, hotel labor costs, meeting room rental, if applicable, etc.

Marketing and Promotion

If desired, ASN will assist in the promotion of ancillary events by listing them in the Onsite Program Book. To have your listing included in this publication, ASN must receive your application by August 5, 2011.

Liability

For all ancillary events, the function organizer will take full responsibility for the event/meeting and will hold harmless the American Society of Nephrology, its officers, agents, contractors and employees from any and all liability and costs associated with the ancillary event. By completing the online request form, ASN is released from any and all liability.

Ancillary Event Request Form Deadline

Completed ancillary event applications must be received by Friday, August 5, 2011 to be published in the Onsite Program Book. ASN will continue to take applications as long as space permits.

Questions? – Please contact ASNmeetings@smithbucklin.com.