

ASN Kidney Week 2012

Educational Symposia

Help educate participants about a specific area in the field of nephrology. These one-hour programs, available for educational grant support, are held over breakfast or lunch at one of the two ASN Headquarter Hotels. The Society develops program content, recruits faculty, develops syllabus materials, selects menus, arranges audiovisual requirements, and administers continuing medical education.



ASN Services Included in Support Fee

Program Development: ASN is an accredited CME provider. The Society's Postgraduate Education and Program Committees develop the programs for Kidney Week, including the educational symposia.

CME Administration: ASN is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. ASN provides CME credit on an hour-by-hour basis. Corporate supporters are required to sign a CME letter of agreement prior to the start of the program. Educational symposia are evaluated and results and comments are shared with the corporate supporter after the conclusion of the program.

Speaker Management: ASN identifies and recruits all speakers and moderators for each educational symposium.

Meeting Space: All educational symposia are hosted in one of the two ASN Headquarters Hotels in San Diego, CA. Both hotels are within walking distance to the San Diego Convention Center.

Catering: ASN selects and coordinates all menus through the host hotel. A continental breakfast is served during all breakfast symposia, while box lunches are served during lunch symposia.

Audiovisual Equipment: Each session room is set with an LCD projector and screen, computer, laser pointer, table and lavalier microphones, and a lighting package. All labor for set up, testing and removal of equipment is included in the fee along with a technician.

Printed Materials: All educational symposia are listed in Guide to Educational Symposia and posted on the ASN website.

Signage: All session signage are of uniform design and are produced by ASN. Signs include the program title, date, time, location, and supporter's company logo. Signs are displayed in a designated area of the host hotel and outside the session room door.

Available Dates and Times

Thursday, November 1, Friday, November 2, and Saturday, November 3

Breakfast Symposia: 6:45 a.m. to 7:45 a.m.
(doors open and breakfast service begins at 6:30 a.m.)

Lunch Symposia: 12:45 p.m. to 1:45 p.m.
(doors open and lunch service begins at 12:30 p.m.)

All symposia are 60 minutes in length.

Registration: Educational symposia are available to full Kidney Week registrants only, and all participants must display an official Kidney Week 2012 badge to enter them. Advance registration is not allowed for any session and seats are filled on a first come, first served basis. Corporate supporters receive complimentary admission for up to ten representatives to their supported symposium.

Onsite Management: ASN staff manages all meeting, program, and speaker logistics onsite at the host hotel.

Benefits

- Company name listed in Guide to Symposia, if support is secured prior to production.
- Company name displayed with program on ASN's website.
- Acknowledgement on session signage, syllabus materials, and introductory slides.

Corporate Support Fees

\$135,000 for sole support of a breakfast symposium (300 participants anticipated)

\$170,000 for sole support of a lunch symposium (500 participants anticipated)

(NOTE: The anticipated attendance for each educational symposium is a minimum. The number of planned participants can be increased by multiples of 100 for an additional fee.)

Contract and Payment

Unless otherwise noted in the ASN Letter of Agreement (LOA), payment is non-refundable and due in full once both parties have signed the LOA.



Educational Symposia *continued*

Additional Opportunities

Invitations

ASN allows mailed announcements prior to the event, at cost to the supporter. ASN assumes responsibility for distribution of invitations.

Invitations: Mailed to up to 8,000 domestic registrants and ASN members

\$15,000 (includes design, printing, mail handling, and postage)

Enduring Materials

ASN encourages corporate supporters to consider the support of an enduring material to extend the reach of an educational symposium. ASN posts enduring materials to its website for 12 months following Kidney Week. ASN provides onsite staff to capture the complete presentation for posting on www.asn-online.org/learningcenter. This option allows participants to view the program and obtain CME credit after the conclusion of conference.

The enduring program posting includes:

- Synchronization of audio with presentation slides
- Hosting on the ASN website for 1 year
- Interactive online post-test
- Accreditation for physicians; offers up to 1.0 *AMA PRA Category 1 Credits*[™]

\$25,000 for a 12-month posting



Contacting ASN

For further information regarding educational symposia, please contact:

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