Exhibitor Prospectus

Meeting Dates: November 11–16
Exhibit Dates: November 13–15

Pennsylvania Convention Center,
Philadelphia, PA
Why Exhibit at ASN Kidney Week?
The American Society of Nephrology (ASN) hosts ASN Kidney Week, the largest, most exciting and influential gathering of kidney professionals in the world. ASN invites you to exhibit at the 47th Annual Meeting & Scientific Exposition at the Pennsylvania Convention Center in Philadelphia, PA

November 11–16, 2014 (exhibit dates November 13–15).

Exhibitors at Kidney Week present advances in treatment, research, and cutting-edge technology to more than 13,000 physicians, scientists, and other healthcare professionals from the United States and more than 100 other countries.

ASN exhibitors meet with influential decision makers to:
- Generate new sales leads
- Interact with nephrology professionals worldwide
- Build visibility in a competitive marketplace
- Strengthen customer relationships and add new customers
- Introduce new products and services
- Give product demonstrations
- Conduct market research

Raise your profile in the nephrology community, and earn priority points for future years.

ASN reserves exhibit space using a priority point system for companies and organizations that have exhibited at ASN Kidney Week in the past or support ASN in other ways. New for 2014, ASN will hold Onsite Space Selection for ASN Kidney Week 2014 during ASN Kidney Week 2013. Your assigned appointment time will be communicated to you via email from J. Spargo. Starting in mid-November 2013 space will become available on a first-come, first-served basis. Please read this prospectus carefully for detailed information about obtaining your exhibit space.
**What is the address of the Convention Center?**
Pennsylvania Convention Center
1101 Arch Street
Philadelphia, PA 19107

**When will the ASN Scientific Exposition open?**
Thursday, November 13, 2014
9:30 am – 2:30 pm
Friday, November 14, 2014
9:30 am – 2:30 pm
Saturday, November 15, 2014
9:30 am – 2:30 pm

**Daily Unopposed Exhibit Time**
9:30 a.m. – 10:30 a.m.

**When can I set up and dismantle my booth?**
**Installation**
Tuesday, November 11, 2014
8:00 am – 5:00 pm
Wednesday, November 12, 2014
8:00 am – 5:00 pm

**Dismantling**
Saturday, November 15, 2014
2:30 pm – 8:00 pm
Sunday, November 16, 2014
8:00 am – 12:00 pm

All exhibitors must adhere to the stated hours and complete installation no later than 5:00 pm on Wednesday, November 12, 2014.

**Where will the exhibits be located and when will the floor plan be posted?**
The ASN Kidney Week 2014 exhibits will take place in Halls A-C of the Pennsylvania Convention Center in Philadelphia, PA. The floor plan will be posted on the ASN website at www.asn-online.org/kidneyweek in November 2013.

**Who is the general services contractor?**
Global Experience Specialists Exposition Services (GES) is the official contractor for ASN. GES manages exhibit set-up, dismantling, furnishing, shipping and all other related services at the exposition.

**How do I apply?**
Complete the application, available in November 2013 on the ASN website at www.asn-online.org/kidneyweek. The application and a 50% deposit must be mailed to the address listed on the application. ASN will not accept payment by credit card. Exhibit applications submitted after July 11, 2014 must be accompanied by full payment.

**What does my payment include?**
Your payment includes the cost of the physical space rental only. Exhibitors are responsible for the costs of carpeting and furniture obtained through our general services contractor, Global Experience Specialists Exposition Services.

**Is carpeting required?**
Exhibitors must carpet their booths by 5:00 pm on Wednesday, November 12, 2014. There are no exceptions to this rule.

**What are the show colors for the exhibit hall?**
The carpet color will be blue jay and the pipe and drape will be navy, burgundy and white.

**Are exhibitors required to register the individuals who will staff the booth?**
Yes, all exhibitors are responsible for registering each individual attending the meeting. Exhibitor registration and housing links will be communicated to you via email.

**How many badges are allotted to each company?**
ASN allots four exhibit hall only badges per 100 square feet for exhibit space reserved, up to a maximum of 150 badges. Exhibitors may request additional exhibit-hall-only badges for a fee of $50 per badge during the online registration process. Full-meeting badges are also available.

**What are priority points?**
The priority point system recognizes companies that support the Society and its activities. ASN encourages all new companies to participate. Priority points determine exhibit hall placement and help determine placement for group housing blocks.
**Do I have priority points?**

If you exhibited or provided support for ASN’s Kidney Week in 2011, 2012 or 2013, you have accumulated priority points. Points earned for these 3 years will be added together to represent your priority point total that will be used to determine the assignment order for the Kidney Week 2014 meeting. Please contact Sarah Mesner at smesner@asn-online.org for your priority point standing.

**What kinds of giveaways are permitted?**

ASN supports the ethical codes of conduct on interactions with healthcare professionals including, but not limited to, Advanced Medical Technology Association (AvaMed) *Code of Ethics on Interaction with Health Care Professionals*; the American Medical Association (AMA) *Gifts to Physicians from Industry Ethical Opinion 8.06111*; the Pharmaceutical Research and Manufacturers of America (PhRMA) *Code on Interactions with Healthcare Professionals*; the Council for Medical Specialty Societies (CMSS) *Code for Interactions with Companies*; U.S. Food and Drug Administration (FDA); the Office of Inspector General Compliance Program Guidance for Pharmaceutical Manufacturers; and other ethical guidelines and expects all exhibitors at ASN Kidney Week 2014 to be in compliance. All exhibiting companies, regardless of tax status, must demonstrate compliance, to these and subsequent ethical codes. For more information please review the Giveaways Section on Page 16.

**How do I sign up for Innovators Place 2014?**

Innovators Place is designed to offer the opportunity for scientific discourse between scientific and medical representatives of product innovators and the nephrology community. ASN will introduce an application process at a later date that will appear on the ASN website. Please contact Sarah Mesner at smesner@asn-online.org for questions regarding Innovators Place.

**Who is my primary contact for exhibition needs?**

Please contact Sarah Mesner smesner@asn-online.org for all logistical aspects of the ASN Scientific Exposition.

**How can I offer my feedback on my exhibiting experience with ASN?**

Exhibitors interested in providing feedback to the Society should apply for a position on ASN’s Exhibitor Advisory Committee. The committee meets regularly up to three times a year, including at ASN Kidney Week. A request for nominations will be emailed to all exhibitors in August 2014. Please contact Sarah Mesner at smesner@asn-online.org for further information.
**General Information**

**Exhibit Venue**
Pennsylvania Convention Center  
1101 Arch Street  
Philadelphia, PA 19107

**2014 Booth Fees**
- In-line Space: $34 per square foot
- Island Space: $42 per square foot
- Non-Profit Space: $1,000 (first booth only)

If required material is received by the due date, booth fee includes:
- Complimentary listing of company name, booth number, and product description in the Onsite Program.
- Complimentary exhibit hall only badges, full meeting badge(s) and guest passes.
- Complimentary final registration list.

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**Exhibit Dates and Times**

**Unopposed Exhibit Time:**
- Daily: 9:30 a.m. – 10:30 a.m.

**Installation**
- Tuesday, November 11, 2014: 8:00 am – 5:00 pm
- Wednesday, November 12, 2014: 8:00 am – 5:00 pm

**Exhibits Open**
- Thursday, November 13, 2014: 9:30 am – 2:30 pm
- Friday, November 14, 2014: 9:30 am – 2:30 pm
- Saturday, November 15, 2014: 9:30 am – 2:30 pm

**Dismantling**
- Saturday, November 15, 2014: 2:30 pm – 8:00 pm
- Sunday, November 16, 2014: 8:00 am – 12:00 pm

*Times subject to change (exhibitors will be notified of changes in writing).*

ASN and Global Experience Specialists Exposition Services will enforce the installation hours. All exhibitors must adhere to these hours and complete installation no later than 5:00 pm on Wednesday, November 12, 2014. Should special circumstances necessitate additional time, exhibitors must submit a written request at least 30 days in advance of the show’s open date. Send special requests on or before Wednesday, October 1, 2014 to Sarah Mesner, ASN Meetings and Exhibits Coordinator, at smesner@asn-online.org.

**General Services**
Global Experience Specialists Exposition Services National Call Center  
Phone (USA): 800-475-2098  
Fax: (USA): 866-329-1437  
International Calls: 702-515-5970  
International Faxes: 702-263-1520  
Website: www.ges.com/contact
**Important Dates & Deadlines**

**Monday, November 11, 2013: Open Booth Placement Deadline**
- Exhibit hall placement opens to all organizations on a first-come, first-served basis.

**Wednesday, December 18, 2013: 50% Payment Deadline**
- Exhibit applications submitted after this date must be accompanied by 50% payment.

**Wednesday, June 4, 2014 Annual Meeting Abstract Submission Deadline**

**Friday, July 11, 2014: Final Payment Deadline / Cancellation Penalty**
- Exhibit applications submitted after this date must be accompanied by payment in full.
- Last day to cancel exhibit space or to downsize booth space at the 50% cancellation penalty. After this date all cancellations or downsizes are subject to a 100% fee.

**Friday, August 4, 2014: Ancillary Event/Product Descriptions Deadline**
- Ancillary event request early deadline
- Due date for descriptions of organizations and products to appear in the Onsite Program.

**Friday, September 12, 2014: Booth Layout, Exhibitor Appointed Contractor, Certificates of Insurance, Giveaways, and Presentation Form Deadlines**
- Design layouts for island and multilevel booths (400 sq. ft. and larger)
- Exhibitor Appointed Contractor forms
- Certificates of Insurance from exhibitor appointed contractors (400 sq. ft. and larger)
- Promotional Items Distribution request
- Booth presentation request

**Friday, September 26, 2014: Exhibitor Group Housing Deadline**
- Exhibitor Group Housing requests

**Tuesday, October 14, 2014: Exhibitor Individual Hotel Reservations/Installation Request Deadline**
- Individual Exhibitor Hotel Reservations
- Exhibitor installation should be completed no later than 5:00 p.m. on Wednesday, November 12. If special circumstances necessitate additional time for installation, exhibitors must submit a written request should be completed and submitted by October 1, 2014 to Sarah Mesner at smesner@asn-online.org

**Monday, October 13, 2014: Advanced Registration List Order Form Deadline**

**Thursday, November 13, 2014: Scientific Exposition / 2015 Space Selection**
- ASN Scientific Exposition Opens
- ASN Kidney Week 2015 Priority Point Space Selection Appointments begin onsite at Kidney Week 2014

**Saturday, November 15, 2014:**
- ASN Scientific Exposition Closes
- 2015 Priority Point Space Selection Appointments End onsite at Kidney Week 2014; remaining booth space becomes available on a first come first served basis.

*Please note dates are subject to change.*
## Participant Information

### ASN Kidney Week Participants

<table>
<thead>
<tr>
<th>Registration Categories</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Denver</td>
<td>Philadelphia</td>
<td>San Diego</td>
</tr>
<tr>
<td>ASN Members</td>
<td>3,078</td>
<td>3,313</td>
<td>4,042</td>
</tr>
<tr>
<td>Non Members</td>
<td>5,292</td>
<td>4,748</td>
<td>4,771</td>
</tr>
<tr>
<td>Physicians-in-Training</td>
<td>692</td>
<td>1,327</td>
<td>1,446</td>
</tr>
<tr>
<td>Other Categories</td>
<td>1,063</td>
<td>1,091</td>
<td>457</td>
</tr>
<tr>
<td>Total Attendees</td>
<td>10,125</td>
<td>10,479</td>
<td>10,716</td>
</tr>
<tr>
<td>Total Exhibitors</td>
<td>2,227</td>
<td>2,206</td>
<td>2,030</td>
</tr>
<tr>
<td>Press</td>
<td>38</td>
<td>35</td>
<td>37</td>
</tr>
<tr>
<td>Other Categories</td>
<td>395</td>
<td>272</td>
<td>262</td>
</tr>
<tr>
<td>Early Programs Only</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>153</td>
<td>111</td>
<td></td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>12,785</strong></td>
<td><strong>13,145</strong></td>
<td><strong>13,156</strong></td>
</tr>
</tbody>
</table>

## 2012 Meeting Attendees

### Primary Specialty

- **Chronic Kidney Disease**: 32%
- **Dialysis**: 16%
- **Acute Kidney Injury**: 15%
- **Glomerular Disease**: 11%
- **Transplantation & Immunology**: 7%
- **Hypertension & Cardiovascular Disease**: 6%
- **Bone & Mineral Metabolism**: 4%
- **Other**: 9%

## 2012 Degree Level

<table>
<thead>
<tr>
<th>Degree Level</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>MD</td>
<td>50%</td>
<td>50%</td>
<td>58%</td>
</tr>
<tr>
<td>PhD</td>
<td>9%</td>
<td>14%</td>
<td>19%</td>
</tr>
<tr>
<td>MD, PhD</td>
<td>9%</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>Other Healthcare Professionals</td>
<td>23%</td>
<td>25%</td>
<td>12%</td>
</tr>
</tbody>
</table>

## 2012 Exhibitor Product Categories

- **Medical Equipment Manufacturer**: 22%
- **Pharmaceutical Company**: 14%
- **Biotech**: 9%
- **Dialysis Provider**: 8%
- **Medical Publisher**: 7%
- **Laboratory**: 6%
- **Other**: 34%

*Including but not limited to Food/Nutrition Companies, Health Care Facilities/Systems, Market Research, Medical Education, Research and Computer Support.*
The Program Schedule for Kidney Week 2014 begins on **Thursday, November 14**. The Scientific Program Schedule impacts all aspects of the exposition, including exhibit booth installation, exhibit show hours, exhibit hall attendance and exhibit booth dismantling. Please read through the exhibit schedule carefully.

**Scientific Exposition Schedule At-A-Glance***

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td><strong>Tuesday, November 11</strong></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>8:00 a.m. – 5:00 p.m.</td>
<td>Exhibit Installation</td>
</tr>
<tr>
<td><strong>Wednesday, November 12</strong></td>
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<td></td>
<td>8:00 a.m. – 5:00 p.m.</td>
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<tr>
<td></td>
<td>9:30 a.m. – 2:30 p.m.</td>
<td>Exhibits Open</td>
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<tr>
<td></td>
<td>9:30 a.m. – 2:30 p.m.</td>
<td>Poster Sessions</td>
</tr>
<tr>
<td></td>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>Refreshment Break in Exhibit Hall</td>
</tr>
<tr>
<td></td>
<td>9:30 a.m. – 10:30 a.m.</td>
<td><strong>Unopposed Exhibit Hall Time</strong></td>
</tr>
<tr>
<td></td>
<td>10:00 a.m. – 12:00 p.m.</td>
<td>Poster Session – Authors Present</td>
</tr>
<tr>
<td></td>
<td>12:00 p.m. – 2:00 p.m.</td>
<td>Concession Lunch available in Exhibit Hall</td>
</tr>
<tr>
<td><strong>Friday, November 14</strong></td>
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<tr>
<td></td>
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<td></td>
<td>2:30 p.m. – 8:00 p.m.</td>
<td>Exhibit Dismantling</td>
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<tr>
<td><strong>Sunday, November 16</strong></td>
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<tr>
<td></td>
<td>8:00 a.m.– 12:00 p.m.</td>
<td>Exhibit Dismantling</td>
</tr>
</tbody>
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*Times subject to change (exhibitors will be notified in writing)*
Applying for Exhibit Space

### 2014 Booth Fees

<table>
<thead>
<tr>
<th>Category</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-line Space</td>
<td>$34 per square foot</td>
</tr>
<tr>
<td>Island Space</td>
<td>$42 per square foot</td>
</tr>
<tr>
<td>Non-Profit Space</td>
<td>$1,000 (first booth only)</td>
</tr>
</tbody>
</table>

**Application**

For companies who do not hold priority points with ASN, the floor plan will become available on a first-come, first-served basis starting in mid-November 2013. Please complete a Space Application that can be found on the ASN website at www.asn-online.org/kidneyweek. The application and a 50% deposit must be mailed to the address listed on the application. ASN will not accept payment by credit card. Exhibit applications submitted after July 11, 2014 must be accompanied by full payment.

**Notification**

Exhibitors will receive email confirmations with their booth assignments immediately following their booth appointments. An online exhibitor service manual containing service order forms (furniture, shipping, drayage, lead retrieval, etc.) will be available on the ASN website at www.asn-online.org/kidneyweek in summer 2014.

**Booth Configurations**

A standard booth size is 10’x10’. All exhibit backgrounds must conform to the standards set by the Healthcare Convention Exhibitors Association, as follows:

**Standard 10’x10’ Booth**

- No side rails or counters may exceed three feet in height.
- Backgrounds are limited to eight feet in height and must not protrude more than 5 feet from the back wall. No exhibit construction can exceed the height of the side rail except in the back one-half of the booth, as noted above.
- The exhibitor must drape the reverse side of any wing panel extending from the back wall of the display to avoid a raw exposure to a neighboring booth and/or to an aisle. If the exhibitor does not comply, ASN will have the decorator drape the area at the exhibitor’s expense.

- Corner booths may eliminate the outside three-foot side rail if desired.
- ASN does not permit storage of any kind behind an exhibitor’s booth. If the exhibitor does not comply, ASN will have the storage removed at the exhibitor’s expense.
- Additional pipe and drape will be required for those booths that have exposed areas between the back wall of their structure and the back wall of the booth at the cost of the exhibitor.

**Island Exhibit Space**

An island is 400 square feet (20’ x 20’ or larger) of exhibit space surrounded by aisles on all sides. Island booths should be constructed to allow access from all sides with “transparency” that is an open sight line enabling an attendee to view the surrounding exhibit area through the island booth.

The maximum height of an island booth is 20 feet. The top of the booth’s structure and signage must not extend more than 20 feet from the exhibit hall signs or other exhibitor’s booths. ASN will not grant variances.

An island booth that is 400 square feet or more must submit a detailed drawing of the booth to smesner@asn-online.org for ASN approval by no later than September 12, 2014.

**Multi-Level Booths**

Covered ceiling or multi-level exhibits shall comply with the following requirements of the Pennsylvania Convention Center:

1. **Plans:** The plans required shall include a detail of the construction of the exhibit. The plans for a multi-level exhibit shall be sealed by a registered structural engineer.
2. **Dimensions:** Exhibits are limited to a maximum height of two stories and 20 feet. The aggregate enclosed area shall not exceed 5,000 square feet. Maximum travel distance from the most remote point in the exhibit...
Applying for Exhibit Space  

shall not exceed 50 feet.

3. Egress: A minimum of two means of egress to an aisle requires from any enclosed upper level of multi-level exhibits. Exception: Only one means of egress shall be required where an enclosed space of upper level is less than 1,200 square feet and a maximum of 10 persons will be permitted within said space or level.

4. Stairs shall be a minimum of 3'-0” wide and have handrails or guards on both sides: Spiral stairs, winders and alternative treat stairways are prohibited except from upper levels of 500 square feet or less which are not open to the public.

5. Fire detection: Listed battery-operated or AC-powered smoke detectors shall be installed in each enclosed exhibit or enclosed area of exhibit. Any exhibit which has spaces which will be enclosed after show hours shall be equipped with detectors or additional audible devices such that the detector will be audible outside the exhibit. Smoke detectors shall be installed in accordance with their listing and shall be tested upon installation.

6. Fire suppression: Any multi-level or covered exhibit exceeding 200 square feet in floor area shall be equipped with automatic sprinklers in the covered level(s). Limited area sprinkler systems are acceptable for such protection. Exceptions:

a. Those levels having open grate ceilings or ceiling materials listed for installation below automatic sprinklers. Proof of such listing shall be available for inspection.

b. Exhibits having a floor area of 1,500 square feet or less which provide a fire watch assigned to the exhibit during non-show hours. Such exhibits shall be equipped with a minimum of two A:B:C fire extinguishers with a minimum of 2A rating. The fire watch shall be trained in the use of fire extinguishers and Fire Department notification procedures.

c. Non-combustible exhibits with no combustible contents except a one-day supply of literature.

Multi-level booth exhibitors must submit their final floor plan to Sarah Mesner, ASN Meetings and Exhibits Coordinator, by September 12, 2014. ASN will forward these plans to the Pennsylvania Convention Center for approval. Send drawings by email to smesner@asn-online.org.

Booth Sharing

ASN prohibits the sharing of booth space, except when sharing the space with divisions of the same company or between companies co-marketing a product or service.

Booth Relocation

ASN reserves the right to reconfigure the floor plan at any time prior to the annual meeting. If a booth assignment changes, ASN will notify you promptly.

Eligibility

ASN is committed to providing a quality exposition. For ASN to accept an exhibit application, products and services must be educational in nature and directly relate to nephrology, medicine, or research.

ASN reserves the right to accept or reject a potential exhibitor based on its assessment of whether that organization’s products and/or services are relevant to ASN members and meeting participants.

Non-Profit Organizations

ASN encourages non-profit organizations to exhibit at the discounted rate of $1,000. Non-profit organizations will be assigned booth space at the discretion of ASN and are limited to one 10’x10’ booth space. Exhibitors may purchase additional booths at the regular, published rates.

To obtain the $1,000 rate, the exhibitor must submit proof of non-profit status [501(c) (3) form] with the Application to Exhibit. Please note: the $1,000 discounted rate is non-refundable.

Payment

Exhibitors must pay by check in US dollars drawn on a US bank. Checks should be made payable to ASN. The Application to Exhibit and 50% deposit must be mailed to:

Make Checks Payable to: The American Society of Nephrology or ASN
Mail Checks to: J. Spargo & Associates, Inc. /ASN Kidney Week 2014
11208 Waples Mill Road, Suite 112
Fairfax, VA 22030

Applications received after June 11, 2014 must be accompanied by payment in full.

Booth Cancellation and Downsizing

All cancellations of exhibit space must be received in writing by ASN. If space is reduced, the net reduction of space will be treated as a cancellation of that space. If ASN receives a written request for cancellation of space prior to July 11, 2014, the exhibitor will incur a 50% cancellation penalty and the exhibitor will be eligible for a refund minus 50% of the total booth cost. Any cancellations received in writing on or after July 11, 2014 will incur a 100% cancellation penalty and the exhibitor will be issued no refund of any monies received by ASN for said cancelled space. Failure to make payments does not release the contracted or financial obligations of the exhibitor.
Registration & Housing

Registration Location and Hours
Exhibitor registration will be located in the Pennsylvania Convention Center. Exhibitor registration hours are listed below:

- **Tuesday, November 11**
  - 10:00 a.m. – 6:00 p.m.
- **Wednesday, November 12**
  - 8:00 a.m. – 6:00 p.m.
- **Thursday, November 13**
  - 7:00 a.m. – 6:00 p.m.
- **Friday, November 14**
  - 7:30 a.m. – 5:00 p.m.
- **Saturday, November 15**
  - 7:30 a.m. – 4:30 p.m.

Admission to the Exhibit Hall
Exhibitors may enter the exhibit hall one and a half (1 ½) hours prior to opening each day. All exhibitors and people visiting the exhibitors are required to wear a badge. Attendees with non-exhibitor badges are not allowed in the hall before or after show hours.

Exhibit-Hall-Only Badges
Exhibit-hall-only badges allow access to the exhibit hall only and do not allow entry into the educational sessions. A limited number of complimentary exhibit-hall-only badges are given to each exhibitor based on the following criteria:
- Allotments are based on four badges per 100 square feet up to a maximum of 150 badges.
- Exhibitors may request additional exhibit-hall-only badges for an additional fee of $50 per badge.

Full-Meeting Badges
ASN recognizes how valuable exhibitors are to the success of its annual meetings. Therefore, ASN will offer complimentary full-meeting badges that will allow access to all educational/scientific sessions (including the exhibit hall) based on the following criteria:
- One complimentary full-meeting badge per exhibiting company.
- Two complimentary full-meeting badges if the exhibiting company has 1,000 square feet or more of booth space.

In addition, exhibitors who are 2014 ASN Diamond, Platinum or Gold Corporate Supporters will receive an additional allotment of complimentary full-meeting registrations as follows:
- **Diamond Level Supporters** – Three complimentary full-meeting badges
- **Platinum Level Supporters** – Two complimentary full-meeting badges
- **Gold Level Supporters** – One complimentary full-meeting badge

**ASN will only issue one company a maximum of five complimentary full-meeting badges.**

ASN encourages exhibitors to pre-register all confirmed exhibit personnel by the deadline to avoid long lines and name changes on site. Exhibitor registration forms will be available on the ASN website in June. ASN will mail badges in advance if requested. Badges can also be picked up onsite.

Guest Passes
ASN will provide each exhibitor two guest passes. These passes are for guests of exhibitors who need brief access to the exhibit hall. A guest pass allows entrance into the exhibit hall only when the hall is open. It does not allow entrance into the educational sessions. Guest passes are available onsite at the exhibitor registration counters. Guest passes are dated for one-time use only. ASN will not issue any additional guest passes.

Children
For safety reasons, ASN does not permit children 12 years of age or younger in the exhibit hall or scientific sessions. This rule applies to children of both attendees and exhibitors.

Exhibitor Housing
Exhibitors will have access to individual sleeping rooms at convention rates during ASN Kidney Week. An individual hotel reservation form will be available at a later date on the ASN website. All reservations require a deposit payment at the time of the reservation. Use of a credit card for the deposit payment will facilitate the reservation process.

Send all individual reservation requests to the ASN housing company by **October 14, 2014**. Reservations are processed on a first come first-served basis. Please remember that hotels near the convention center sell out quickly.

Exhibitor Group Housing Blocks
ASN must approve group room blocks (10 rooms or more) prior to the annual meeting. Send requests to ASN Headquarters in writing by **September 26, 2014**. Please note group blocks fill up quickly and requests may not be honored. Placement of group room blocks are determined by the following factors:
- 2013 Priority point standing
- 2013 Corporate Support Level
- Size of room block
- Date of submission of the housing request

Contact ASN Housing at 202-640-4660 or by email at meetings@asn-online.org to receive a copy of the form and/or additional instructions. The rules and regulations governing group blocks are detailed in the Group Block Reservation Form.

Suites/Meeting Rooms/Function Space
ASN has reserved space for hospitality purposes. Only confirmed exhibitors are permitted to reserve these hospitality suites. Entertainment, meetings or similar activities are not permitted in hotel suites or in private or public facilities during hours that conflict with ASN-sponsored events. Any request for a suite within an official ASN meeting hotel must be submitted for approval to ASN using the Suite Reservation Form. All suite requests must have ASN leadership approval before they are assigned. Contact meetings@asn-online.org to obtain a suite reservation form.
Pre-Registration List
ASN offers exhibiting companies an exclusive opportunity to directly reach nephrology professionals by making the ASN Kidney Week 2014 annual meeting pre-registration list available for a rental fee of $650.00. The list contains approximately 7,000 names and mailing addresses of attendees who have registered for the 2014 annual meeting by September 25, 2014. The list is for a one-time use to promote the exhibit booth. The Pre-Registration List Order Form will be included in the exhibit service manual and available to all confirmed exhibitors.

Exhibitors must send a copy of the mailing piece to ASN for approval prior to obtaining the list. The deadline for submitting a request for the pre-registration list is October 13, 2014. ASN will deduct priority points if the mailing list is used for anything other than its one-time, pre-approved purpose. For more information regarding the mailing list, contact Sarah Mesner at smesner@asn-online.org.

Exhibitor Listings
Exhibitors may submit a 50-word product/company description online by going to the ASN website. A product/company description of each confirmed exhibitors will be included in the Onsite Program and the Kidney Week mobile app, provided material is received by the deadline date of August 4, 2014. Production descriptions will not be published in the Onsite Program unless booth space has been paid in full. This opportunity to advertise your products and services is complimentary.

Exhibitor Service Manual
A link to the exhibitor service manual will be available on the ASN website at www.asn-online.org/kidneyweek in summer 2014.

The online services manual will include information on shipping, furniture, booth accessories, lead retrieval, drayage rates, utility specifications and charges, carpet rental and cleaning, signs, security, telephones/Internet, audio/visual equipment, computer rental, photography services, and floral services. ASN will also provide order forms and rate schedules. Exhibitors who need special information before the service manual becomes available should contact Global Exposition Specialists (GES) at 800-475-2098 (USA) or 702-515-5970 (international) for assistance, or geslogistics_international@ges.com.

Final Registration List
For post-meeting follow-up activities, exhibiting companies will receive a complimentary final registration list containing approximately 12,000 names and mailing addresses of the Kidney Week 2014 participants. Exhibitors must use the mailing list only for educational purposes. The list is also for a one-time use only. ASN will deduct priority points if the mailing list is used for anything other than its one-time purpose.

Lead Retrieval System
Exhibitors may rent the attendee badge-readers to utilize the lead retrieval system that allows exhibitors to record the names, mailing addresses, and demographic information of attendees who visit their booths. ASN will provide additional information concerning this system in the online exhibitor service manual.
ASN is committed to providing the highest quality annual meeting possible. It is agreed and understood that the policies for exhibitors are part of a contract between the exhibit and ASN and that submission of the application for exhibit space constitutes the exhibit's agreement to abide by these regulations. In addition, exhibitors must follow the policies and guidelines of the Pennsylvania Convention Center.

Ancillary Meeting Requests
Companies and non-profit organizations that are supporters of ASN may apply to hold ancillary meetings and events during ASN Kidney Week 2014.

ASN will assign meeting space on a first-come, first-served basis beginning in mid-August. Social events, meetings or similar activities are prohibited in hotels or other public or provide facilities during hours that conflict with ASN-sponsored events (exceptions are made for exhibitors to hold internal sales and training meetings). Contracted hotels in Atlanta will not reserve meetings rooms or function space for anyone during the meeting dates without prior ASN approval.

To obtain meeting space, participants must submit all meeting requests to ASN using the Ancillary Event Request Form. The Ancillary Event Request Form and Guidelines will be available on the ASN website at www.asn-online.org/kidneyweek in June 2014. The early deadline for requests for ancillary meetings and events is August 4, 2014. Send questions regarding ancillary meeting requests to Cara Hill at chill@ASN-Online.org.

ASN Name or Logo
The American Society of Nephrology name and logo, and the Kidney Week name and logo are the exclusive property of and trademarked by the American Society of Nephrology. No one may use the American Society of Nephrology’s name, insignia, logo, acronym, or any reference to Kidney Week without the express written permission of ASN. ASN reserves the right to review all mailings and other promotional items and activities employed to publicize any approved ancillary meeting or participation in Kidney Week. ASN must approve all brochures, invitations, announcements, posters, agendas, speaker descriptions, evaluations, postcards and other promotional items prior to printing.

Booth Installation and Dismantling
Shipping
GES must receive and process all shipments to Kidney Week 2014. Information on shipping methods and rates will be included in the exhibitor services manual. Exhibitors are prohibited from sending advance freight to the Pennsylvania Convention Center. To ensure proper handling and receiving, do not address shipments for delivery to the Pennsylvania Convention Center prior to Tuesday, November 11th. There are no provisions to accept freight at the convention center prior to this date.

Carpet and Show Colors
ASN will cover all visible aisle space within the exhibit area with blue jay carpeting and will supply exhibitors with navy, burgundy and white pipe and drape. Exhibitors must cover the entire area of their exhibit booth. ASN will provide the order form for carpeting in the exhibitor service manual. At the discretion of ASN and the expense of the exhibitor, the decorator will carpet exhibit booths that are not appropriately carpeted.

Failure to Occupy Exhibit Space
Any space not occupied by 5:00 p.m. on Wednesday, November 12, 2014 will be forfeited by the exhibitor. ASN may reassign or use this space without refund. Exhibitors who anticipate delays setting up booths must receive prior approval by ASN. All booths must be staffed during exposition hours.

Lighting
All island/multi-level booths may utilize special lighting. Lighting must be directly over or in the exhibitor’s booth and cannot exceed 24 feet. Lighting cannot affect other exhibitors or block ASN aisle signs.
ASN will not dim or turn off exhibition hall lighting to accommodate exhibitors’ lighting requirements.

Exhibitor Appointed Contractor (EAC)
Exhibitors planning to use a contractor other than the official contractor to supervise the set-up and dismantling of exhibits must notify ASN Exhibit Management in writing by September 12, 2014. EACs are required to submit an original and valid certificate of insurance that includes commercial general liability, products liability coverage, and broad property damage endorsement

It is the responsibility of the exhibiting contact person to notify their contractors and agents of all restrictions for hanging signs and lighting.

Storage
Fire regulations in most exhibit facilities prohibit storing product literature, empty packing containers, or packing materials behind back drapes or under draped tables. However, exhibitors may store a limited supply of literature products appropriately within the booth area so long as these do not impede access to utility services, create a safety problem, or appear unsightly. Accessible storage for exhibitor materials will be available upon request from the official decorator for a fee. Upon request, the official decorator will deliver storage items to the exhibitor’s booth.

Early Dismantling
ASN prohibits early dismantling.

Cancellation of Exposition
In the event of cancellation of exhibits due to fire, the elements, strikes, government, regulations, or other causes beyond ASN's control, ASN will not be held liable for failure to hold the exposition as scheduled, and ASN will determine the amount, if any, of the exhibit fees to be refunded.

Exhibitor Appointed Contractor (EAC)
Exhibitors planning to use a contractor other than the official contractor to supervise the set-up and dismantling of exhibits must notify ASN Exhibit Management in writing by September 12, 2014. EACs are required to submit an original and valid certificate of insurance that includes commercial general liability, products liability coverage, and broad property damage endorsement.
with combined and single limits of liability not less than $1 million per occurrence and a $2 million aggregate limit. The certificate must also include coverage for workers’ compensation and employers’ liability in commercially reasonable limits as otherwise required by the laws of the state of Pennsylvania. The certificate of insurance should name ASN, J. Spargo & Associates, Inc., the Pennsylvania Convention Center and GES Exposition Services as additional insured. Certificates of Insurance must indicate the exhibiting company that they are representing in the description area of the certificate. Certificates will be discarded if this information is not listed.

Federal and State Regulations

U.S. FDA Regulations
Exhibitors who have questions regarding drug promotion should contact the Food & Drug Administration (FDA) at 301-443-1544. Each exhibitor is solely responsible for compliance with the FDA rules and regulations.

Americans with Disabilities
The representatives of each exhibiting company will be responsible for making their exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold the American Society of Nephrology harmless for any consequences of an exhibitor’s failure in this regard.

Fire Regulations
All materials used in the exhibit area must be flameproof and fire resistant in order to conform to local fire ordinances. Crepe and/or corrugated paper, flameproof or otherwise, are not permitted. All aisles and exhibits must be clear at all times and fire stations and fire extinguisher equipment are not to be covered or obstructed.

Insurance and Liability Issues
• Exhibitors must acknowledge that neither the American Society of Nephrology, J. Spargo & Associates, Inc., Global Exposition Specialists (GES), nor the Pennsylvania Convention Center shall be obligated to maintain property, liability, or business interruption insurance covering the exhibitor. It is the sole responsibility of the exhibitor to obtain such insurance at its own expense.
• Exhibitors with booths that are 400 square feet or larger must submit an original and valid certificate of insurance to Sarah Mesner at smesner@asn-online.org by September 12, 2014, which must include: commercial general liability coverage and broad property damage endorsement with combined and single limits of liability not less than $1 million per occurrence and $2 million aggregate limit.
• Commercial general liability shall name ASN as an additional insured and provide a certificate of insurance evidencing the same.
• Exhibitors shall also maintain workers’ compensation and employers’ liability insurance in commercially reasonable amounts and as otherwise promulgated by state law.
• Exhibitors shall carry commercial automobile insurance, including hired and non-owned liability coverage as well.
• Insurance policy must be in force from the move-in date through the move-out date.

International Exhibitors
The FDA requires exhibitors to comply with all current FDA guidelines that pertain to the promotion of prescription drugs that are not commercially available within the U.S., but may be promoted in the exhibit hall for the benefit of non-U.S. participants. Exhibitors should ensure that any depiction of an investigational product in a commercial exhibit remains within the limitations of the host country’s governing regulations regarding display of investigational products. Exhibitors that have chosen to promote products to non-U.S. participants should incorporate international areas within their booths that are not accessible to U.S. participants in order to comply with FDA guidelines. Please note that for island booths any walls used to partition off these international areas must include four foot breaks for every 12 feet of solid wall, and walls must not obstruct the attendees’ view of the surrounding exhibit area.

Limitations and Liability
Exhibitor agrees to make no claim for any reason whatsoever against the American Society of Nephrology, its employees, agents, or representatives for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the Exposition as scheduled; nor for any action or omission of American Society of Nephrology. The exhibitor is solely responsible for his own exhibition material and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an exhibitor is in his care, custody, and control in transit to, or from, or within the confines of the exhibit hall. American Society of Nephrology shall bear no responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or personal property.

Music Licensing
ASN does not obtain ASCAP or BMI licensing that will allow the use of copyrighted, recorded music in your booth. Exhibitors interested in playing copyrighted music must obtain the proper licensing from Broadcast Music In. (BMI) at www.bmi.com or the American Society of Composers, Authors, and Publishers (ASCAP) at www.ascap.com.

Photography/Video Taping
Only the ASN photographer may take photographs and videotape in the exhibit hall. Details regarding the official photographer will be included in the exhibitor service manual. Press representatives should review the 2014 Press Guidelines for additional information on this policy. Exhibitors may use only the official ASN photographer to photograph their own booths and are prohibited from photographing other exhibitors’ booths. Press guidelines are available at http://www.asn-online.org/education/kidneyweek.

This prohibition includes photographs taken with cellular phones. Individuals engaging in unauthorized activities will be subject to a loss of priority points and/or immediate removal from the exhibit hall.

Porter Service
In an effort to maintain a clean and organized exhibit hall, exhibitors who distribute giveaways must order porter service. Porter service includes monitoring the exhibit booth to empty wastebaskets and collecting empty boxes throughout show hours. Empty boxes may not be placed in the exhibit hall aisles, behind or adjacent to columns, or in trashcans in the exhibit hall for removal during show hours. The order form for porter service will be provided in the exhibitor
service manual. Standard wastebasket emptying does not include removal of empty boxes. If an exhibitor does not properly handle empty boxes, ASN will remove the boxes at the exhibitor’s expense.

**Promotional Activities**

ASN recognizes that promotional activities encourage a steady flow of traffic to the exhibit booths. It is imperative that exhibitors display professionalism and consideration for their fellow exhibitors; therefore, interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor’s booth. Carvassing or distributing promotional materials outside the exhibitor’s rented booth space is not permitted. Exhibitors may not distribute literature in the convention center, hotels or any public area.

**Sale of Goods and Services**

The sale of goods and services of any kind is prohibited. Order taking is permitted. However, the exhibitor agrees not to deliver any goods and/or services until after the conclusion of the exposition. Furthermore, the exhibitor agrees not to conduct or permit the receipt of legal tender or anything of value for machinery, equipment, goods and/or services.

**Contests, Lotteries, Raffles and Games of Chance**

Contests of any kind are prohibited on the exhibit hall floor at Kidney Week 2014.

**Educational Activity/Presentations in a Booth**

A 2,000 square foot (minimum) booth is required for audience generating activities. An outline of the program, list of speakers, and a schematic of the booth (including dimensions, heights, etc.) showing the location of all booth activities must be submitted in writing to ASN to smesner@asn-online.org by September 12, 2014. The presentation area must be centrally located within the booth. Presentations must meet the standards of ASN and compliment but not duplicate the ASN Scientific Program. ASN Kidney Week faculty members and planning committee members are prohibited from making booth presentations.

**Food and Beverage**

Permission to serve food and beverages must be coordinated with the catering department of the Pennsylvania Convention Center. All food and beverages must be purchased through the Pennsylvania Convention Center. ASN prohibits the distribution of alcoholic beverages.

**Giveaways**

ASN supports the ethical codes of conduct on interactions with healthcare professionals including, but not limited to, Advanced Medical Technology Association (AvaMed) Code of Ethics on Interaction with Health Care Professionals; the American Medical Association (AMA) Gifts to Physicians from Industry Ethical Opinion 8.06111; the Pharmaceutical Research and Manufacturers of America (PhRMA) Code on Interactions with Healthcare Professionals; the Council for Medical Specialty Societies (CMSS) Code for Interactions with Companies; U.S. Food and Drug Administration (FDA); the Office of Inspector General Compliance Program Guidance for Pharmaceutical Manufacturers; and other ethical guidelines and expects all exhibitors at ASN Kidney Week 2014 to be in compliance. All exhibiting companies, regardless of tax status, must demonstrate compliance to these and subsequent ethical codes.

As of 2014, the American Society of Nephrology has signed the Council for Medical Specialty Societies (CMSS) Code for Interactions with Companies. Signing this document means that ASN has adopted the CMSS Code to ensure that the Society’s interactions with companies will be for the benefit of patients and members and for the improvement of care in nephrology. Section 5.4.2 of the CMSS Code will now apply to all exhibitors (including nonprofit exhibitors). All giveaways must be educational in purpose or in nature (for physicians or patients) and modest in value ($10 or less). This requirement also applies equally to companies that have signed on to the PhRMA or AvaMed Codes and those that have not. Giveaway requests must be submitted in writing for ASN approval to smesner@asn-online.org by September 12, 2014.

**Security**

ASN will provide security protection for the perimeter area of the exhibit hall on a 24-hour basis during the entire exhibit period, including move-in and move-out. Neither ASN, J. Spargo & Associates, Inc., the Pennsylvania Convention Center, nor Global Exposition Specialists (GES) is liable for any of the exhibitors’ property. It is recommended that each exhibitor purchase a portal-to-portal rider available on the exhibitor’s own insurance policy, as protection against loss, theft, fire, damage, etc.

Please note that while the exhibit hall is closed to the attendees of Kidney Week 2014 during non-show hours, the individuals who participate in poster presentations may be required to enter the hall before and after show hours in order to prepare for their poster session. While ASN allows the poster presenters admittance to the hall during these times when the hall is closed, the society will provide them with special instructions to access their poster board without passing through the exhibit booth areas, and will increase our security coverage during these times.

**Exhibitor Representative’s Responsibility**

Neither the meeting/exhibition sponsor, nor its show management company or other agents or representatives, or their shareholders, officers, directors, employees or contractors shall be responsible for any injury, loss, or damage that may occur to exhibitor or to exhibitor’s agents, employees, affiliated personnel, officers, directors, shareholders, contractors or representatives or any of their property, businesses, or other activities from any cause whatsoever, prior to, during or subsequent to the conference or exposition event. By signing this Agreement, exhibitor expressly and voluntarily and knowingly assumes all such risk and expressly agrees, and hereby does, indemnify, defend and hold harmless the conference/exhibition sponsor, its show management company and other agents and representatives, and their shareholders, officers, directors, employees and contractors, from and against all claims and liabilities arising out of, or in any way related to, the acts or negligence of exhibitor, exhibitor’s agents, employees or representatives.
The priority point system recognizes companies that support ASN activities and encourages new companies to participate. ASN assigns priority points for participating as an exhibitor and/or supporter. Companies and organizations participating in ASN Kidney Week 2014 will earn priority points as listed above. Points are maintained on a three-year cumulative basis and determine exhibit hall placement and placement for group housing blocks. Hotel placement is also determined by group size and date of submission of the request.

Priority points will be accumulated over three year cycles. Only points accumulated during the past three ASN Kidney Weeks will be used in determining exhibit hall placement for upcoming ASN Kidney Weeks. For example: priority points accumulated during ASN Kidney Week 2011, 2012 and 2013 will determine the exhibit hall placement for 2014.

Priority points are also based on corporate support throughout the calendar year. Please note companies at the Diamond and Platinum levels of support are assigned exhibit space first, regardless of the number of accumulated priority points.

For more information regarding the priority point system, please contact ASN Meeting and Exhibits Coordinator, Sarah Mesner at smesner@asn-online.org.

### Mergers and Acquisition

ASN will calculate priority points for the company name stated on the exhibitor contract or corporate support letter of agreement. If companies have since merged or been acquired, the resulting company may choose to use the highest of any of the previous companies. Points will not be combined.

Companies belonging to the same parent company with other divisions participating at ASN cannot reserve exhibit space using the parent company’s points unless they are participating under the parent company name.

A company that has merged with another company must notify Sarah Mesner at smesner@asn-online.org so that points can be reviewed and reassigned.
Kidney Week is the ideal time to reach practicing physicians, allied health professionals, scientists, and administrators in the field of nephrology. These medical professionals, as well as medical offices, dialysis units, and research laboratories (molecular, cellular, physiologic, and pathologic), need your products and services.

As a result, you cannot miss the opportunity to reach over 13,000 meeting participants. Kidney Week is by far the largest annual gathering of the renal community in the world.

Why partner with ASN?
Access
As the leading professional society in nephrology, ASN offers you direct access to those who buy your products and services for use in their own office, medical facility, or laboratory. ASN members recommend or prescribe products for their patients, including the following:

- Pharmaceuticals
- Food supplements
- Laboratory equipment
- Electrophoresis supplies
- Cell culture materials
- Dialyzers and dialysate
- General chemicals, growth factors, hormones, enzymes, cytokines, antibodies
- Computers and software
- Journals and books
- Market research and consulting services

Visibility
By supporting ASN, your company or product will gain a high level of visibility unavailable through other channels. ASN currently has more than 14,500 members and expects more than 13,000 participants at Kidney Week 2014.

Networking
ASN Kidney Week offers an unparalleled opportunity to interact and network with leaders in nephrology. These leaders include nephrology fellowship training program directors, clinicians, and researchers as well as nephrologists-in-training (such as medical residents and fellows). In the United States and the rest of the world, the attendees at Kidney Week make product decisions on a daily basis.

More Information
For more information on support opportunities, please visit the ASN website at http://www.asn-online.org/partnerships/ or contact ASN Director of Development Kara Page at 202-640-4647 or kpage@asn-online.org.
### 2013 Exhibitor and Supporter List

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**Advertising –**
For advertising opportunities in JASN, CJASN and ASN Kidney News in print, online and on the Apps please contact:

Christine Kenney
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ASN does not allow press briefings, news conferences, and press receptions, other than those sponsored by the Society at any time during convention operating hours. During off-hour activities, companies may request to hold a press briefing, news conference, or press reception at a nearby hotel or alternate location by completing the Ancillary Meeting Request Form, after reviewing the Ancillary Meeting Guidelines (guidelines and request form are available through the ASN website at http://www.asn-online.org/education/kidneyweek/2013/ancillary.aspx).

For questions please email the ASN Communications Department at communications@asn-online.org. ASN does not guarantee that hotel space will be available. ASN does not allow use of the Society’s name and/or logo in news releases or in any other manner that gives the appearance of endorsement, except to state: “this information was presented at the American Society of Nephrology’s annual meeting.”

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