

# ASN 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 an ASN Headquarter Hotel. The Society develops program content, recruits faculty, develops syllabus materials, selects menus, arranges audiovisual requirements, and administers continuing medical education to participants.

## 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. ASN Educational Symposia also provide CNE credit for nurses and CPE credit for pharmacists. Corporate supporters are required to sign a CME letter of agreement prior to the start of the program. Educational symposia are evaluated and results 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 the Manchester Grand Hyatt which is a five-minute walk from the convention center.

**Catering:** ASN selects and coordinates all menus through the host hotel. A continental breakfast is served during all morning symposia, while box lunches are served during afternoon 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 along with the services of 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 supporting company's name. Signs are displayed in a designated area of the convention center, the hotel, and outside the session room door.

## Available Dates and Times

Thursday, November 5, Friday, November 6, and Saturday, November 7

**Morning Symposia: 6:45 a.m. - 7:45 a.m.**  
(doors open and breakfast service begins at 6:30 a.m.)

**Afternoon 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 fully paid Kidney Week registrants only, and all participants must display an official Kidney Week 2015 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 hotel.

### Benefits

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

### Corporate Support Fees

*\$120,000 for sole support of a morning symposium  
(300 participants anticipated)*

*\$155,000 for sole support of an afternoon 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.



### Additional Opportunities

#### Invitations

ASN allows mailed announcements prior to the event, at cost to the supporter. ASN assumes responsibility for distribution of invitations. This opportunity is available for grants confirmed by July 31, 2015.

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

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

#### Web Posting

Extend the reach of your supported educational symposium. ASN posts symposia to the ASN Learning Center online for 12 months following Kidney Week. This option allows participants to view the program after the conclusion of the meeting. Please note: the web posting is not a continuing medical education (CME) activity.

The web posting includes:

- Synchronization of audio with presentation slides
- Hosting on the ASN website for 1 year

*\$5,000 for a 12-month posting*

#### Level 5 Outcomes Measurement:

ASN is committed to measuring the value and affect of continuing medical education (CME) activities to improve the quality of care for patients. ASN utilizes a vendor to measure the effect on nephrologists' performance and decision-making patterns related to kidney disease. Following the completion of the symposium, participants are provided with patient case vignette(s) and surveyed based on the learning objectives and educational content.

Effectiveness is determined by comparing participant responses with a demographically similar control group to assess changes associated with participation in the activity. Appropriate statistical methods are used to compare participants and control non-participants to identify any significant differences. A report is provided summarizing the results of these analyses approximately 90 days after the conclusion of the symposium.

This opportunity is available for grants confirmed by July 31, 2015.

*\$20,000 support fee*



### Contacting ASN

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