



KIDNEY WEEK

20
23

November 1-5 | Philadelphia, PA

Exhibitor Prospectus

EARLY PROGRAMS

November 1

ANNUAL MEETING DATES

November 2-5

EXHIBIT DATES

November 2-4

Pennsylvania Convention Center ■ Philadelphia, PA

Rev. 9/13/2023

ASN welcomes you to Philadelphia, PA for the 56th Annual Meeting & Scientific Exposition



Why Exhibit at ASN Kidney Week?

The American Society of Nephrology (ASN) invites you to exhibit at the largest, most influential international gathering of kidney professionals in the world. Leading kidney health professionals from across the globe come together to focus on improving the lives of more than 37 million Americans affected by kidney disease – the eighth leading cause of death in the United States. The Scientific Exposition features the latest advances in treatment, research, and cutting-edge technology in the nephrology community.

As an exhibitor at Kidney Week, you can:

- Build brand awareness in a competitive marketplace
- Generate quality leads and enhance customer relationships
- Collaborate with experts in the nephrology profession
- Introduce new products and cutting-edge technology

American Society of Nephrology

1401 H Street NW, Suite 900
Washington, DC 20005

Phone: 202-640-4660

E-mail: email@asn-online.org

www.asn-online.org

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General Information

Exhibit Venue

The Pennsylvania Convention Center
Exhibit Halls B-D (Entrance at Exhibit Hall C)
1101 Arch Street, Philadelphia, PA 19107

Exhibit Dates and Times

Unopposed Exhibit Time

Daily: 9:30 a.m. – 10:30 a.m.

Welcome Reception

Thursday, November 2, 2023 6 – 7 p.m.

Installation

Tuesday, October 31, 2023 8 a.m. – 4:30 p.m.

Wednesday, November 1, 2023 8 a.m. – 4:30 p.m.

Exhibits Open

Thursday, November 2, 2023 9:30 a.m. – 2:30 p.m.

Friday, November 3, 2023 9:30 a.m. – 2:30 p.m.

Saturday, November 4, 2023 9:30 a.m. – 2:30 p.m.

Dismantling

Saturday, November 4, 2023 2:30 p.m. – 8 p.m.

Sunday, November 5, 2023 8 a.m. – 12 p.m.

The Kidney Week agenda and installation times are subject to change. Exhibitors will be notified of changes in writing.

ASN and GES will enforce the installation hours. All exhibitors must adhere to these hours and complete installation no later than 4:30 p.m. on Wednesday, November 1, 2023. Should special circumstances necessitate additional time, exhibitors must submit a written request in advance of the show's open date. Send special requests on or before Friday, September 29, 2023, to exhibits@asn-online.org.



General Services

GES National Call Center

Phone (USA): 800-801-7648

International Calls: 702-515-5970

*Monday-Friday 6 a.m. – 4 p.m. PT

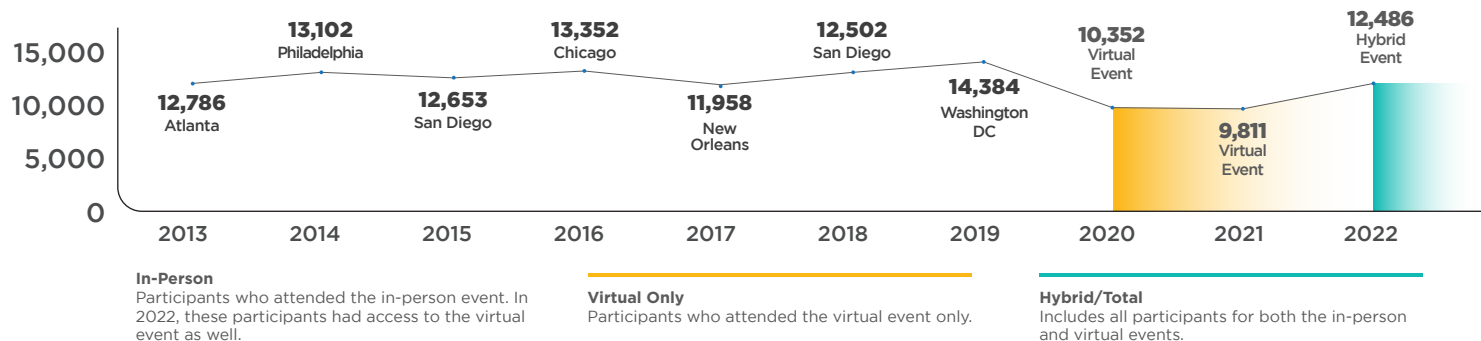
www.ges.com/contact-us

Kidney Week 2022 Demographics

ASN's first hybrid Kidney Week

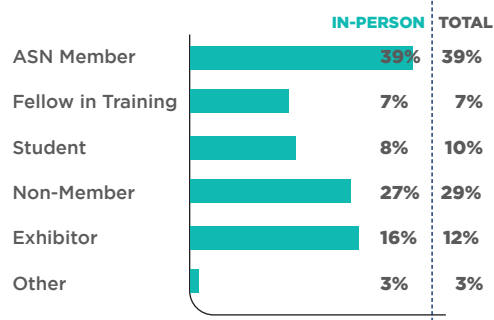
Thank you to all our participants, faculty, partners, exhibitors, and supporters who helped make this event a success.

Attendance Through the Years

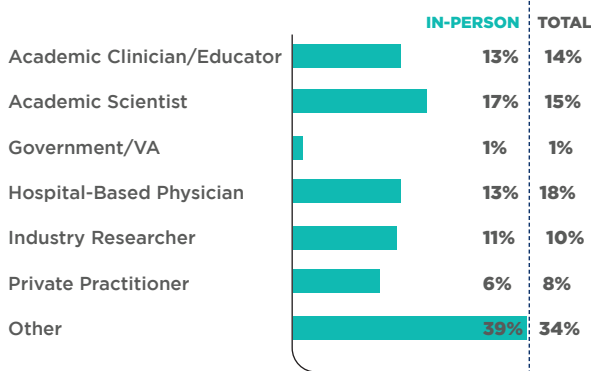


Participant Registration Report

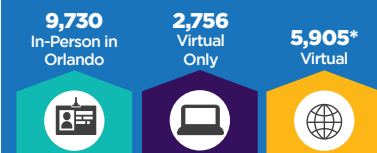
Professional Participants



Primary Institutional Affiliation



Hybrid Attendance Breakdown



* All in-person participants had access to the virtual event. This number indicates the total attendees who accessed the virtual platform.

Participant Area of Interest - Percent of Participants

Multiple answers were permitted

Acute Kidney Injury	37%	Glomerular Diseases	34%
Bone & Mineral Metabolism	16%	Hypertension & Cardiovascular Disease	28%
Cell & Transport Physiology	8%	Interventional Nephrology	10%
Chronic Kidney Disease	57%	Pathology	11%
Development & Pediatrics	7%	Transplantation & Immunology	21%
Diabetes & Metabolism	24%	Other	9%
Dialysis	35%		
Genetic Diseases of the Kidneys	19%		

Top Countries in Attendance

- US
- Canada
- Germany
- Japan
- China
- United Kingdom
- Mexico

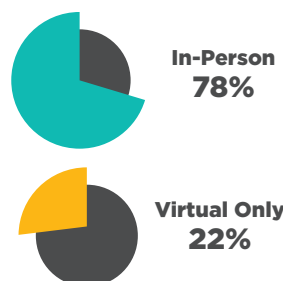
30% International In-Person



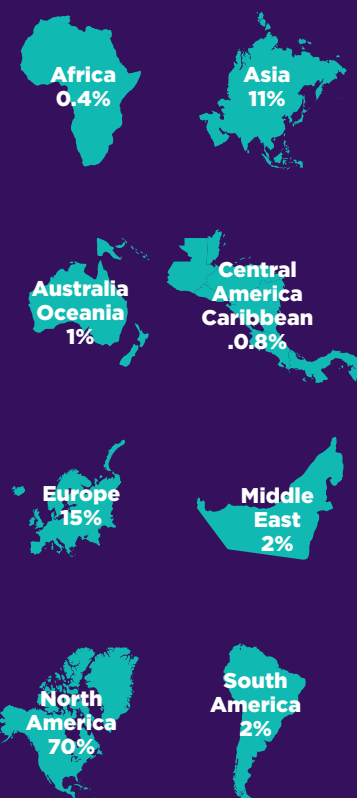
62% International Virtual



In-Person vs. Virtual



International Attendance 38%



Kidney Week 2022 Offered

133 In-person sessions
122 Virtual sessions
10 Live-streamed sessions
11 Educational Symposia

Posters

- 2,995 Posters
- 2,317 ePosters uploaded
- 26,610 ePoster Views
- 98,654 Abstract Views

Early Programs

- 7 Early Program Courses
- 4 Virtual Only
 - 3 Hybrid

Exhibitors

- 183 Exhibit Booths
- 171 Exhibiting Companies

Virtual Event Metrics Platform

- 29% of participants accessed the virtual platform during the live meeting
- 47% of participants accessed the virtual platform between Oct. 19 - Dec. 22
- 23,707 Total Unique Session Views

Applying for Exhibit Space

2023 Booth Fees	
In-line Space	\$37 per square foot
Island Space	\$45 per square foot
Non-Profit Booth	\$1,000 (first booth only)
Featured Exhibitor Listing	\$1,000

If required materials are received by Wednesday, August 30, 2023, the booth fee includes:

- Complimentary listing of company name and booth number in the mobile app and online.
- Company or product description listed in the mobile app and online.
- Complimentary exhibit hall only badges and full meeting badge(s) based on the size of exhibit booth purchased.

Kidney Week 2023 Booth Selection

Application Process – Presales for Exhibitors with Priority Points

Companies with ASN Priority Points accumulated in 2020, 2021, and 2022 will be contacted by the ASN exhibit sales team regarding 2023 space selection. All appointments will be assigned based on Priority Point ranking and held via phone or online self-selection with access to the online sales office and floor plan.

Please have your IT department add exhibits@asn-online.org and the asn-online.org domain to your safe sender list to ensure you receive the appointment date and time assignment email. This email will be sent in February 2023. Detailed directives will be emailed to the primary contact on-file.

It is important that you select your booth at the assigned appointment date/time. You will not be able to login to reserve your booth until your designated appointment date/time. Companies who miss their appointment time will forfeit the ability to select space according to exhibitor's priority order amongst the Priority Point selection list. If you are unable to make the appointment, you are still able to login after your appointment time has passed to secure your booth space. Please note, however, space selection will remain ongoing.

Application Process – General Sales

General sales with access to the online sales office and floor plan will become available in May 2023 on a first-come, first-served basis. Please complete an Exhibitor Application at www.asn-online.org/exhibit. Exhibit applications submitted after Friday, July 14, 2023, must be accompanied by full payment.

Send Applications to: exhibits@asn-online.org

Mail Check Payment

ASN Kidney Week 2023
P.O. Box 890658
Charlotte, NC 28289-0658

Overnight Check Payment

ASN Kidney Week 2023
Truist Remittance Processing, Attn: PO Box 890658
5130 Parkway Plaza Boulevard
Charlotte, NC 28217

Important Dates and Deadlines

February 2023

Space Selection Appointment Emails Sent from exhibits@asn-online.org

- Priority Point holders will be contacted by the ASN exhibit sales team regarding your 2023 space selection appointment.

March 2023

Space Selection Appointments Begin

- A 50% payment deposit is due upon application acceptance and receipt of invoice.

May 2023

General Exhibit Sales Open

- Companies that do not hold Priority Points may begin applying for exhibit space online at www.asn-online.org/exhibit.
- A 50% payment deposit is due upon application acceptance and receipt of invoice.

Wednesday, May 24, 2023

Annual Meeting Abstract Submission Deadline

Friday, July 14, 2023

Final Payment Deadline and 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. All cancellations or downsizes are subject to a 100% fee after this date.

Wednesday, August 30, 2023

Booth Layout, Exhibitor Appointed Contractor, Certificates of Insurance, Giveaways, and Presentation Form Deadlines

- Design layouts for island (400 sq. ft. and larger) and multilevel booths are due.
- Exhibitor Appointed Contractor forms are due.
- Certificates of Insurance from exhibitor appointed contractors (400 sq. ft. and larger) are due.
- Certificates of Retardancy for all booth construction and decoration are due.
- Promotional Items Distribution requests are due.
- Booth presentation requests (2,000 sq. ft. and larger) are due.

Wednesday, September 6, 2023

Late-Breaking Clinical Trial Submission Deadline

Friday, September 29, 2023

Installation Request Deadline, Ancillary Event Deadline, and Product Descriptions Due

- Exhibitor installation hours will be enforced. All exhibitor installations must be complete by 4:30 p.m. on Wednesday, November 1. If special circumstances necessitate additional time for installation, exhibitors must submit a written request by Friday, September 29 to exhibits@asn-online.org.
- Due date to submit an ancillary event application for promotion in the mobile app.
- Due date for descriptions of organizations and products to appear in the mobile app and on the ASN website.

Thursday, November 2, 2023

Scientific Exposition / 2024 Space Selection

- ASN Scientific Exposition opens.
- ASN Kidney Week 2024 Priority Point Space Selection appointments begin onsite at Kidney Week 2023.

Saturday, November 4, 2023

- ASN Scientific Exposition closes.
- 2024 Priority Point Space Selection appointments end onsite at Kidney Week 2023; remaining booth space becomes available on a first-come, first-served basis.

All information and dates listed are subject to change. Additional deadlines may be imposed. Exhibitors will be notified of all changes in writing.



Scientific Exposition Schedule-At-A-Glance

Tuesday, October 31

8 a.m. – 4:30 p.m. Exhibit Installation

Wednesday, November 1

8 a.m. – 4:30 p.m. Exhibit Installation

Thursday, November 2

9:30 a.m. – 2:30 p.m. Exhibits Open
 9:30 a.m. – 2:30 p.m. Poster Sessions
 9:30 – 10 a.m. Refreshment Break in Exhibit Hall
9:30 – 10:30 a.m. Unopposed Exhibit Hall Time
 10 a.m. – Noon Poster Session – Authors Present
 Noon – 2 p.m. Concession Lunch for purchase available in Exhibit Hall
 6 – 7 p.m. Welcome Reception in Exhibit Hall

Friday, November 3

9:30 a.m. – 2:30 p.m. Exhibits Open
 9:30 a.m. – 2:30 p.m. Poster Sessions
 9:30 – 10 a.m. Refreshment Break in Exhibit Hall
9:30 – 10:30 a.m. Unopposed Exhibit Hall Time
 10 a.m. – Noon Poster Session – Authors Present
 Noon – 2 p.m. Concession Lunch for purchase available in Exhibit Hall

Saturday, November 4

9:30 a.m. – 2:30 p.m. Exhibits Open
 9:30 a.m. – 2:30 p.m. Poster Sessions
 9:30 – 10 a.m. Refreshment Break in Exhibit Hall
9:30 – 10:30 a.m. Unopposed Exhibit Hall Time
 10 a.m. – Noon Poster Session – Authors Present
 Noon – 2 p.m. Concession Lunch for purchase available in Exhibit Hall
 2:30 – 8 p.m. Exhibit Dismantling

Sunday, November 5

8 a.m. – Noon Exhibit Dismantling

This schedule is subject to change. Exhibitors will be notified of changes in writing.

Registration and Housing

Registration Location and Hours

Exhibitor Registration will be located in the Pennsylvania Convention Center, 200 Level, Grand Hall. Registration hours are listed below:

Tuesday, October 31, 2023

1 – 5 p.m.

Wednesday, November 1, 2023

7 a.m. – 5 p.m.

Thursday, November 2, 2023

7 a.m. – 6 p.m.

Friday, November 3, 2023

7:30 a.m. – 5 p.m.

Saturday, November 4, 2023

7:30 a.m. – 2:30 p.m.

Registration hours and location are subject to change. Please refer to the ASN website and posted signage onsite for final hours.

Exhibitor Housing Blocks

Housing block information will be sent to exhibitors once their booth is confirmed and deposit received.

Placement of group room blocks are determined by the following factors:

- 2022 Priority Point standing
- 2022 Corporate Support level
- Size of room block
- Date of submission of the housing request

Exhibitors who book outside of the official ASN housing block may lose Priority Points. For questions and additional information, email the ASN Housing Center at asnhousing@spargoinc.com.



Booth Structure and Payment

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 may exceed over three feet or counters may exceed 42 inches in height.
- Backgrounds are limited to eight feet in height and must not protrude more than five 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 corner 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 or unsightly 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'x20') 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

exhibits@asn-online.org for ASN approval by no later than Wednesday, August 30, 2023.

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, services, and technology must be educational in nature and directly related 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, services, and technology 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. The \$1,000 discounted rate is non-refundable. The full amount is due at the time of application submission. Non-profit organizations will receive their booth assignments in July 2023. Booth assignments are selected by ASN on a first-come, first-served basis. A non-profit may select their booth location only if the organization reserves and pays for an inline booth at the full rate.

Continued Booth Structure and Payment

Payment

Exhibitors may pay by check, wire, or credit card 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 (ASN)

Mail Checks to:

The American Society of Nephrology
P.O. Box 890658
Charlotte, NC 28289-0658

Overnight Checks to:

ASN Kidney Week 2023
Truist Remittance Processing, Attn: PO Box 890658
5130 Parkway Plaza Boulevard, Charlotte, NC 28217

Wire Payments to:

Reference your invoice for Credit Card Payment options.

Applications received after Friday, July 14, 2023, must be accompanied by payment in full.

Booth Cancellation and Downsizing

All cancellations of exhibit space must be submitted in writing to exhibits@asn-online.org. Cancellation email must be acknowledged and confirmed by ASN before cancellation is considered final. 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 total contracted space on or before Friday, July 14, 2023, the exhibitor will incur a 50% cancellation penalty on the contracted square footage total. If exhibitor has paid in full and cancels by the 50% deadline, the exhibitor will be eligible for a refund minus 50% of the total booth cost. Any cancellations received in writing after Friday, July 14, 2023, will incur a 100% cancellation penalty, the exhibitor will not be issued any monies received by ASN for cancelled space, and any monies not paid will still be owed. Failure to make payments does not release the contracted or financial obligations of the exhibitor. All refunds will be processed after the annual meeting.

Exhibitor Services

Mailing List

ASN does not sell, share, or advertise the mailing list of Kidney Week participants to comply with data privacy laws and regulations domestically and abroad. It is common for fraudulent companies, unrelated to ASN, to solicit exhibitors to purchase unauthorized lists. We do not recommend engaging with these solicitations.

International Shipping

Shipping instructions will be provided in the online exhibitor services manual. Exhibitors who require international shipping to Philadelphia should contact GES at 800-801-7648 (USA) or 702-515-5970 (international) for assistance.

Exhibitor Listings

Exhibitors may submit a product/company description by logging into their exhibitor resource center. A product/company description of each confirmed exhibitor will be included in the mobile app and must be submitted by Friday, September 29, 2023. Descriptions will not be published in the mobile app 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/exhibit in May 2023.

The exhibitor service 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 GES at 800-801-7648 (USA) or 702-515-5970 (international) or www.ges.com.

Lead Retrieval System

Exhibitors may rent attendee badge readers to utilize the lead retrieval system that allows exhibitors to record the names, contact information, and demographic information of attendees who visit their booths. ASN will provide additional information concerning this system in the online exhibitor service manual.

Access to Exhibit Hall

Admission to the Exhibit Hall

Exhibitors may enter the exhibit hall one and a half (1 ½) hours prior to opening each day and two (2) hours after closing each day. All individuals must be badged. Only exhibitor credentials are allowed on the floor prior to 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:

- Four (4) 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 \$150 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 for the in-person meeting that will allow access to all in-person educational/scientific sessions and the exhibit hall based on the following criteria:

- One (1) complimentary full-meeting badge per exhibiting company.
- Two (2) complimentary full-meeting badges if the exhibiting company has 1,000 square feet or more of booth space.

Exhibitors who are 2023 ASN Diamond, Platinum or Gold Corporate Supporters will receive an additional allotment of complimentary full-meeting registrations as follows:

- Diamond Level Supporters – Three (3) complimentary full-meeting badges
- Platinum Level Supporters – Two (2) complimentary full-meeting badges
- Gold Level Supporters – One (1) complimentary full-meeting badge

ASN will issue each company a **maximum** of five (5) complimentary full-meeting badges regardless of support status.

ASN encourages exhibitors to pre-register all confirmed exhibit personnel by the deadline to avoid long lines and name changes on site. Exhibitor registration will be available on the ASN website in August.

Children

All persons attending Kidney Week, including minors and regardless of age, must be badged. To receive a badge for a minor, please indicate this need during the registration process. There is no fee associated with registration for a minor. Due to limited seating, regardless of their registration status, minors will not be admitted to Early Programs, Educational Symposia, or Exhibitor Spotlights. Minors are never permitted on the exhibit hall floor during move-in, move-out, or after hours. Please contact exhibits@asn-online.org for more information.

Rules & Regulations

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 exhibitor and ASN and that submission of the application for exhibit space constitutes the exhibitor's agreement to abide by these regulations. In addition, exhibitors must follow the policies and guidelines of the Pennsylvania Convention Center. It is the responsibility of the exhibiting contact person to notify their contractors and agents of all Rules & Regulations listed within and published on the ASN Website, communicated in the Exhibitor Newsletters, and posted on the PCC website.

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.

Animals

ASN prohibits live animals on the exhibit floor, except for authorized service animals.

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. Contact exhibits@asn-online.org to request a copy of the media kit and high-resolution logos.

Rules and Regulations continued

Cancellation of Exposition

In the event of cancellation of exhibits due to fire, the elements, strikes, government regulations, pandemic, or other causes beyond ASN's control and determined at ASN's discretion, 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. A full refund will be offered only if the agreement is cancelled by ASN without cause.

Carpet and Show Colors

ASN will cover all visible aisle space within the exhibit area with blue jay or grey carpeting and will supply exhibitors with navy and white pipe and drape. Exhibitors must carpet or cover the entire floor 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. Show colors are subject to change. Exhibitors will be notified of all changes in writing.

Contests, Lotteries, Raffles, and Games of Chance

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

Early Dismantling

ASN prohibits early dismantling. Exhibits officially close on Saturday, November 4, 2023, at 2:30 p.m. All exhibitors must staff their booths until that time. Exhibitors who leave before closing will be subject to Priority Point reduction and possible exclusion from future annual meetings.

Educational Activity/Presentations in a Booth

To host an in-booth presentation the following guidelines must be adhered to:

- Booth must be larger than 2000 sq ft.
- No audio amplification is permitted (including microphones and videos with speakers).
- If your presentation draws a crowd, that crowd must be contained within the booth and may not spill into aisle ways.
- If at any time your presentations cause a disturbance or interfere with other exhibit booths, you may be asked to discontinue or reformat your presentations to remedy the disruption.
- You must submit your schedule of presentations and a brief summary of the content to exhibits@asn-online.org by Wednesday, August 30, 2023, for approval.

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 Wednesday, August 30, 2023. 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 city of Philadelphia, PA. The certificate of insurance should name ASN, the Pennsylvania Convention Center, and GES as additional insured. Certificates of Insurance must indicate the exhibiting company that they are representing in the description area of the certificate. Certificates will not be valid if this information is not listed.

Failure to Occupy Exhibit Space

Any space not occupied by 4:30 p.m. on Wednesday, November 1, 2023, 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.

Federal and State 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.

Fire Regulations

All materials used in the exhibit area must be flameproof and fire resistant to conform to local fire ordinances. Materials used in the construction of displays must be fire resistant, such as draping, table coverings, banners, props, scenery, evergreen trees, bark, angel hair, shrubs. Crepe and/or corrugated paper, flameproof or otherwise, are not permitted. All aisles and exhibits must be clear at all times. Fire stations and fire extinguisher equipment are not to be covered or obstructed. All exhibits and displays are subject to inspection by the Pennsylvania Convention Center management for compliance.

Rules and Regulations continued

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, popcorn machines, freshly baked items, and other heavily fragrant items on the exhibit floor. Espresso and coffee brewing is now permitted if it does not result in excessive noise or fragrance. All orders must be placed no later than Friday, October 13, 2023, or additional fees may be assessed.

Freight Movement

Exhibitors are required to utilize labor unions to unload and move freight from any commercially registered vehicles. You may unload your own vehicle if it is not commercially registered. The Pennsylvania Convention Center has several freight elevators available for transportation of equipment. Public elevators and escalators are for passenger use only. Freight elevators must be accompanied by an operator for heavy production and/or move-in/move-out usage. The use of motorized pallet jackets by Exhibitors is prohibited within the Pennsylvania Convention Center. The exhibitor is free to move any freight within their booth using non-motorized dolly. Review the Pennsylvania Convention Center Exhibitor Work Rules for more details.

Giveaways

All giveaways must be educational (for physicians or patients) and modest in value (\$10 or less). This applies to all exhibitors at Kidney Week. No exceptions will be made. ASN does not permit items that are not educational in nature to be distributed at Kidney Week. This includes items like tote bags, water bottles, pens, travel adaptors, luggage tags, etc. Some acceptable giveaways would be: pamphlets or textbooks, posters with the kidney patient diet, hand sanitizer with statistics about infection spreading in dialysis clinics, diagrams/models of the kidney, etc.

ASN supports the ethical codes of conduct on interactions with health care professionals including, but not limited to, Advanced Medical Technology Association (AdvaMed) Code of Ethics on Interaction with Healthcare Professionals; the American Medical Association (AMA) Gifts to Physicians from Industry Ethical Opinion 8.061; 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 2023 to be in compliance. All exhibiting companies, regardless of tax status, must demonstrate compliance to these and subsequent ethical codes.

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 apply to all exhibitors (including non-profit exhibitors).

Giveaway requests must be submitted in writing for ASN approval to exhibits@asn-online.org by Wednesday, August 30, 2023.

Insurance and Liability

- Exhibitors must acknowledge that neither the American Society of Nephrology, GES, the Pennsylvania Convention Center nor the Government of Pennsylvania 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 exhibits@asn-online.org by Wednesday, August 30, 2023, 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.
- Insurance policy must be in force from the move-in date through the move-out date.

Rules and Regulations continued

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 United States 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 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.

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 as determined at ASN's discretion. ASN will not dim or turn off exhibition hall lighting to accommodate exhibitors' lighting requirements.

Limitations and Liability

Exhibitors agree to protect, save and keep the American Society of Nephrology, GES, the occupied hotels, the Pennsylvania Convention Center, and the Government of Pennsylvania forever harmless from any damage or changes imposed by the exhibitor, its employees, or agents. The exhibitor also agrees to strictly comply with the applicable terms and conditions contained in the agreement between the American Society of Nephrology, GES, the occupied hotels, and the Pennsylvania Convention Center regarding the exposition premises.

Further, the exhibitor shall at all times protect, indemnify, save and keep harmless the American Society of Nephrology, GES, the occupied hotels, and the Pennsylvania Convention Center against and from any and all loss, cost damage, liability, or expense which arises out of, from, or by reason of any act or omission of exhibitor, its employees or agents.

Multi-Level Exhibits and Covered Booths Over 300 Sq Ft

Requests for construction of multi-level or covered exhibits must be submitted to exhibits@asn-online.org on or before Wednesday, August 30, 2023, and must adhere to the following:

Plans: Plans which detail the construction of the exhibit must be submitted to ASN and will be reviewed by the Philadelphia Fire Department for approval. The plans for multi-level exhibits shall be sealed by a registered structural engineer.

Dimensions: Exhibits are limited to a maximum height of two stories and 30 feet. The aggregate enclosed area shall not exceed 5,000 square feet. Maximum travel distance from the most remote point in the exhibit to the exits of the exhibition shall not exceed 50 feet.

Egress: A minimum of two means of egress to an aisle is required from an enclosed or upper level of multi-level exhibits.

Exception: Only one means of egress shall be required where an enclosed space or upper level is less than 1,200 square feet and a maximum of 10 persons will be permitted within said space or level.

Stairs: Stairs shall be a minimum of three feet wide and have handrails or guards on both sides. Spiral stairs, winders and alternating tread stairways are prohibited except from upper levels of 50 square feet or less which are not open to the public.

Fire Suppression: Any multi-level or covered exhibit exceeding 300 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:

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

(2) 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 portable fire extinguishers with A minimum 2-A:10-B:C rating. The fire watch shall be trained in the use of fire extinguishers and Fire Department notification procedures.

(3) Non-combustible exhibits with no combustible contents except a one-day supply of literature.

Rules and Regulations continued

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 Inc. (BMI) at www.bmi.com or the American Society of Composers, Authors, and Publishers (ASCAP) at www.ascap.com.

Porter Service

In an effort to maintain a clean and organized exhibit hall, exhibitors who order catering or have booth activities which result in excessive waste 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. Canvassing 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. Aggressive sales tactics will not be tolerated.

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, GES, nor the Pennsylvania Convention Center 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. Exhibitors may also purchase individual security for their own booth and materials. An order form will be available in the exhibitor service kit in May 2023.

Please note that while the exhibit hall is closed to the attendees of Kidney Week during non-show hours, the individuals who participate in poster presentations will be allowed to enter the hall before and after show hours in order to prepare for their poster session.

Shipping

GES must receive and process all shipments to Kidney Week. Information on shipping methods and rates will be included in the exhibitor service manual available in May 2023.

Signs

For an island booth, the top of a sign suspended from the exhibit hall ceiling or attached to the exhibit booth must not exceed 20 feet from the exhibit hall floor and cannot block the visibility of ASN signs or other exhibitors' booths. Exhibitors must suspend hanging signs directly over the island booth and not over the aisles. No part of any exhibitor signs may be posted, nailed, or otherwise attached to columns, walls, floors or other parts of the building or its furniture.

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. ASN reserves the right to determine the appropriate amount of materials stored within any booth and require any excess materials be relocated and stored elsewhere at the exhibitors expense. 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.

Work Jurisdictions in Philadelphia

The Pennsylvania Convention Center Authority requires the use of Rigger, Laborer, Electrician, and Stagehand unions. Please review the PCC Union Jurisdiction agreement for details on the responsibilities of each union.

Priority Point System

Exhibit Booth Priority Point Allocation for ASN Kidney Week 2023

1 Point	Awarded for each 100 sq ft of exhibit space
25 Points	Awarded to Diamond Supporters
20 Points	Awarded to Platinum Supporters
15 Points	Awarded to Gold Supporters
10 Points	Awarded to Silver Supporters
5 Points	Awarded to Bronze Supporters

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. 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 Kidney Weeks will be used in determining exhibit hall placement for upcoming Kidney Weeks. For example: Priority Points accumulated during Kidney Week 2020, 2021, and 2022 will determine the exhibit hall placement for 2023.

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.

Loss of Priority Points may occur if an exhibitor fails to comply with ASN's posted exhibitor or corporate supporter rules and regulations.

For more information regarding the Priority Point system, please contact ASN at exhibits@asn-online.org.

Mergers and Acquisitions

If companies have merged or been acquired, the companies must submit proper documentation to exhibits@asn-online.org. The resulting company may choose to use the highest Priority Points 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.

Point-of-Contact Changes

Send all primary and secondary point-of-contact changes to exhibits@asn-online.org.

Please include the following information:

Name:

Email:

Job Title:

Direct Phone:

Address:

2023 Levels of Support

Diamond \$400,000+

Platinum \$300,000 - \$399,999

Gold \$200,000 - \$299,999

Silver \$100,000 - \$199,999

Bronze \$50,000 - \$99,999

Support and Sponsorship Opportunities

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.

Don't miss this opportunity to reach the top nephrology professionals globally. Kidney Week is the largest annual gathering of the kidney 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.

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

The ASN Corporate Support Catalog of promotional and educational support opportunities will be available in late winter/early spring 2023. All 2022 exhibitors are included on the distribution list. To be added to this list or if you have any questions, please contact Kara Page, ASN Vice President of Business Development, at kpage@asn-online.org.



ASN Advertising Opportunities and Media Events

For advertising opportunities in JASN, CJASN, and ASN Kidney News (print and online), please contact:

Advertising in ASN Publications

Product and Pharma Display Advertising

Kelley Russell, National Sales Manager
The Walchli Tauber Group, Inc.
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015
Phone: 214-704-4628
Email: kelley.russell@wt-group.com

Recruitment Display and Classified Advertising

Anne Green, National Sales Manager
The Walchli Tauber Group, Inc.
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015
Phone: 864-616-7797
Email: anne.green@wt-group.com

Advertising Opportunities



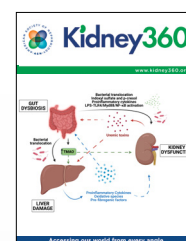
The *Journal of the American Society of Nephrology (JASN)* is the leading kidney journal in the world. JASN has been published monthly since July 1990. JASN represents an outstanding synthesis of cutting-edge basic research, clinical epidemiology, clinical research, meta-analysis, relevant editorials, perspectives and timely and important reviews.
jasn.asnjournals.org



The *Clinical Journal of the American Society of Nephrology (CJASN)* is the leading voice in communicating and influencing advances in clinical nephrology by rapidly and effectively communicating the most important advances in clinical and translational research in nephrology, including innovations in research methods and care delivery.
cjasn.asnjournals.org



ASN Kidney News reaches more than 18,000 print recipients monthly. This must-read news magazine examines trends in medicine, industry, and policy affecting all practitioners in nephrology and provides important information supporting the work of kidney specialists.
kidneynews.org



Kidney360 is a global, peer-reviewed, open access, online only, general kidney journal that publishes scientifically rigorous basic, translational, clinical, epidemiologic, health policy, population science, and global health kidney research.
kidney360.asnjournals.org

Non-Society Media Events

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 submitting a written request to ASN. Further instructions will be available by email request to meetings@asn-online.org in June 2023.

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."

Non-ASN Sponsored Media Events

If you would like to schedule a media event during Kidney Week, please contact ASN Press Officer Christine Feheley at cfeheley@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.

ASN Contact Information

Exhibit Sales and Logistics

Ronny Coombs, ASN Exhibits Manager

1401 H Street NW, Suite 900

Washington, DC 20005

Phone: 202-640-4663

E-mail: exhibits@asn-online.org

E-mail: rcoombs@asn-online.org

Support/Sponsorship Opportunities

Kara Page, ASN Vice President of Business Development

1401 H Street NW, Suite 900

Washington, DC 20005

Phone: 202-640-4647

E-mail: kpage@asn-online.org

Advertising – Kidney Week Publications

Product and Pharma Display Advertising

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