

# Exhibitor Prospectus

**San Diego Convention Center  
San Diego, CA**

**Early Programs**  
October 23, 2024

**Annual Meeting Dates**  
October 24-27, 2024

**Exhibit Dates**  
October 24-26, 2024

**KIDNEY  
WEEK** **20  
24**

October 23-27 | San Diego, CA

**A world without kidney diseases**

REV. SEPTEMBER 2024



# ASN welcomes you to San Diego, CA for the 57th Annual Meeting and 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. The kidney community comes together to focus on improving the lives of more than 850,000,000 people worldwide. 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 at one of Trade Show Executive's Top 50 Fastest-Growing Shows of 2023
- 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](mailto:email@asn-online.org)

[www.asn-online.org](http://www.asn-online.org)

**KIDNEY  
WEEK** **20  
24**

October 23-27 | San Diego, CA

Trade Show Executive's  
**FASTEST**  
**50** Honored as one of the  
50 Fastest-Growing  
Shows of 2023

## Table of Contents

- 3** General Information
- 4** 2023 Demographic Report
- 5** Applying for Exhibit Space
- 6** Important Dates and Deadlines
- 7** Scientific Exposition Schedule-At-A-Glance
- 8** Registration and Housing
- 9** Booth Structure and Payment
- 10** Exhibitor Services
- 12** Rules and Regulations
- 17** Priority Point System
- 18** ASN Support, Advertising, and Media Event Opportunities
- 20** Contact Information

# General Information

## Exhibit Venue

The San Diego Convention Center  
Exhibit Halls A-C (Entrance at Exhibit Hall B)  
111 W Harbor Drive, San Diego, CA 92101

# Exhibit Dates and Times

## Unopposed Exhibit Time

Daily: 9:30 a.m. – 10:30 a.m.

## Welcome Reception

Thursday, October 24, 2024 6 – 7 p.m.

## Installation

Tuesday, October 22, 2024 8 a.m. – 4:30 p.m.

Wednesday, October 23, 2024 8 a.m. – 4:30 p.m.

## Exhibits Open

Thursday, October 24, 2024 9:30 a.m. – 2:30 p.m.

Friday, October 25, 2024 9:30 a.m. – 2:30 p.m.

Saturday, October 26, 2024 9:30 a.m. – 2:30 p.m.

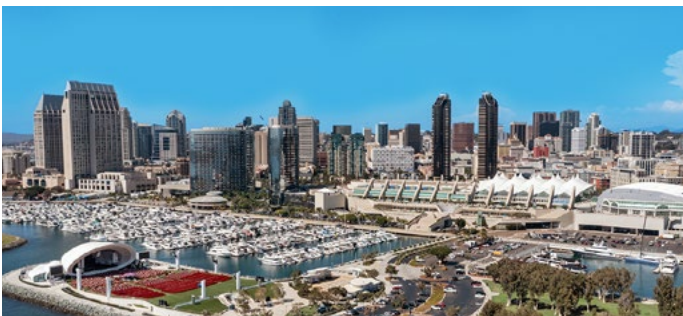
## Dismantling

Saturday, October 26, 2024 2:30 – 8 p.m.

Sunday, October 27, 2024 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, October 23, 2024. 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 20, 2024, to [exhibits@asn-online.org](mailto: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

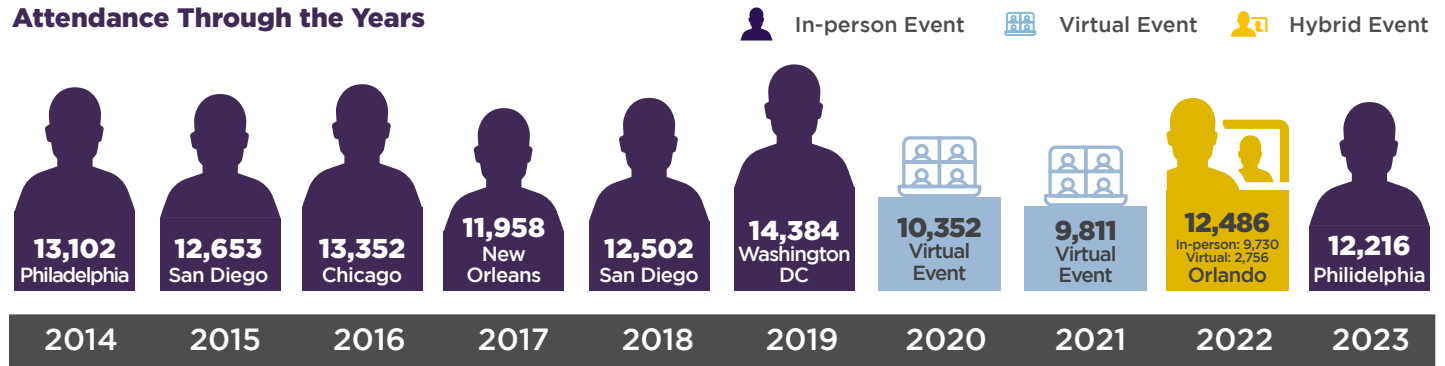
[www.ges.com/contact-us](http://www.ges.com/contact-us)

# Kidney Week 2023 Demographics

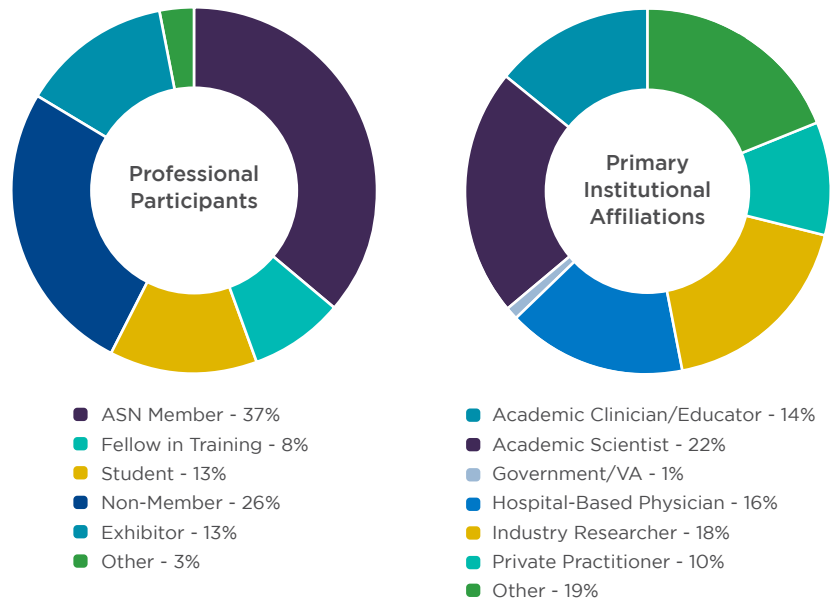


Thank you to all our participants, partners, faculty, and supporters who helped make this event a success.

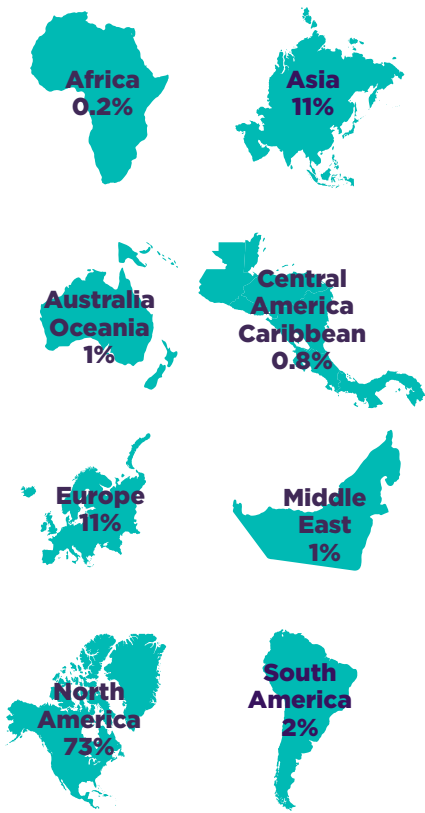
## Attendance Through the Years



## Participant Registration Report



## International Attendance 32%

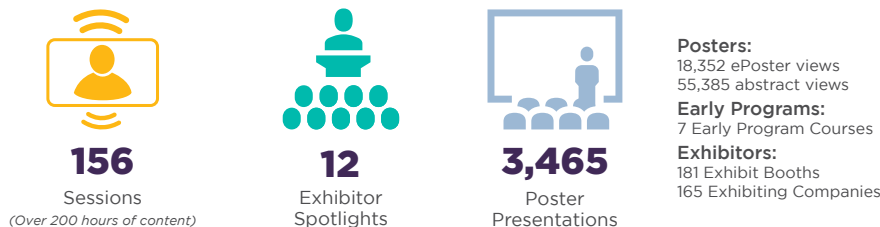


## Participant Area of Interest - Percent of Participants

(Multiple answers were permitted)

- |                                  |   |
|----------------------------------|---|
| Acute Kidney Injury - 40%        | Genetic Diseases of the Kidneys - 21%       |
| Bone & Mineral Metabolism - 15%  | Glomerular Diseases - 37%                   |
| Cell & Transport Physiology - 9% | Hypertension & Cardiovascular Disease - 30% |
| Chronic Kidney Disease - 60%     | Interventional Nephrology - 11%             |
| Development & Pediatrics - 7%    | Pathology - 11%                             |
| Diabetes & Metabolism - 24%      | Transplantation & Immunology - 22%          |
| Dialysis - 35%                   | Other - 11%                                 |

## Kidney Week 2023 Offered



## Top Countries in Attendance



US  
Canada  
Japan  
Germany  
United Kingdom  
Mexico  
Philippines



## Applying for Exhibit Space

2024 Booth Fees	
Inline Space	\$38 per square foot
Island Space	\$46 per square foot
Non-Profit Booth	\$1,000 (first booth only)
Featured Exhibitor Listing	\$1,000 (limited availability)

If required materials are received by Friday, September 20, 2024, the in-person 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 2024 Booth Selection

### Application Process – Presales for Exhibitors with Priority Points

Companies with ASN Priority Points accumulated in 2021, 2022, and 2023 will be contacted by the ASN exhibit sales team regarding 2024 space selection. All appointments will be assigned based on Priority Point ranking. Please have your IT department add [service@mapyourshow.com](mailto:service@mapyourshow.com), [exhibits@asn-online.org](mailto:exhibits@asn-online.org), the [asn-online.org](http://asn-online.org) domain and the [mapyourshow.com](http://mapyourshow.com) domain to your safe sender list to ensure you receive the appointment date/time assignment email. 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 application and floor plan will become available in March 2024 on a first-come, first-served basis. Please complete an Exhibitor Application at [asn-online.org/kidneyweek](http://asn-online.org/kidneyweek). Exhibit applications submitted after Friday, July 12, 2024, must be accompanied by full payment.

**Send Applications to:** [exhibits@asn-online.org](mailto:exhibits@asn-online.org)

#### Mail Check Payment to:

ASN Kidney Week 2024  
P.O. Box 890658  
Charlotte, NC 28289-0658

#### Overnight Check Payment to:

ASN Kidney Week 2024  
Truist Remittance Processing, Attn: P.O. Box 890658  
5130 Parkway Plaza Boulevard  
Charlotte, NC 28217

# Important Dates and Deadlines

## October 2023 – January 2024

### October 2023 through January 2024: Kidney Week 2024 Space Selection Appointments for Priority Point Holders

- Priority Point holders will be contacted by the ASN exhibit sales team regarding your 2024 space selection appointment.

## January 31, 2024

### Deposit Payment Deadline and Cancellation Penalties Begin

- 50% Deposit Payment Due
- 50% Cancellation Penalty begins. Booth downsizes and cancellations made on or after January 31 will incur a 50% cancellation penalty.

## March 2024

### General Exhibit Sales Open

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

## Friday, July 12, 2024

### 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 21, 2024

### 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 (1,600 sq. ft. and larger) are due.

## Friday, September 20, 2024

### 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, October 23. If special circumstances necessitate additional time for installation, exhibitors must submit a written request by Friday, September 20 to [exhibits@asn-online.org](mailto: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, October 24, 2024

### Scientific Exposition Opens

## Saturday, October 26, 2024

### Scientific Exposition Closes

*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 22

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

### Wednesday, October 23

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

### Thursday, October 24

9:30 a.m. – 2:30 p.m. Exhibits Open  
 9:30 a.m. – 2:30 p.m. Poster Viewing  
 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, October 25

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

### Saturday, October 26

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

### Sunday, October 27

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 San Diego Convention Center, Exhibit, Hall C.

### Tuesday, October 22, 2024

1 – 5 p.m.

### Wednesday, October 23, 2024

7 a.m. – 6 p.m.

### Thursday, October 24, 2024

7 a.m. – 6 p.m.

### Friday, October 25, 2024

7 a.m. – 5 p.m.

### Saturday, October 26, 2024

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 beginning in April 2024. Booth deposit must be paid to receive access to exhibitor housing block requests.

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

- 2023 Priority Point standing
- 2023 Corporate Support level
- Size of room block
- Date of submission of the housing request
- Performance of previous room block request pick-up

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](mailto:asnhousing@spargoinc.com).





# Booth Structure

## 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 raw exposure to a neighboring booth and/or to an aisle. If the exhibitor does not comply, ASN will have the official service contractor 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](mailto:exhibits@asn-online.org) for ASN approval by no later than Wednesday, August 21, 2024.

## 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 August 2024. 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.

## Payment

Exhibitors may pay by check, wire, or credit card in US dollars drawn on a US bank.

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 2024  
Truist Remittance Processing, Attn: P.O. Box 890658  
5130 Parkway Plaza Boulevard, Charlotte, NC 28217

### Wire Payments to:

***Reference your invoice for Credit Card Payment options.***

## Booth Cancellation and Downsizing

All cancellations of exhibit space must be submitted in writing to [exhibits@asn-online.org](mailto:exhibits@asn-online.org). Cancellation emails 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 12, 2024, 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 12, 2024, 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 San Diego 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 dashboard. A product/company description of each confirmed exhibitor will be included in the mobile app if received by Friday, September 20, 2024. 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](http://www.asn-online.org/exhibit) in August 2024.

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/contact-us/](http://www.ges.com/contact-us/).

### 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 will have access to the exhibit hall one and a half (1 1/2) 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.

## Access to Exhibit Hall continued

Exhibitors who are 2024 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](mailto:exhibits@asn-online.org) for more information.

## Rules and 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 San Diego Convention Center. It is the responsibility of the exhibiting contact person to notify their contractors and agents of all Rules and Regulations listed within and published on the [ASN website](#), communicated in the Exhibitor Newsletters, and posted on the [SDCC 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](mailto:exhibits@asn-online.org) to request a copy of the media kit and high-resolution logos.

### Helium Balloons

Helium balloons may not be distributed or sold inside the facility. With the prior approval of your Event Manager, helium balloons may be used when they are permanently affixed to authorized displays. If helium balloons are released for any reason within the facility, labor costs associated with the removal of the balloons will be charged to the exhibitor at the prevailing rate. Helium balloons distributed outside the facility shall not be permitted inside the building. Additionally, helium balloons may not be released into the outside environment from the premises of the Convention Center.



## Rules and Regulations continued

### Mylar Balloons

Mylar balloons are prohibited.

### 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 carpeting and will supply exhibitors with blue 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 official service contractor 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, October 26, 2024, 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 1600 square feet or larger.
- 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](mailto:exhibits@asn-online.org) by Wednesday, August 21, 2024, for approval.

### Exhibitor Appointed Contractor (EAC)

Exhibitors planning to use a contractor other than the official service contractor to supervise the set-up and dismantling of exhibits must notify ASN Exhibit Management by submitting the appropriate form through the Exhibitor Service Kit no later than Wednesday, August 21, 2024. 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 San Diego, CA. The certificate of insurance should name ASN, the San Diego 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, October 23, 2024, 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 and 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 California fire codes. 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 exits, entrances, air supply vents, ramps, sidewalks, hallways, stairways, elevators, escalators, and aisleways must be clear at all times. Exit signs must be kept visible at all times. Fire stations and

## Rules and Regulations continued

fire extinguisher equipment are not to be covered or obstructed. All exhibits and displays are subject to inspection by the San Diego Convention Center management for compliance.

## Food and Beverage

Food and beverage items cannot be brought in from outside the building. The San Diego Convention Center has an exclusive agreement to provide all catering and concessions within the facility. All food and beverages must be purchased through the San Diego Convention Center. ASN prohibits the distribution of popcorn machines, freshly baked items, and other heavily fragrant items on the exhibit floor. Espresso and coffee brewing is permitted if it does not result in excessive noise or fragrance. Alcoholic beverages may only be distributed on Thursday, October 24 from 6-7 p.m. during the Welcome Reception. All alcohol must be provided for by the SDCC in-house caterer following state and local laws and guidelines.

## Freight Movement

Exhibitors are required to arrange all freight receiving and delivery through the official service contractor, GES.

## 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 2024 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](mailto:exhibits@asn-online.org) by Wednesday, August 21, 2024.**

## Insurance and Liability

- Exhibitors must acknowledge that neither the American Society of Nephrology, GES, the San Diego Convention Center nor the Government of California 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](mailto:exhibits@asn-online.org) by Wednesday, August 21, 2024, 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-US 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-US participants should incorporate international areas within their booths that are not accessible to US 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 San Diego Convention Center, and the Government of California 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 San Diego 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 San Diego 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.

### 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](http://www.bmi.com) or the American Society of Composers, Authors, and Publishers (ASCAP) at [www.ascap.com](http://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 San Diego 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.





## Rules and Regulations continued

Exhibitors may also purchase individual security for their own booth and materials. An order form will be available in the exhibitor service kit in August 2024.

*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 August 2024.

## 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.



# Priority Point System

## Exhibit Booth Priority Point Allocation for ASN Kidney Week 2024

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. Priority Points accumulated during Kidney Week 2021, 2022, and 2023 will determine the exhibit hall placement for 2024.

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](mailto: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](mailto: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 Kidney Week cannot reserve exhibit space using the parent company's points unless they are participating under the parent company name.

## 2024 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

## Point-of-Contact Changes

Send all primary and secondary point-of-contact changes to [exhibits@asn-online.org](mailto:exhibits@asn-online.org). Please include the following information:

**Name:**

**Email:**

**Job Title:**

**Direct Phone:**

**Address:**

## 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 the first quarter of 2024. All 2023 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](mailto: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](mailto: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](mailto:anne.green@wt-group.com)



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](http://jasn.asnjournals.org)



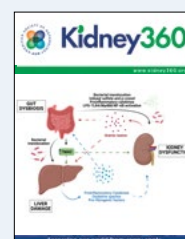
The *Clinical Journal of the American Society of Nephrology* (*CJASN*) is the leading voice in communicating and influencing advances in clinical nephrology by rapidly and effectively communicating the most important advances in clinical and translational research in nephrology, including innovations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

[cjasn.asnjournals.org](http://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](http://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](http://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](mailto:meetings@asn-online.org) in June 2024.

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 Fehely at [cfeheley@asn-online.org](mailto:cfeheley@asn-online.org). All events must have prior ASN approval and are subject to a \$15,000 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

### Exhibits Sales and Logistics

#### Ronny Coombs, ASN Exhibits Manager

1401 H Street NW, Suite 900

Washington, DC 20005

Phone: 202-640-4663

E-mail: [rcoombs@asn-online.org](mailto: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](mailto:kpage@asn-online.org)

### General Services Contractor

#### GES

Phone: 800-475-2098

<https://www.ges.com/contact-us/>

## Advertising – Kidney Week 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](mailto: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](mailto:anne.green@wt-group.com)



**KIDNEY  
WEEK** **20  
24**

October 23-27 | San Diego, CA