



EXHIBITOR MEDIA KIT

THE WORLD'S PREMIER
NEPHROLOGY MEETING

QUESTIONS? **ASN EXHIBITS**
exhibits@asn-online.org



Welcome to Kidney Week 2025

Thank you for being a part of ASN Kidney Week 2025, the world's premier nephrology meeting. This Exhibitor Media Kit will help exhibitors maintain ASN's branding.

The Exhibitor Media Kit will include guidance on:

- How and when to reference ASN and Kidney Week 2025 names and logos in promotional materials.
- Writing about ASN and Kidney Week appropriately as an exhibitor on social media and receiving approval for the use of a subdomain.
- Privacy concerns surrounding media coverage and recordings/photography at Kidney Week for promotional purposes.
- Rules surrounding exhibitor content and booths at Kidney Week and policies regarding hotel room drops.

In case of any uncertainty, please contact exhibits@asn-online.org for further information.

Logo Guidelines

Please refer to the criteria, requirements below for guidance on how to properly use the logo.

- Materials/posts should not link to asn-online.org or any other ASN owned websites. Please refer to [ASN's Linking Policy](#).
- ASN and Kidney Week logos may not be altered in any way, including but not limited to removing the ASN badge or meeting year.
- Exhibitors must submit a sample of all advertising or marketing materials related to ASN for approval. These materials include but are not limited to flyers, social media postings, emails, online advertisements, and postcards.

✓ **DO** create clear space equal to the height of 0.1875 inch around the ASN Kidney Week logo all around. This is the area of isolation.



✗ **DON'T** crowd the ASN Kidney Week logo by placing elements too close.



✗ **DON'T** use the ASN Kidney Week logo over any color or image except for white. Other logo variants are available for dark backgrounds upon request.



✗ **DON'T** stretch or distort the ASN Kidney Week logo.



The American Society of Nephrology name and logo, as well as 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 other participation in Kidney Week, including posts on social media.

If you require additional logo formats or reverse color variations for dark backgrounds, please submit a request by email. Each use of the logo must adhere to the guidelines and requires approval in writing from the ASN Exhibit Staff at exhibits@asn-online.org.

ASN must approve all promotional items before printing, including:

- brochures,
- invitations,
- announcements,
- postcards,
- online posts,
- and more.

Please allow five business days for approval.

Subdomain Name Permissions

ASN does permit the use of “ASN” or “Kidney Week” within an exhibitor or supporter microsite domain name under the following guidelines:

- Only official partners can use ASN or Kidney Week (kidney week) as part of their subdomain.
- End each subdomain with a year identifier with a year identifier, e.g., ASN25, to avoid implying a partnership in perpetuity.
- The site using the subdomain cannot imply a partnership that is beyond the scope of the currently defined relationship.
- Exhibitors must request and have ASN approval in advance to use their subdomain.
- ASN staff must review and approve subdomain content to ensure the relationship represented is accurate before going live.

Attachments

- ASN Kidney Week 2025 Logo in PNG format. If exhibitors require additional formats or reverse color variations for dark backgrounds, please submit a request by email. Any use of the logo must follow the guidelines listed above, and each use must be approved in writing by ASN Exhibit Staff at exhibits@asn-online.org.



Social Media Surrounding ASN Kidney Week

Social media posts are integral to promoting Kidney Week and showcasing your company's exhibit materials and booth.

Be sure to promote your exhibit and **#KidneyWk** by:

- Copying suggested social media posts to your social platforms to share information about the meeting with your followers.
- Following **@ASNKidney** on Facebook, Instagram, LinkedIn, Threads, Bluesky, and X, to share ASN's content throughout the conference.
- Attending the meeting in-person and posting photos of your time there with **#KidneyWk**.
- Adding **#KidneyWk** to your social posts and tag **@ASNKidney** to engage with ASN via your personal or organizational accounts.

ASN welcomes live-posting and sharing of Kidney Week meeting content (such as slides, posters, and exhibitor information) on social media to share information throughout social networks.

Use existing hashtags about related topics to foster increased visibility.

These could include:

- **#KidneyWk**
- **#Healthcare**
- **#Nephrology**
- **#Houston**
- **#Kidneydisease**

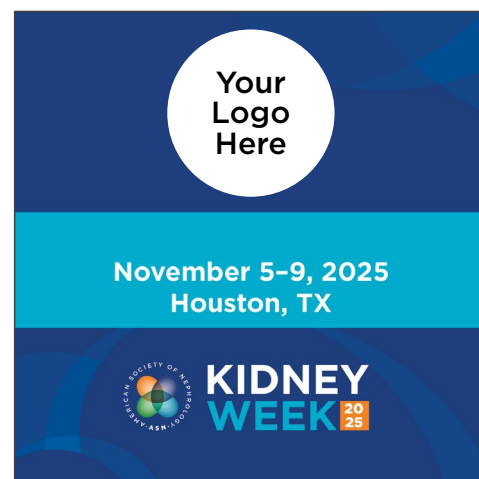
SPEAKERS AND PUBLICITY

Speakers should know that most Kidney Week events are open to the news media. **If a speaker does not wish to have their research shared** via X, Bluesky, Threads, Facebook, or other social networks, **the speaker should make an announcement before and during the presentation.**

ASN asks that all participants comply with speaker requests regarding photography, audio/video recording, live streaming, and social media sharing but cannot guarantee adherence.

✓ Instagram / Threads

Download the PNG ads by [clicking here](#).
See the sample below for inspiration.



✓ Facebook / LinkedIn

Download the PNG ads by [clicking here](#).
See the sample below for inspiration.



✓ Bluesky / X

Download the PNG ads by [clicking here](#).
See the sample below for inspiration.



Display Digital Ads

ASN allows exhibitors to promote their presence at Kidney Week 2025 through digital advertising. All exhibitors have permission to use the leaderboard (728 X 90) ad (shown) on their digital properties. Exhibitors can add their booth number to the graphics, but further alterations require approval from ASN.

Download the PNG ads by [clicking here](#). See the sample below for inspiration.



Exhibitor Media Policy

All exhibitor promotional content must include a reference to Kidney Week 2025 and the exhibitor's booth number. Exhibitors must not promote or publicize exhibit booths prior to full contract execution (including payment). ASN prohibits the distribution of any promotional materials within the convention center or designated meeting hotels. Hotel room drops are strictly forbidden unless arranged through ASN. Limited room drop opportunities are available.

