Exhibitor Frequently Asked Questions and Resources

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Exhibitor Applications and Payments

My company paid to exhibit at the Kidney Week 2020 live event. What are my options for refunds and reallocation of live event funds?
If you applied for and made payment on a booth for the Kidney Week 2020 in-person event in Denver, CO you will have various options on how to apply your payment or receive a refund. The following options are available:

1) Apply your payment to your 2020 Digital Booth Selection and then roll over any remaining payment to your 2021 booth.

2) Apply your payment to your 2020 Digital Booth Selection and then receive a refund of any remaining funds.

3) Apply your full payment to your 2021 booth.

4) Receive a full refund of all funds paid.

In order to take advantage of these options you must submit your funds disbursement form to SPARGO, Inc. by September 16, 2020. Email Emily Dowling at emily.dowling@spargoinc.com for more information.

How do I apply to exhibit at the digital event?
Complete the application on the Spargo website at https://events.jspargo.com/asn20/Public/enter.aspx. Exhibit applications submitted after Wednesday, July 1, 2020 must be accompanied by full payment.

For Application Questions:
Call 800-564-4220 domestic 703-563-2691 international
Send Applications to exhibitcontracts@spargoinc.com

Mail Check Payment to:
The American Society of Nephrology
Kidney Week 2020 Exhibits
P.O. Box 890658 Charlotte, NC 28289-0658

Overnight Check Payment to:
ASN Kidney Week 2020
BB&T Remittance Processing, Attn: Box 890658
5130 Parkway Plaza Boulevard, Charlotte, NC 28217

What is the Digital Booth Cancellation and Downsizing policy?
All cancellations of digital exhibit booths must be received in writing by ASN. All cancellations will incur a 100% cancellation penalty and the exhibitor will not be issued any monies received by ASN for a cancelled booth and any monies not paid will still be owed. Failure to make payments does not release the contracted or financial obligations of the exhibitor.

Who is my primary contact for exhibition needs?
Please contact Ronny Coombs at rcoombs@asn-online.org for all logistical aspects of the ASN Scientific Exposition.

How can I offer my feedback on my exhibiting experience with ASN?
Exhibitors interested in providing feedback to the Society should apply for a position on ASN’s Exhibitor Advisory Committee. The committee may meet virtually up to two times a year. A request for nominations will be emailed to all exhibitors in November 2020. Please contact Ronny Coombs at rcoombs@asn-online.org for further information.

Why is there an option to donate money on my exhibitor application?
To support its mission and commitment to corporate social responsibility, ASN is waiving all contract cancellation processing fees and asking our partners to join us in supporting #FirstRespondersFirst to benefit Direct Relief. Your tax-deductible donation to #FirstRespondersFirst to benefit Direct Relief and other agencies will provide essential supplies, personal protective equipment, medicines, and other resources for protecting frontline health care workers worldwide. ASN will match all donations up to $50,000. Donations will be collected during the exhibits application process. Click here for more information on #FirstRespondersFirst and Direct Relief. Additional details can be found on the Business Wire press release here.

#FirstRespondersFirst is a fund of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization. EIN:
Registration

Are exhibitors required to register the individuals who will staff their digital booth?
Yes, all exhibitors are responsible for registering each individual accessing the meeting. Exhibitor registration links will be communicated to you via email once your booth fees are fully paid. Only registered attendees will be able to log in to access the Kidney Week 2020 Reimagined platform. If you do not receive your login details contact asnregistration@spargoinc.com.

How do I register my booth personnel?
Exhibitor registration opened to all fully paid exhibitors on August 19 and can be accessed through the ASN website. Your registration password will be sent directly to the primary contact associated with your company once final payment is received. If you do not receive your login information please contact asnregistration@spargoinc.com.

What if I want to use my complimentary registrations for an individual who will not staff my booth?
Your registered booth personnel will appear on your exhibitor networking page for scheduled meetings by default. Exhibitor Access only registrants MUST be affiliated with your booth.

If you have **full event registrants** that you do not want to be affiliated with your networking page please register them and send a list in EXCEL format including **first name, last name, and email address** for each person you do **not** want affiliated with your company.

If you are not using your complimentary allotments for full event registrants you may register them as an **individual** or through the **group registration portal** and pay for them individually. If you register them using this method they will not be affiliated with your booth.

If you do not wish for an individual to be available for scheduled meetings in your booth, you may block off their availability. For more information on individual availability in Attendee Connect please refer to the Networking section of this document.

**What is an “Exhibitor Access Registration”?**
Each company will receive complimentary Exhibitor Access Registrations and Full Digital Meeting Registrations according to their exhibiting level. Exhibitor Access Registrations will have access only to the networking, digital exhibition, and exhibitor spotlights. To access plenary sessions, educational sessions, and posters attendees must be registered with “Full Digital Meeting Registrations.”

Early programs are not included in your annual meeting registration and have a separate registration fee.

**Can I purchase additional registrations?**
Yes, exhibitor access registrations are $125 each. Full event registration rates can be found on the ASN website here. Rates vary based on membership status.

**How do I attend educational sessions as an exhibitor?**
To access plenary sessions, educational sessions, and posters attendees must be registered with “Full Digital Meeting Registrations.” You may select this option in the exhibitor registration portal.

**Are my display contacts automatically registered?**
No. You must register your booth staff. Your display contacts are only for display purposes and do not affect the networking functionality or event access. Please read the FAQ or attend the Thursday, October 1st Office Hours for more information on this.

**When will exhibitors gain access to the site?**
You will be able to access the site beginning October 14th. However, your exhibit booth will not be visible until October 22nd. You will not be able to view or review your booth after the September 30th deadline so please be sure to screenshot your booth preview as needed before this date.
Attendee Metrics

What kind of attendee metrics will be provided to exhibitors?
Exhibitors will receive contact information for all attendees they interact with during Kidney Week. Interactions include an attendee entering your booth, connecting with you through Attendee Connect, watching an exhibitor spotlight video, or clicking on a supported ad throughout the platform.

All reports will contain the following attendee data:

- First Name, Last Name, Institution, Location, and Email Address, Component Clicked
- Unique User Visits, Total Interactions, Total Downloads, Interaction Trends, Video Views, Meetings Scheduled, and Company Logo Clicks

How will I access attendee metrics?

Exhibitor and Enhanced Level Companies
ASN will provide reports to exhibitors they interacted with during the live event by November 11, 2020. The platform will remain open until December 4, 2020. An additional report will be provided to exhibiting companies by January 8, 2020.

Premier and VIP(+) Level Companies
Premier and VIP level exhibitors will receive access to “real time” reports through a reporting dashboard during the event. Login information to this system will be shared with exhibitors the week before the event. Exhibitors are responsible for accessing and downloading their own data by December 4, 2020.

How do I access the reporting dashboard?
Login to the Quant dashboard using the instructions here: Quick Guide – Quant Dashboard for Exhibitors. Review the full Quant demo here: Reporting Demo for Premium and VIP(+) Exhibitors 10/19
Booth Content

How can attendees access my booth?
On the homepage of the Kidney Week 2020 Reimagined site there will be a prominent button for “Exhibitors and Exhibitor Spotlights.”

Once that button is clicked, attendees will reach a landing page where they can select to enter the digital exhibition or the exhibitor spotlight page.

When the exhibits button is selected, they will reach a full listing of all Kidney Week 2020 exhibitors listed first by exhibiting tier [VIP+ > VIP > Premier > Enhanced > Exhibitor] and then alphabetically. Attendees can sort through exhibitors using Attendee Interest Categories and Product and Service Categories.

How will I upload my booth profile content?
Exhibitors will be given login information to an upload portal where they may input all booth content and upload all collateral before September 30, 2020. Changes to content will not be permitted after this date. Content specs are included in this document so that you may begin preparing your collateral at your convenience.

How long will my booth be available to view by Kidney Week attendees?
The Kidney Week 2020 Reimagined platform will be available to attendees until December 4, 2020. If you would like your booth removed before this date please contact Ronny Coombs at rcoombs@asn-online.org to request removal.

What is due by September 30?
All booth content that will be uploaded into the digital event platform must be submitted by September 30. Collateral will not be able to be removed or updated after this date. Content hosted outside of the platform (URLs, 3D booths, etc.) may be updated after this date if the URL does not change. Videos may not be changed after this date regardless of where they are hosted.

Can a Premium level booth link to a 3D virtual booth?
No, this benefit is for a VIP or VIP+ level booth only. You may use your URL slots to link to an external website, a hosted document, or a microsite but not a 3D booth. If you are unsure if your microsite would qualify as a 3D booth, please send graphics to Ronny Coombs at rcoombs@asn-online.org for review.

How do I include my 3D Booth / Microsite link in my VIP booth?
1. Use the HTML editor linked in the form to add this link to your description field
2. Put the link in the website field
3. Use one of your URL slots

I recommend using the first option above. If you need assistance with this, please view the following Office Hours recording: Exhibitor Booth Upload - Final Deadline 9/30/20

Can I hide the Schedule a Meeting button?
Yes. Please notify Ronny Coombs at rcoombs@asn-online.org in writing that you would like to do so.

Why is my booth preview different than the actual site?
The preview will be nearly identical to your actual booth. However, this is a generic preview functionality that does not include the customizations ASN has made to the platform. Please expect the following differences:

• In the preview, the Corporate, Product, and Service Images will appear as links beneath your PDFs and URLs instead of above the videos. On the actual site, the images will be above the videos as shown on page 8 of the FAQ.
• In the preview the Product and Service Categories are titled “Product Categories.” On the actual site they will be called “Product and Service Categories”
• In the preview the Attendee Interest Categories do not show up. On the actual site they will appear beneath the Product and Service Categories.
• Your PDFs and URLs will not appear in the same order that you uploaded them. There is no mechanism in place to determine this order in the live site so they will appear in a randomized order.

If you need an exact screenshot of your booth you will need to make those adjustments yourself using powerpoint, word, or other photo editing software.
Will there be a site demo before the event?
There will be an Exhibitor Office Hours before the event in which I will do a demo of the actual site. I will not be able to conduct individual demos so please continue to read the newsletters for information on Office Hours.

Booth Profile Collateral Details
The chart below includes all profile options. Reference page 5 of the Exhibitor Prospectus for the benefits related to your specific package.

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Dimensions</th>
<th>Max File Size / Character Count</th>
<th>File Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Name</td>
<td>Company name only permitted in this field.</td>
<td>N/A</td>
<td>50 Characters</td>
<td>Plain text</td>
</tr>
<tr>
<td>Logo</td>
<td>Square logo recommended.</td>
<td>300px X 300px</td>
<td>300mb</td>
<td>JPEG or PNG</td>
</tr>
<tr>
<td>Website URL</td>
<td>Must be your company or product link. Microsite links are not permitted in this field.</td>
<td>N/A</td>
<td>N/A</td>
<td>URL Link</td>
</tr>
<tr>
<td>Location</td>
<td>City, State, Country permitted</td>
<td>N/A</td>
<td>N/A</td>
<td>Plain text</td>
</tr>
<tr>
<td>Company Banner</td>
<td>Graphic banner produced by the exhibitor.</td>
<td>1325px X 290px</td>
<td>300mb</td>
<td>JPEG or PNG</td>
</tr>
<tr>
<td>3D Booth Rendering Link</td>
<td>To be developed and hosted by the exhibitor. Optional. VIP and VIP+ exhibitors only.</td>
<td>N/A</td>
<td>N/A</td>
<td>URL with JPEG image</td>
</tr>
<tr>
<td>Social Media Platform Links</td>
<td>Facebook, Twitter, Instagram, LinkedIn, and YouTube</td>
<td>N/A</td>
<td>N/A</td>
<td>URL Links</td>
</tr>
<tr>
<td>Company Description</td>
<td>Your company description may include HTML for links, bolding, and underline. HTML tags will count towards the character count.</td>
<td>N/A</td>
<td>600 or 1200 characters depending on exhibiting tier</td>
<td>HTML or plain text</td>
</tr>
<tr>
<td>Corporate, Product, or Service Images</td>
<td>Images will appear on the exhibitor's profile page above videos. See page 6 for an example.</td>
<td>1920x1080</td>
<td>300mb</td>
<td>JPEG</td>
</tr>
<tr>
<td>Flash Videos</td>
<td>Videos will show directly on the exhibitor's profile page.</td>
<td>16:9 aspect ratio</td>
<td>Maximum 5 minutes - Hosted on Vimeo or Youtube</td>
<td>MP4</td>
</tr>
<tr>
<td>PDFs</td>
<td>PDF documents will appear as text links on the exhibitor's profile page.</td>
<td>N/A</td>
<td>N/A</td>
<td>PDF</td>
</tr>
<tr>
<td>URLs</td>
<td>URLs will appear as text links on the exhibitor's profile page.</td>
<td>N/A</td>
<td>N/A</td>
<td>URL Link</td>
</tr>
</tbody>
</table>
Sample Exhibitor Profile Page

The sample image below includes all profile options. Reference page 5 of the Exhibitor Prospectus for the benefits related to your specific package.
Networking

How will I network with attendees at Kidney Week?

Attendee Connect will offer attendees and exhibitors the ability to chat and schedule face to face video meetings with one another. View screenshots of the process here. These screenshots do not reflect the branding or configuration of the actual Kidney Week 2020 Reimagined site and should be used for general reference only.

Attendee > Exhibiting Company: On the exhibiting company’s profile there will be a “Schedule a Meeting” button where attendees can request a video meeting with the exhibitor directly. The exhibitor will be able to pre-set their availability and will have to accept a request before it is confirmed with the attendee.

Exhibitor Representative > Attendee: Exhibitors will be able to search through the attendee list using demographic filters to locate attendees with whom they would like to meet. They must first connect with an attendee. If the attendee accepts the connection, the exhibitor may chat with them and schedule a meeting. You may only have 20 pending requests at any given time. Once a request is accepted or cancelled you will be able to send more requests.

Face to Face Video Meetings: Five (5) minutes prior to the start of a scheduled meeting you will be able to open the virtual meeting room. Once the meeting has started you may also share a link to the meeting with other attendees or exhibitors to join your room. Up to fifty (50) people may join a meeting at once. These video meetings can be scheduled through the duration of the meeting. No meetings may be scheduled after October 25, 2020.

Chatting with Attendees: In order to chat with an attendee, you must first connect with them and they must accept your connection. After you are connected you can chat or schedule meetings. When the meeting has concluded you will be able to access the chat function until December 4, 2020.

What attendee information will be visible to exhibitors?

Attendee profiles will be visible to all exhibitors and will list the following information. It is the responsibility of the exhibitor to verify attendee information before interactions.

- Location
- Physician (Y/N)
- Institution
- ASN Membership Status

What is GRIP?

Grip is the name of the software that manages Attendee Connect. You may see/hear the name ‘GRIP’ in generic tutorial videos or screenshots provided for your reference.

What is match making?

Attendees and exhibitors will be asked to answer demographic questions during the registration process. These answers will be used to match attendees with exhibitors to create meaningful connections. When a company is matched with an attendee that company’s profile will appear in the attendee’s recommendations in Attendee Connect.

See below for a list of the attendee interest categories and product and service categories.

<table>
<thead>
<tr>
<th>Attendee Interest Categories</th>
<th>Product and Service Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Acute Kidney Injury</td>
<td>1. Association / Nonprofit</td>
</tr>
<tr>
<td>2. Bone &amp; Mineral Metabolism</td>
<td>2. Biotech Company</td>
</tr>
<tr>
<td>3. Chronic Kidney Disease</td>
<td>3. Dialysis Organization</td>
</tr>
<tr>
<td>5. Diabetes &amp; Metabolism</td>
<td>5. Financial Services</td>
</tr>
<tr>
<td>7. Genetic Diseases of the Kidneys</td>
<td>7. Laboratory</td>
</tr>
<tr>
<td>9. Glomerular Diseases</td>
<td>9. Medical Device Manufacturer</td>
</tr>
<tr>
<td>10. Hypertension &amp; Cardiovascular Disease</td>
<td>10. Medical Equipment Manufacturer</td>
</tr>
<tr>
<td>11. Intervventional Nephrology</td>
<td>11. Medical Publisher</td>
</tr>
<tr>
<td>13. Pathology</td>
<td>13. Research</td>
</tr>
<tr>
<td>14. Transplantation &amp; Immunology</td>
<td></td>
</tr>
</tbody>
</table>

This document is for reference only and is subject to change.
Attendee Connect / Networking Tutorial Videos
These videos do not reflect the branding or configuration of the actual Kidney Week 2020 Reimagined site and should be used for general reference only.

- Welcome Video
- How to Connect
- How to Request a Meeting
- Virtual Meeting Room Tutorial
- Networking Demo and General Questions – Exhibitor Office Hours Video

I do not want all my registered booth personnel to be available for scheduled meetings. How can I remove them from the list of attendees associated with my networking profile?

Your registered booth personnel will appear on your exhibitor networking page for scheduled meetings. If you have registrants that you do not want to be affiliated with your networking page, please register them as an individual or through the group registration portal. If you must register them as an exhibitor to take advantage of your complimentary registrations, you can block their availability so that they do not appear. Please view the Networking Demo and General Questions – Exhibitor Office Hours Video for more details and a demonstration of how to block a participants availability (at the 37:00 minute mark).
Rules and Regulations

What kinds of giveaways are permitted?
All giveaways must be educational in nature and modest in value ($10 or less). Contests, lotteries, raffles, and games of chance of any kind are prohibited. The exhibiting company is responsible for managing any giveaways, ASN will not distribute any giveaways or provide mailing addresses for attendees.

ASN supports the ethical codes of conduct on interactions with healthcare professionals including, but not limited to, Advanced Medical Technology Association (AvaMed) Code of Ethics on Interaction with Health Care Professionals; the American Medical Association (AMA) Gifts to Physicians from Industry Ethical Opinion 8.06111; the Pharmaceutical Research and Manufacturers of America (PhRMA) Code on Interactions with Healthcare Professionals; the Council for Medical Specialty Societies (CMSS) Code for Interactions with Companies; U.S. Food and Drug Administration (FDA); the Office of Inspector General Compliance Program Guidance for Pharmaceutical Manufacturers; and other ethical guidelines and expects all exhibitors at ASN Kidney Week 2020 to be in compliance. All exhibiting companies, regardless of tax status, must demonstrate compliance, to these and subsequent ethical codes.

Can my booth be product specific?
A company may brand a booth to be product specific. A product specific booth may include the product logo as the button graphic and may be listed under the product name. All product specific booths must meet the following requirements:

- No VIP or VIP+ booths may be product specific.
- A product specific booth must be purchased as an add-on to a company booth.
- The product specific booth level must be the same as or lower than the company booth. For example, a company with a VIP booth or Premium booth may purchase a Premium, Enhanced, or Exhibitor level booth for their product. A company with an Enhanced booth may purchase an Enhanced or Exhibitor level booth for their product.
- The product specific booth description must contain the following language: [Product Name] is a [Company Name] product.
- The company name must appear alongside the product name in the exhibitor directory.

Do exhibitors receive an attendee list?
In an effort to comply with data privacy regulations domestically and abroad ASN no longer distributes the attendee list to exhibitors. You will receive a list of all attendees who interacted with your organization during Kidney Week. See page 3 for more details.

Are there specific exhibit hall hours?
The event will be held in eastern standard time with live and semulive educational content available from 9am until 7pm. The platform will be available 24 hours a day to view on-demand content. There are no dedicated exhibit hall hours. However, we recommend you staff your digital booth during normal business hours (EDT) to interact with attendees through Attendee Connect.

Are members of the press able to attend Kidney Week?
Yes, vetted and approved press and media will be able to attend Kidney Week.

Do I need to submit an application to host an event in conjunction with Kidney Week?
This year in our reimagined digital format we will not be requiring an application to host your event. ASN will not provide a platform for hosting virtual/digital events and all logistics and arrangements must be made by the organizer. ASN will not post, publicize, or endorse any virtual/digital ancillary events in 2020. Please contact meetings@asn-online.org with any questions.

Are there other support opportunities at Kidney Week?
Yes. The Corporate Support catalog can be found here. Contact Kara Page at kpage@asn-online.org for more information.
What are priority points?
The priority point system recognizes companies that support the society and its activities. ASN encourages all new companies to participate. Priority points determine exhibit hall placement and help determine placement for group housing blocks in future years. More details on the priority point process can be found on page 13 of the Exhibitor Prospectus.

Do I have priority points?
If you exhibited or provided support for ASN in 2017, 2018 or 2019, you have accumulated priority points. Points earned for these 3 years will be added together to represent your priority point total for 2020 which determines your space selection order for 2021. Please contact Ronny Coombs at rcoombs@asn-online.org for your priority point standing.

When will space selection for Kidney Week 2021 begin?
Exhibit sales for Kidney Week 2021 will begin in January 2021 through virtual appointments with SPARGO, Inc. Companies will be contacted in the order of their priority point standing to schedule their appointment.

Exhibitor Office Hours Videos

Networking Demo and General Questions
How to Upload Content for your Exhibit Booth
Exhibitor Booth Upload - Final Deadline 9/30/20
Registration and Networking 10/01
Platform Demo for Attendees and Exhibitor Representatives 10/15

Note: 39:00-minute mark – The “Request a Meeting” feature would not populate. This was because I had inadvertently marked myself as “Busy” for the entire conference earlier in the demo. If you and/or the booth staff do not have availability the schedule a meeting option will not populate.

Exhibit Hall Demo 10/16
Reporting Demo for Premium and VIP(+) Exhibitors 10/19

For more information on Kidney Week exhibitor rules and regulations, please view the Exhibitor Prospectus, Kidney Week Code of Conduct, and Registration Terms and Conditions.