Exhibitor Frequently Asked Questions and Resources

Contents

Exhibitor Applications and Payments ................................................................. 3
  My company paid to exhibit at the Kidney Week 2020 live event. What are my options for refunds and reallocation of live event funds? ................................................................. 3
  How do I apply to exhibit at the digital event? .................................................. 3
  What is the Digital Booth Cancellation and Downsizing policy? ....................... 3
  Who is my primary contact for exhibition needs? .............................................. 3
  How can I offer my feedback on my exhibiting experience with ASN? ............. 3
  Why is there an option to donate money on my exhibitor application? ............... 3

Registration ........................................................................................................ 4
  Are exhibitors required to register the individuals who will staff their digital booth? 4
  What is an “Exhibitor Access Registration”? .................................................. 4
  Can I purchase additional registrations? ......................................................... 4
  How do I attend educational sessions as an exhibitor? .................................. 4

Attendee Metrics .............................................................................................. 4
  What kind of attendee metrics will be provided to exhibitors? ......................... 4
  How will I access attendee metrics? ............................................................... 4
  Exhibitor and Enhanced Level Companies .................................................... 4
  Premier and VIP(+) Level Companies ............................................................ 4

Booth Content .................................................................................................... 5
  How can attendees access my booth? .............................................................. 5
  How will I upload my booth profile content? ................................................ 5
  How long will my booth be available to view by Kidney Week attendees? ...... 5
  What is due by September 30? ....................................................................... 5
  Booth Profile Collateral Details .................................................................... 5
  Sample Exhibitor Profile Page ....................................................................... 6

Networking ......................................................................................................... 7
  How will I network with attendees at Kidney Week? .................................... 7
  What is GRIP? ............................................................................................... 7
  Attendee Connect / Networking Tutorial Videos .......................................... 7
  What is match making? ............................................................................... 7

Rules and Regulations ....................................................................................... 8
  What kinds of giveaways are permitted? ..................................................... 8
  Can my booth be product specific? ............................................................... 8
  Do exhibitors receive an attendee list? .......................................................... 8
  Are there specific exhibit hall hours? ............................................................. 8

This document is for reference only and is subject to change.
Are members of the press able to attend Kidney Week? ................................................................. 8
Do I need to submit an application to host an event in conjunction with Kidney Week? .................... 8
Are there other support opportunities at Kidney Week? ................................................................. 8
What are priority points? .................................................................................................................... 9
Do I have priority points? .................................................................................................................. 9
When will space selection for Kidney Week 2021 begin? ............................................................... 9
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: 95-1644609

This document is for reference only and is subject to change.
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 kidneyweek@spargoinc.com.

**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.

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.
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.

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.</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.</td>
<td>N/A</td>
<td>N/A</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>

This document is for reference only and is subject to change.
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.

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.

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

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.

A match making questionnaire will be provided to all contracted exhibitors. See below for a list of the attendee interest categories and product and service categories.

Attendee Interest Categories
1. Acute Kidney Injury
2. Bone & Mineral Metabolism
3. Chronic Kidney Disease
4. Development & Pediatrics
5. Diabetes & Metabolism
6. Dialysis
7. Genetic Diseases of the Kidneys
8. Geriatric Nephrology
9. Glomerular Diseases
10. Hypertension & Cardiovascular Disease
11. Interventional Nephrology
12. Cell and Transport Physiology
13. Pathology
14. Transplantation & Immunology

Product and Service Categories
1. Association / Nonprofit
2. Biotech Company
3. Dialysis Organization
4. Electronic Medical Records
5. Financial Services
6. Healthcare Facility
7. Laboratory
8. Market Research
9. Medical Device Manufacturer
10. Medical Equipment Manufacturer
11. Medical Publisher
12. Pharmaceutical Company
13. Research
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.

This document is for reference only and is subject to change.
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.

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.