Contents

Contacts ........................................................................................................................................................................... 3

General Information .............................................................................................................................................................. 3

1. How do I access…. everything? ................................................................................................................................ 3
   Exhibitor Resource Center ........................................................................................................................................... 3
   Lennd .................................................................................................................................................................................. 3
   Exhibitor Registration .................................................................................................................................................... 3
   Kidney Week 2021 Virtual Platform (OEP) ................................................................................................................... 3
   Quant .............................................................................................................................................................................. 3
2. What is the deadline to upload virtual booth content? ............................................................................................... 3
3. How can I offer my feedback on my exhibiting experience with ASN? ................................................................. 3
4. What are the media and logo use policies for Kidney Week Exhibitors? ............................................................ 3
5. What is the premier placement add-on option? .......................................................................................................... 3
6. Are there dedicated exhibit hall hours? ..................................................................................................................... 3

Exhibitor Applications and Payments ................................................................................................................................ 4

7. My company paid to exhibit at the Kidney Week 2020 in-person event and reallocated our funds to 2021. What happens next? .................................................................................................................. 4
8. My company paid to exhibit at the Kidney Week 2021 in-person event. What are my options for refunds and reallocation of in-person event funds? ........................................................................ 4
9. How do I apply to exhibit at Kidney Week 2021? ...................................................................................................... 4
10. What is the Cancellation and Downsizing policy? ................................................................................................ 4
11. What is the exhibit booth payment deadline? .......................................................................................................... 4

Registration .................................................................................................................................................................... 5

12. How do I register my booth personnel? .................................................................................................................. 5
13. Are exhibitors required to register the individuals who will staff their virtual booth? ........................................ 5
14. What if I want to use my complimentary registrations for an individual who will not staff my booth? .......... 5
15. What is an “Exhibitor Access Registration”? .......................................................................................................... 5
16. Can I purchase additional registrations? .................................................................................................................. 5
17. How do I access educational sessions as an exhibitor? .......................................................................................... 5
18. Will exhibitors be eligible to claim continuing education credits? ........................................................................... 5
19. Are my virtual booth display contacts automatically registered? ........................................................................ 5

Attendee Metrics ............................................................................................................................................................ 6

20. What kind of attendee metrics will be provided to virtual exhibitors? ................................................................. 6
21. How will I access virtual attendee metrics? ............................................................................................................. 6
   “Real Time” Reporting Access Add-On .......................................................................................................................... 6
   Standard Reporting .......................................................................................................................................................... 6
22. How do I access the reporting dashboard? .............................................................................................................. 6
23. How do attendees consent to data sharing? ........................................................................................................... 6

Virtual Booth Content ........................................................................................................................................................... 7
24. How will I upload my virtual booth content? ............................................................................................................ 7
25. How can attendees access my virtual booth? ......................................................................................................... 7
26. How long will my virtual booth be available to view by Kidney Week attendees? .................................................. 7
27. Why is my booth preview different than the sample profile? .................................................................................. 7
28. Can I link to a 3D virtual booth outside the Kidney Week 2021 virtual platform? ................................................... 7
29. How do I include my 3D Booth / Microsite link in my VIP booth? ........................................................................... 7
30. What is due by Friday, October 8? .......................................................................................................................... 7

Virtual Booth Collateral Details ........................................................................................................................................... 8
Sample Exhibitor Profile Page ............................................................................................................................................. 9
Kidney Week Virtual Platform Homepage Mock-up .......................................................................................................... 10
Kidney Week Virtual Platform Exhibit Hall Mock-up ......................................................................................................... 11

Virtual Networking .............................................................................................................................................................. 12
32. How will I network virtually at Kidney Week? ........................................................................................................ 12
33. What attendee information will be visible to exhibitors? ....................................................................................... 12
34. How can I choose which exhibitor representatives will be associated with my company networking profile? ..... 12
35. What are attendee interest categories and product and service categories? ....................................................... 12

Resources ............................................................................................................................................................................ 12
2021 Exhibitor Prospectus ................................................................................................................................................ 12
Registration Terms and Conditions ................................................................................................................................... 12
ASN Code of Conduct ....................................................................................................................................................... 12
Weekly Newsletters ........................................................................................................................................................... 12
Lennd Upload Instructions ................................................................................................................................................ 12
Networking Guide for Exhibitors ......................................................................................................................................... 12

Exhibitor Office Hours Recordings ................................................................................................................................... 12
August 26, 2021 - Platform Demo ..................................................................................................................................... 12
September 13, 2021 – Lennd and Registration Demo ..................................................................................................... 12
October 1, 2021 – Lennd, Registration, Open Q&A .......................................................................................................... 12
October 20, 2021 – Exhibit Hall and Booth Review .......................................................................................................... 12
October 21, 2021 – Networking Tutorial ........................................................................................................................... 12
October 28, 2021 – Quant Training .................................................................................................................................. 12

This document changes frequently. Always access it from the live link for the most up to date version.
Contacts
Kidney Week Logistics: Ronny Coombs at (202) 302-1631 or rcoombs@asn-online.org
Kidney Week Contracts and Sales: Emily Dowling at (703) 679-3915 or emily.dowling@spargoinc.com

General Information

1. How do I access…. everything?
This is a great question. We recognize there are a lot of websites and passwords to keep track of for Kidney Week. Each site has a “forgot password” function so you can easily reset your own password if needed. Here is a list of the sites you may need to access for Kidney Week 2021. Check back here for links when the sites become available.

   Exhibitor Resource Center
   https://events.jspargo.com/asn21/Public/enter.aspx
   Apply for an exhibit booth, enter your company description, and view archives of all exhibitor newsletters.

   Lennd
   https://app.lennd.com/login
   Upload your Virtual Booth Content by October 8.

   Exhibitor Registration
   https://register.asn-online.org/2021/exhibitor/
   Register your booth personnel and use your complimentary registration allotments.

   Kidney Week 2021 Virtual Platform (OEP)
   https://www.asn-online.org/education/kidneyweek/2021/login.aspx
   View the virtual exhibit hall, network, and watch educational sessions.

   Quant
   https://www.quant-app.com/login
   Access “real-time” reports and attendee metrics during the event. This is an optional add-on.

2. What is the deadline to upload virtual booth content?
All deadlines can be found on pages 7-8 of the Exhibitor Prospectus.

3. How can I offer my feedback on my exhibiting experience with ASN?
ASN will email a post-event survey to all exhibitors. Exhibitors interested in providing additional 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 2021. Please contact Ronny Coombs at rcoombs@asn-online.org for further information.

4. What are the media and logo use policies for Kidney Week Exhibitors?
View the Exhibitor Media Kit here. Email Ronny Coombs at rcoombs@asn-online.org for the Kidney Week logos.

5. What is the premier placement add-on option?
The Premier Placement Add-On includes an increased button size and places an exhibitor’s virtual profile at the top of the virtual exhibit hall listings in alphabetical order. This option will be available in limited quantity and is first-come, first-served.

6. Are there dedicated exhibit hall hours?
Due to the international attendance at Kidney Week, networking and exhibit hall interactions may take place at any time. During break times attendees will be encouraged to visit the exhibit hall. However, there are no dedicated exhibit hall hours. The live educational content will take place from 8am-6pm PT. You can view the program overview in various time zones here: https://www.asn-online.org/g/blast/files/KW21_Program_Overview.pdf
Exhibitor Applications and Payments

7. My company paid to exhibit at the Kidney Week 2020 in-person event and reallocated our funds to 2021. What happens next?
Companies who opted to have their Kidney Week 2020 live event funds reallocated to Kidney Week 2021 may use those funds toward a virtual exhibit booth or sponsorship at this year’s meeting. Funds will be automatically applied to your exhibit booth contract unless otherwise requested.

If you do not wish to use those funds in 2021, you may opt to have them refunded or reallocated to Kidney Week 2022. Any unused funds that have not been requested to refund by October 8, 2021 will no longer be eligible for refund.

8. My company paid to exhibit at the Kidney Week 2021 in-person event. What are my options for refunds and reallocation of in-person event funds?
If you applied for and made payment on a booth for the Kidney Week 2021 in-person event in San Diego, CA 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 2021 Virtual Booth Selection and then roll over any remaining payment to your 2022 booth.

2) Apply your payment to your 2021 Virtual Booth Selection and then receive a refund of any remaining funds.

3) Apply your full payment to your 2022 booth.

4) Receive a full refund of all funds paid.

9. How do I apply to exhibit at Kidney Week 2021?
Complete an application on the Spargo website at: https://events.jspargo.com/asn21/Public/enter.aspx. Exhibit applications submitted on or after Wednesday, September 15 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
ASN Kidney Week 2021
P.O. Box 890658 Charlotte, NC 28289-0658

Overnight Check Payment to:
ASN Kidney Week 2021
BB&T Remittance Processing, Attn: PO Box 890658
5130 Parkway Plaza Boulevard, Charlotte, NC 28217

10. What is the Cancellation and Downsizing policy?
All cancellations must be received in writing to KidneyWeek@spargoinc.com. Cancellations will incur a 100% cancellation penalty and 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. Failure to make payments does not release the contracted or financial obligations of the exhibitor.

11. What is the exhibit booth payment deadline?
All booth fees are due by September 15, 2021. Any application submitted after this date must be accompanied by payment in full.
12. How do I register my booth personnel?
Exhibitor registration can be accessed through the [ASN website](https://www.asn.org). 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](mailto:asnregistration@spargoinc.com).

13. Are exhibitors required to register the individuals who will staff their virtual booth?
Yes, all exhibitors are responsible for registering each individual who requires access to the virtual event. Only registered attendees will be able to log in to access the Kidney Week 2021 virtual platform.

14. What if I want to use my complimentary registrations for an individual who will not staff my booth?
New in 2021! The booth administrator will be able to control who is listed as a booth representative via their OEP admin login. Only individuals registered in the exhibitor registration portal will be able to be affiliated with your virtual booth. Be sure to list the name and email address of the networking administrator in your Lennd submission. The email address must match the registration email address.

15. What is an “Exhibitor Access Registration”?
Each company will receive complimentary Exhibitor Access Registrations and Full Conference Registrations according to their type. Exhibitor Booth Personnel Registrations will have access to networking and the virtual exhibition. To access plenary sessions, educational sessions, and ePosters, attendees must be registered with “Full Conference Registrations.” Early programs are not included in your annual meeting registration and have a separate registration fee.

16. Can I purchase additional registrations?
Yes, exhibitor booth personnel registrations are $150 each. Full event registration rates can be found on the ASN website [here](https://www.asn.org). Rates vary based on membership status.

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

18. Will exhibitors be eligible to claim continuing education credits?
Yes, exhibitors with a Full Conference Registration may claim CE credits.

19. Are my virtual booth 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.
Attendee Metrics

20. What kind of attendee metrics will be provided to virtual exhibitors?
Exhibitors will receive contact information for all attendees they interact with on the Kidney Week 2021 virtual platform. “Interactions” include an attendee entering your virtual booth 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, and Company Logo Clicks

21. How will I access virtual attendee metrics?

“Real Time” Reporting Access Add-On
Exhibiting companies who opt into this add-on 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 January 21, 2022.

Standard Reporting
Companies who do not opt into the “Real Time” Reporting Access Add-On will receive (2) reports. The first will be sent by November 17, 2021. The platform will remain open until January 7, 2022. An additional report will be provided to exhibiting companies by January 21, 2022.

22. How do I access the reporting dashboard?
Login information for the Quant dashboard will be sent to all companies who opt-in by November 2, 2021.

23. How do attendees consent to data sharing?
All attendees consent to having their data shared during the registration process, before entering the exhibit hall, and once they choose the “Drop a Business Card” option. Screenshots of each consent mechanism are included below.
24. How will I upload my virtual booth content?
Exhibitors have been sent login information to an upload portal (Lennd) where they may input all booth content and upload all collateral before Friday, October 8, 2021. 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.

25. When will exhibitors gain access to the virtual site?
You will be able to access the site beginning Monday, October 25. However, your exhibit booth will not be visible until Thursday, November 4. You will not be able to view or review your booth after the October 8th deadline so please be sure to screenshot your booth preview as needed before this date.

26. How can attendees access my virtual booth?
On the homepage of the Kidney Week 2021 virtual platform there will be a prominent button for the “Virtual Exhibit Hall.”

Once that button is clicked, attendees must consent to sharing their data with exhibitors. Once consent is received, they will be taken to the exhibit hall listing page where exhibitors will be listed first by exhibiting tier [Premier > Exhibitor] and then alphabetically. Attendees can sort through exhibitors using Attendee Interest Categories and Product and Service Categories.

27. How long will my virtual booth be available to view by Kidney Week attendees?
The Kidney Week 2021 virtual platform will be available to attendees until January 7, 2022. If you would like your booth removed before this date please contact Ronny Coombs at rcoombs@asn-online.org

28. Why is my booth preview different than the sample profile?
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 Product and Service Categories are titled “Product Categories.” On the actual site they will be called “Product and Service Categories”
- In the preview the Social Media icons are listed below the company description. On the actual site they will appear beneath the company logo.
- In the preview the Main Area of Interest Categories do not show up. On the actual site they will appear beneath the Product and Service Categories.
- In the preview the Representative Contacts are shown on the right side of the profile. On the actual site they will appear beneath the Main Area of Interest Categories on the left panel.
- In the preview the Schedule a Meeting and Drop a Business Card buttons will always appear, even if you have selected to turn them off. On the actual site they will only appear if you select “Yes” in the Lennd form.

If you need an exact image of your booth prior to the site opening you will need to make those adjustments yourself using powerpoint, word, or other photo editing software. Please reference the sample booth image.

29. Can I link to a 3D virtual booth outside the Kidney Week 2021 virtual platform?
Yes, all exhibitors have the option to link to an external site.

30. How do I include my 3D Booth / Microsite link in my VIP booth?
Option 1: Use the HTML editor linked in the form to add this link to your description field.
Option 2: Put the link in the website field.
Option 3: Use one of your URL slots.
Option 4: Link directly to the site from the exhibitor listing page (bypassing the virtual profile entirely) by completing ONLY the following fields in the Lennd form: Company Name, Company Logo, External Site URL.

31. What is due by Friday, October 8?
All booth content that will be uploaded into the virtual event platform must be submitted by October 8. 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.
Virtual Booth Collateral Details

All booth types will receive the benefits listed below. You do not have to use all benefits offered. No substitutions are permitted. Benefits are subject to change. All virtual content must be uploaded by the exhibiting company on the content submission site no later than Friday, October 8, 2021 to be included.

<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>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>Profile Background</td>
<td>This will default to a plain, light grey #F5F5F5 background (as shown in the example). You may choose to use an image instead. No text or logos are permitted.</td>
<td>1440px X 1440 px</td>
<td>300mb</td>
<td>PNG</td>
</tr>
<tr>
<td>3D Booth Rendering Link</td>
<td>To be developed and hosted by the exhibitor.</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, Linked-In, 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 images, links, bolding, and underline. HTML tags will not count towards the 1200-character count. However, you may not exceed 2000 characters total.</td>
<td>N/A</td>
<td>1200 characters</td>
<td>HTML or plain text</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>(3) PDFs</td>
<td>PDF documents will appear as text links on the exhibitor’s profile page.</td>
<td>N/A</td>
<td>300mb</td>
<td>PDF</td>
</tr>
<tr>
<td>(3) 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 as they will be reflected in the Kidney Week 2021 virtual event platform.
Kidney Week Virtual Platform Homepage Mock-up

Please note this should be used for reference only. This is not a screenshot of the actual virtual platform which will not be available until October 25th. This mock-up is intended for your reference and internal compliance needs only. This image only represents the top of the homepage, additional content will be available when attendees scroll down.
Kidney Week Virtual Platform Exhibit Hall Mock-up

Please note this should be used for reference only. This is not a screenshot of the actual virtual exhibit hall which will not be available until November 4th. This mock-up is intended for your reference and internal compliance needs only. This image does not contain actual sponsor/exhibitor information or logos.
Virtual Networking

32. How will I network virtually at Kidney Week?
Attendees and exhibitors will have the ability to chat and schedule face to face video meetings with one another on the virtual event platform. This is built into the virtual event platform this year and is not a separate website. View the site demo here: ASN KW21 Exhibitor Office Hours 8.26.21 - Platform Demo - YouTube

33. What attendee information will be visible to exhibitors?
A full attendee list 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.
  Name, Location, Institution, Job Title

34. How can I choose which exhibitor representatives will be associated with my company networking profile?
The networking administrator will be able to control who is listed as a booth representative via their OEP admin login. Only individuals registered in the exhibitor registration portal will be able to be affiliated with your virtual booth. Be sure to list the name and email address of the administrator in your Lennd submission. The email address must match the registration email address.

35. What are attendee interest categories and product and service categories?
Exhibit booths will be searchable based on the two categories below.

<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. Interventional 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>

Resources
2021 Exhibitor Prospectus
Registration Terms and Conditions
ASN Code of Conduct
Weekly Newsletters
Lennd Upload Instructions
Networking Guide for Exhibitors

Exhibitor Office Hours Recordings
August 26, 2021 – Platform Demo
September 13, 2021 – Lennd and Registration Demo
October 1, 2021 – Lennd, Registration, Open Q&A
October 20, 2021 – Exhibit Hall and Booth Review
October 21, 2021 – Networking Tutorial
  Copy and Paste this into your browser:
  https://freeman.zoom.us/rec/share/DZhXPctJ3ZY1vT25ovQy05wLDG4OBk3T8UNenOKBAsNNVznzdSz
dQQRJs_Ee41Du.2WRAFVoDOMZ5Fpf
  Passcode: qCFK*E^8

October 28, 2021 – Quant Training
  Copy and Paste this into your browser:
  https://freeman.zoom.us/rec/share/2WQg-
sWClykAii2qRNG124vCaQCKIL32ggY5t1i0ol2Vm7nOLXwp4JDCDURBJ-lz.sKorss5c-BOt34eL
  Passcode: Aa&nnts5

When copying and pasting the passcode, please make sure you aren’t accidentally copying / pasting an extra space.