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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

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 Service Kit
https://ordering.ges.com/025601628/
Purchase booth packages and furniture. Arrange booth shipment and material handling. Access in-person exhibitor vendor forms.

Exhibitor Resource Center
https://events.jspargo.com/asn21/Public/enter.aspx
View the floorplan, enter your company description, view archives of all exhibitor newsletters.

Lennd
Available Wednesday, September 1
Upload your Virtual Booth Content

Exhibitor Registration
Available Wednesday, September 1
Register your booth personnel and use your complimentary registration allotments.

Kidney Week 2021 Virtual Platform (OEP)
Available beginning Monday, October 25
View the virtual exhibit hall, network, and watch educational sessions.

Quant
Available beginning Tuesday, November 2
Access “real-time” reports and attendee metrics during the event. This is an optional add-on.

What are the deadlines for in-person and virtual booth content?
All deadlines can be found on pages 7-8 of the Exhibitor Prospectus.

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.

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.
Health and Safety Policies

What policies has ASN put in place as a result of the COVID-19 pandemic?
All in-person event attendees must be fully vaccinated by November 1, 2021 or receive a negative COVID-19 PCR test no more than 72 hours prior to attending Kidney Week. You may be required to provide proof of vaccination or negative COVID test in-person at Kidney Week 2021. Rapid tests do not qualify. Because Kidney Week 2021 is an international meeting that will take place in the United States, ASN can only recognize vaccines that are fully-approved or authorized for use during a public health emergency by the US Food and Drug Administration’s Emergency Use Authorization or by the World Health Organization’s Emergency Use Listing. By registering to attend Kidney Week in-person, you agree to follow all of ASN’s posted Health and Safety Policies including the ASN Assumption of Risk and Waiver of Claims. ASN is monitoring the COVID-19 pandemic and will update our Health and Safety Policies as necessary. Please review the Health and Safety Policies before attending the in-person annual meeting.
Exhibitor Applications and Payments

My company paid to exhibit at the Kidney Week 2020 live 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 an 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. Unused funds cannot be allocated to Kidney Week 2022. Any unused funds that have not been requested to refund by December 31, 2021 will no longer be eligible for refund.

How do I apply to exhibit at Kidney Week 2021?
You may exhibit in-person or virtually. Complete an application on the Spargo website at: https://events.jspargo.com/asn21/Public/enter.aspx. Exhibit applications submitted on or after Wednesday, September 1 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

What is the Cancellation and Downsizing policy?
All cancellations of exhibit space must be received in writing to KidneyWeek@spargoinc.com. 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 space between July 21 – August 31 the exhibitor will incur a 50% cancellation penalty of unoccupied space and the exhibitor will be eligible for a refund minus 50% of the total booth cost. Any cancellations received in writing on or after Wednesday, September 1, 2021 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. Live booths which have incurred a 100% penalty after this date may maintain their virtual profile at no additional cost. Failure to make payments does not release the contracted or financial obligations of the exhibitor.

What is the exhibit booth payment deadline?
All booth fees are due by August 31, 2021. Any application submitted after this date must be accompanied by payment in full.
Registration

How do I register my booth personnel?
Exhibitor registration will open to all fully paid exhibitors on September 1 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.

Are exhibitors required to register the individuals who will staff their virtual booth?
Yes, all exhibitors are responsible for registering each individual attending the meeting in-person and virtually. Exhibitor registration links will be communicated to you via email once your booth fees are fully paid. Only registered attendees will receive a conference badge and/or be able to log in to access the Kidney Week 2021 virtual platform. If you do not receive your login details contact asnregistration@spargoinc.com.

What if I want to use my complimentary registrations for an individual who will not staff my booth?

In-person
Badges will be labeled as “Exhibitor” for all individuals registered through the exhibitor registration portal. This cannot be changed but will not impact their ability to access educational sessions if they have a “Full Conference” registration.

Virtual
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 administrator in your Lennd submission. The email address must match the registration email address.

What is an “Exhibitor Access Registration”?
Each company will receive complimentary Exhibitor Access Registrations and Full Conference Registrations according to their booth size and type. Exhibitor Access Registrations (in-person) will have access to the exhibit hall, Welcome Reception, networking, and virtual exhibition. Exhibitor Access Registrations (virtual only) will have access to networking and the virtual exhibition. To access plenary sessions, educational sessions, and posters, attendees must be registered with “Full Conference 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 $150 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 attend plenary sessions, educational sessions, and posters attendees must be registered with “Full Conference Registrations.” You may select this option in the exhibitor registration portal.

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 (In-Person)
Can I purchase an attendee list?
ASN no longer sells, nor advertises the mailing list of its attendees to comply with data privacy laws and regulations domestically and abroad.

Will I receive any metrics after the event?
ASN publishes the event demographic report in the following year's exhibitor prospectus. This report will also be emailed to all exhibitors in early 2022. You can view the 2018, 2019, and 2020 demographic reports by clicking on these links. ASN does not provide any attendee lists or contact information for the in-person event. Exhibitors are responsible for collecting their own data via Lead Retrieval device. Other collection methods are permitted within your booth. ASN is not responsible for collecting or distributing attendee data to exhibitors.

How do I rent a Lead Retrieval device?
Download the Lead Retrieval order form here: https://ordering.ges.com/025601628/leadretrieval

What information will I receive if I rent a Lead Retrieval device from SPARGO, Inc.?
For each attendee you scan, you will receive First Name, Last Name, Institution, Location, and Email Address.

Attendee Metrics (Virtual)
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

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.

How do I access the reporting dashboard?
Login information for the Quant dashboard will be sent to all companies who opt-in by October 25, 2021.
In-Person Booth Content

What are the exhibit installation and dismantling hours onsite?
**Installation:** Tuesday, November 2 and Wednesday, November 3 from 8:00 a.m. - 4:30 p.m.
**Dismantling:** Saturday, November 6 from 2:30 p.m. – 8:00 p.m. and Sunday, November 7 from 8:00 a.m. – 12:00 p.m.

ASN and GES will enforce the installation hours. All exhibitors must adhere to these hours and complete installation no later than 4:30 pm on Wednesday, November 3. 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 Wednesday, September 29, 2021 to Ronny Coombs, ASN Sr. Coordinator for Meetings and Exhibits, at rcoombs@asn-online.org.

What are the exhibit hall hours?
- Thursday, November 4, 2021  9:30 am – 2:30 pm
- Friday, November 5, 2021  9:30 am – 2:30 pm
- Saturday, November 6, 2021  9:30 am – 2:30 pm

Are there unopposed exhibit hall hours?
Each day from 9:30 a.m. – 10:30 a.m.

Exhibitor Rules and Regulations
Please review all rules and regulations for in-person and virtual exhibit booths in the [Exhibitor Prospectus](#).

Virtual Booth Content

How will I upload my virtual booth content?
Exhibitors will be given 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.

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.

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.

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 to request removal.

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.

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.
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.

Will there be a site demo before the event?
There will be an Exhibitor Office Hours before the event in which there will be a demo of the final virtual platform. ASN will not be able to conduct individual demos so please continue to read the newsletters for information on Office Hours.
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. Reference page 6 of the Exhibitor Prospectus for more details.
Virtual Networking

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.

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

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>
</tbody>
</table>

How can I choose which exhibitor representatives will be associated with my company networking profile?
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 administrator in your Lennd submission. The email address must match the registration email address.

In-Person Networking

How will I network in-person at Kidney Week?
All the usual opportunities for networking will be available – chat with attendees in the exhibit hall, at the Welcome Reception, and during your approved ancillary events. When talking with attendees, always remember to keep a respectful distance- the CDC recommends 6’ of space. Respect attendees comfort level for interaction, avoid handshakes, and always wear your mask.

Use the networking tools on the Kidney Week virtual platform to chat and schedule video meetings with virtual and in-person attendees.
Resources
2021 Exhibitor Prospectus
Registration Terms and Conditions
Health and Safety Policies
ASN Code of Conduct
ASN Assumption of Risk and Waiver of Claims

Exhibitor Office Hours Recordings
August 26, 2021 - Platform Demo