Corporate Support Opportunities

**Annual Meeting Dates**
November 3 – 6, 2022

**Exhibit Dates**
November 3 – 5, 2022
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Since 1966, ASN has been leading the fight to prevent, treat, and cure kidney diseases throughout the world by educating health professionals and scientists, advancing research and innovation, communicating new knowledge, and advocating for the highest quality care for patients. ASN has nearly 20,000 members representing 132 countries.

ASN Provides its Members and the Kidney Community:

- **Education:** Continuing education through ASN Kidney Week, ASN Highlights, Board Review Course & Update, KSAP, nephSAP, core curricula, and other distance learning programs.

- **Publications:** ASN publishes three monthly journals, the *Journal of the American Society of Nephrology* (JASN, Impact Factor 10.121), *Clinical Journal of the American Society of Nephrology* (CJASN, Impact Factor 8.237), and the new online-only, open access journal, *Kidney360*. ASN also publishes a monthly news magazine *ASN Kidney News*. The publications are available on a variety of platforms, and each has its own social media presence.

- **Advocacy:** ASN advocates for policies that promote the highest quality patient care, increased funding for research, and a commitment to medical education.

- **Information and Outreach:** ASN informs the kidney community of advances in care, research, and education through a variety of channels, and provides detailed data analyses to support the work of kidney professionals and advance ASN programs and initiatives.

- **Research Funding:** KidneyCure (the ASN Foundation) provides more than $3 million annually in funding for nephrology educators and clinical and basic investigators.

- **Kidney Health Initiative (KHI):** A public-private partnership between ASN and the US Food and Drug Administration (FDA), KHI helps over 100 member organizations to catalyze innovation and the development of safe and effective patient-centered drugs and therapies for people living with kidney diseases.

- **Excellence in Patient Care (EPC):** EPC was established to support kidney medicine and to provide strategic direction, coordination, and oversight of ASN Excellence in Patient Care’s initiatives including NTDS, the COVID-19 Response Team, the Diabetic Kidney Disease Collaborative, AKINow, and others.

- **Kidney Innovation Accelerator (KidneyX):** A public-private partnership between ASN and the US Department of Health and Human Services (HHS) to accelerate innovation in the prevention, diagnosis, and treatment of kidney diseases through prize competitions.
ASN Corporate Support Program

Support educational and/or promotional activities throughout the calendar year and gain recognition through the society’s corporate support program. Support revenue is combined with exhibit booth revenue to determine a company’s support level. KHI membership dues, Kidney Week ancillary events, and ASN publication advertising do not apply.

**2022 Levels of Support**

<table>
<thead>
<tr>
<th>Category</th>
<th>Diamond Level</th>
<th>Platinum Level</th>
<th>Gold Level</th>
<th>Silver Level</th>
<th>Bronze Level</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Kidney Week Recognition</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verbal acknowledgement during the plenary sessions</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgement included in plenary session opening slides</td>
<td>Company Logo</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgement included in opening slides of session rooms</td>
<td>Company Logo</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on registration area signage</td>
<td>Company Logo</td>
<td>Company Logo</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online recognition on the meeting platform homepage</td>
<td>Company Logo</td>
<td>Company Logo</td>
<td>Company Logo</td>
<td>Company Logo</td>
<td>Company Logo</td>
</tr>
<tr>
<td>Recognition in Kidney Week edition of Kidney News</td>
<td>Company Logo</td>
<td>Company Logo</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
</tr>
</tbody>
</table>

**Kidney Week Benefits**

<table>
<thead>
<tr>
<th>Category</th>
<th>Diamond Level</th>
<th>Platinum Level</th>
<th>Gold Level</th>
<th>Silver Level</th>
<th>Bronze Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced selection of priority hotel room blocks in 2023</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advanced selection of exhibit booth space for 2023</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary 24-hour holds on ancillary meeting space in 2023</td>
<td>2 rooms</td>
<td>1 room</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Full Registration(s) to in-person meeting in 2022</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Priority Points awarded for future exhibit booth space assignments</td>
<td>25</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td>5</td>
</tr>
</tbody>
</table>

**Annual Recognition**

<table>
<thead>
<tr>
<th>Category</th>
<th>Diamond Level</th>
<th>Platinum Level</th>
<th>Gold Level</th>
<th>Silver Level</th>
<th>Bronze Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition in JASN, CJASN, and Kidney News (monthly journal distribution &gt;13,000, Kidney News &gt;18,000)</td>
<td>Company Logo</td>
<td>Company Logo</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on <a href="http://www.asn-online.org">www.asn-online.org</a></td>
<td>Company Logo &amp; Link</td>
<td>Company Logo &amp; Link</td>
<td>Name &amp; Link</td>
<td>Name &amp; Link</td>
<td>Name &amp; Link</td>
</tr>
</tbody>
</table>

*Benefits are subject to change. Contact Kara Page at kpage@asn-online.org for more information.*
The ASN Corporate Support Program recognizes supporters year round for their generous contributions to the Society. Through this program, supporters help ASN lead the fight against kidney diseases. ASN gratefully acknowledges the following companies for their contributions in 2021.

**DIAMOND LEVEL**

- Akebia Therapeutics
- AstraZeneca
- natera
- Otsuka
- Visterra
- Otsuka Group of Companies

**PLATINUM LEVEL**

- Bayer
- CareDx
- Fresenius Medical Care
- TRAVERSE Therapeutics
- VIFOR PHARMA

**GOLD LEVEL**

- Alnylam Pharmaceuticals, Inc.
- Baxter
- Cara Therapeutics, Inc.
- GSK
- Horizon Therapeutics
- Mallinckrodt Pharmaceuticals
- OPKO Renal
- Reata Pharmaceuticals
- Vertex Pharmaceuticals Inc.

**SILVER LEVEL**

- Ardelyx
- Aurinia Pharma U.S.
- CVS Kidney Care
- Novartis Pharmaceuticals Company
Kidney Week 2021 Demographics

Attendance Through the Years

<table>
<thead>
<tr>
<th>Year</th>
<th>San Diego</th>
<th>Atlanta</th>
<th>Philadelphia</th>
<th>Chicago</th>
<th>New Orleans</th>
<th>San Diego</th>
<th>Washington DC</th>
<th>Total Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>13,156</td>
<td>12,786</td>
<td>13,102</td>
<td>12,653</td>
<td>11,958</td>
<td>12,502</td>
<td>14,384</td>
<td>81,643</td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>79,933</td>
</tr>
<tr>
<td>2014</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>78,233</td>
</tr>
<tr>
<td>2015</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>76,533</td>
</tr>
<tr>
<td>2016</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>74,833</td>
</tr>
<tr>
<td>2017</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>73,133</td>
</tr>
<tr>
<td>2018</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>71,433</td>
</tr>
<tr>
<td>2019</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>69,733</td>
</tr>
<tr>
<td>2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>68,033</td>
</tr>
<tr>
<td>2021</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>66,333</td>
</tr>
</tbody>
</table>

Participant Registration Report

- **Professional Participants**
  - ASN Member - 40%
  - Fellow in Training - 11%
  - Student - 17%
  - Non-member - 28%
  - Exhibitors - 3%
  - Other - 1%

- **Primary Institutional Affiliation**
  - Academic Clinician/Educator - 16%
  - Academic Scientist - 18%
  - Government/VA - 2%
  - Hospital-Based Physician - 24%
  - Industry Researcher - 9%
  - Private Practitioner - 6%
  - Other - 25%

Participant Area of Interest - Percent of Participants (Multiple answers were permitted)

- Acute Kidney Injury - 43%
- Bone & Mineral Metabolism - 19%
- Cell & Transport Physiology - 10%
- Chronic Kidney Disease - 60%
- Development & Pediatrics - 8%
- Diabetes & Metabolism - 26%
- Dialysis - 36%
- Genetic Diseases of the Kidneys - 23%
- Glomerular Diseases - 39%
- Hypertension & Cardiovascular Disease - 32%
- Interventional Nephrology - 13%
- Pathology - 5%
- Transplantation & Immunology - 13%
- Other - 24%

Kidney Week 2021 Offered

150 Sessions (Over 200 hours of content)

- **Live**
  - 61 Sessions
- **Simulive**
  - 35 Sessions
- **On-Demand**
  - 54 Sessions
- **Industry Supported Educational Symposiums**
  - 14 Sessions

Virtual Event Metrics

- **Platform**
  - 81% of registrants accessed the virtual platform during the live meeting
  - 85% of registrants accessed the virtual platform between Oct. 22 - Jan. 7
- **Networking**
  - 1,700+ Users
  - 11,000+ Chat Messages
- **Early Programs**
  - 6 Virtual Courses
- **Abstracts**
  - 2,484 ePosters
  - 30,673 ePoster Views
  - 45,780 Abstract Views
- **Exhibitors**
  - 86 Exhibit Booths
  - 74 Exhibiting Companies

Top Countries in Attendance

- US
- Canada
- Mexico
- Japan
- China
- United Kingdom
- Germany
- Africa
- Asia
- Australia
- Oceania
- Central America
- Caribbean
- Europe
- Middle East
- North America
- South America

 ASN's second fully virtual Kidney Week. Thank you to all our participants, faculty, partners, and supporters who helped make this event a success.
**Application Process**

ASN will incorporate an application process for all Kidney Week promotional items included in the catalog. This application will become a contract upon the supporter’s authorized signature and ASN’s acceptance and countersignature. Please note, ASN accepts signatures from supporting companies only, not third-party representatives.

**Availability**

All Kidney Week promotional items in the catalog are first-come, first-served unless otherwise noted. ASN reserves the right to add items to the catalog at any time. All nomenclature, jargon, and titles for supported items are subject to change.

**Cancellation Policy**

Once the contract is signed by both parties, the support fee is binding and non-refundable. The support fee is still due to ASN if the supporter decides to cancel the contract after it is fully executed. In the event of cancellation of sponsorships due to fire, the elements, strikes, government regulations, pandemic, or other causes beyond ASN’s control and determined at ASN’s discretion, ASN will not be held liable for failure to hold the meeting as scheduled, and ASN will determine the amount of the sponsorship fees to be refunded.

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**Kidney Week 2022**

Kidney Week remains the world’s largest meeting devoted to the latest advances in nephrology care, research, and education. Kidney Week 2022 will be held in-person November 3–6 (exhibit dates November 3–5) at the Orange County Convention Center in Orlando, FL. All sessions will be recorded and made available on the virtual meeting platform through December 21, 2022. All in-person participants will have access to the virtual content.

**Artwork Requirements**

Items that require the supporter to provide custom artwork must adhere to the artwork requirements below. These items are promotional in nature and not considered advertising. As such, they may not:

- Use comparative or qualitative language (e.g., item states that elixir X is the #1 sold elixir or elixir X is better than elixir Y),
- Be an endorsement (e.g., item states that elixir X is endorsed by someone),
- Include price information (e.g., item states that elixir X is cheaper than elixir Y, or it includes any pricing information on the product in general),
- Provide an incentive to purchase/sell/use a certain product or service (e.g., item states: buy 100ml of elixir X and get another 25ml for free).

ASN also requires each item have at least one reference to the supporter’s exhibit booth or Kidney Week 2022.

**Rules and Regulations**

ASN recognizes that promotional activities encourage a steady flow of traffic to the exhibit booths. It is imperative that exhibitors display professionalism and consideration for their fellow exhibitors; therefore, canvassing or distributing promotional materials outside the exhibitor’s rented booth space is not permitted. Exhibitors and supporters may not distribute literature in the convention center, hotels, or any public area without ASN’s written approval. In addition, companies may not coordinate promotional or educational items or events directly with the city, county, state, hotels, ASN vendors, or other contractors without ASN’s written approval.

Noncompliance with these regulations can result in the loss of priority points by the exhibiting company, the inability to participate in the society’s Corporate Support Program, and/or the ability to exhibit or sponsor items at future meetings.
Accreditation Statement

In support of improving patient care, the American Society of Nephrology is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

ASN abides by all requirements of the ACCME Standards for Integrity and Independence in Accredited Continuing Education.

Ethical Codes of Conduct

ASN supports the ethical codes of conduct on interactions with healthcare professionals including, but not limited to, the Advanced Medical Technology Association (AdvaMed) 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; the 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 Kidney Week 2022 to be in compliance. All exhibiting companies, regardless of tax status, must demonstrate compliance to these and subsequent ethical codes.

ASN has signed the Council for Medical Specialty Societies (CMSS) Code for Interactions with Companies. Signing this document means that ASN has adopted the CMSS Code to ensure that the society’s interactions with companies will be for the benefit of patients and members and for the improvement of care in nephrology.

Code of Conduct

All supporters, exhibitors, and participants must agree to follow ASN’s Code of Conduct for all interactions related to Kidney Week 2022.

COVID-19 and Pandemic Considerations

By supporting or exhibiting at Kidney Week 2022, you understand and agree that the COVID-19 Pandemic is still a consideration and as ASN monitors the situation the society may need to adjust the Kidney Week schedule, number of permitted attendees, posted Health and Safety policies, and/or cancel the in-person portion of the meeting. ASN is not liable for any cancellation fees or penalties your company/entity may incur as a result of changes to Kidney Week or full cancellation for any reason.

All participants must agree to follow ASN’s posted Health and Safety Policies. Changes to these policies may occur at any time and will be posted on the ASN website and included in exhibitor newsletters.
Promotional Opportunities *(Company Specific)*

Company specific items may not include product information, including product logos. All pictures below are examples only and may not depict actual items.

Please Note: Opportunities are subject to change and offered on a limited basis.

**Cell Phone Sanitizer and Charging Lockers**
Brand the front of three lockers with artwork of your choice *(company specific only)*. Participants charge their cell phones in individual lockers located around the convention center.

$20,000 for sole support of three lockers

**Charging Stations**
Add your company logo and booth number to five charging stations throughout the convention center. Each station is equipped to charge participants’ cell phones, computers, and other electronic gadgets.

$15,000 for sole support

**Convention Center Banners**
Drive traffic to your exhibit booth with a banner, prominently displayed along the corridors of the convention center. Banners may not be product specific.

*Flag Banners (double-sided):*$10,000  
*Hanging Banners (double-sided):*$25,000  
*Wall Banners (single-sided):*$15,000

**Escalator Clings and Runners (three sets available)**
Grab participants’ attention as they ride up and down the escalators at the convention center with customized escalator clings. Clings may not be product specific. Each set also includes one squirrel runner.

$30,000 per set

**ePosters**
Support both the in-person and virtual ePosters at Kidney Week.

Benefits:
- Company logo included on the ePosters kiosk and on the Kidney Week ePosters homepage.

$10,000 for sole support

**Digital Convention Center Banners (three available)**
Catch the attention of every participant with a vibrant digital banner displayed in the West D Lobby of the convention center. Banners are static and may not be product specific.

$20,000 per banner *(one banner per company limit)*
Kidney Week On-Demand
Drive traffic to your exhibit booth while providing participants access to nearly every session at Kidney Week. ASN will post Kidney Week educational sessions (over 200 hours of content) online from January 2023 to December 2025 on the ASN eLearning Center. Participants receive vouchers in their meeting bag to exchange at one of three booths for a postcard with an individualized access code for this content.

$30,000 per company (three company maximum)

Kidney Week Podcasts
Support three innovative podcasts during Kidney Week. Downloaded repeatedly during the meeting, these podcasts present engaging discussions of a wide range of topics of interest to kidney professionals.

Benefits:
- Verbal acknowledgement prior to and after each podcast.
- Acknowledgement as the podcast supporter in Kidney Week Daily emails.

$20,000 for sole support of all three Kidney Week podcasts

Kidney Week Mobile App
The app provides complete access to the Kidney Week program, including sessions, speakers, abstracts, exhibitors, and other general meeting information.

Benefits:
- Company logo on the opening splash page.
- Company banner on the menu (landing) page.
- Full page ad accessible from clicking the company banner.
- Convention Center signage provided by ASN.
- Company logo included in the exhibitor listing*.
- Ability to provide handouts on your company’s exhibitor page*.
- Exhibitor directory row featured*.

*Additional exhibitors may also purchase these opportunities to enhance the user experience.

$20,000 for sole support

Light Boxes
Light the way as participants travel the corridors of the convention center. Participants cannot miss your lit up message directly in their sight line. Light boxes may not be product specific.

$25,000 for two double-sided light boxes

TapSnap Kiosk
Watch attendees engage at this fun and interactive photo booth. One kiosk will be located in the convention center lobby Thursday - Saturday and the ASN Communities Lounge during the welcome reception Thursday night.

Benefits:
- Option to design one of the five backdrops available for photos.
- Option to design one of the three photo frames available for photos.
- Company logo in the photo distribution emails.
- Company logo on kiosk.

$20,000 for sole support

Continued Promotional Opportunities (Company Specific)
Twitter Walls
Located in the convention center, two digital walls will display participant tweets throughout Kidney Week. #KidneyWk
Benefits:
- Company logo and booth number on both walls.
$15,000 for sole support

Water Stations
Customize wraps and mats at water stations spread throughout the convention center. All costs are the responsibility of the supporter (design, production, and shipping). ASN will distribute the items onsite.
Benefits:
- Company logo and booth number on the splash page where participants connect to Wi-Fi. The splash page does not link to the supporter's website.
- Company recognition in the Onsite Guide, on introductory slides in all session rooms, and on convention center signage.
$20,000 for sole support (rights only)

Wi-Fi Service
Assist in providing Kidney Week participants internet access throughout the conference. Complimentary Wi-Fi service is available in the convention center including the educational session rooms, hallways, and the exhibit hall.
Benefits:
- Company logo and booth number on the splash page where participants connect to Wi-Fi. The splash page does not link to the supporter's website.
- Company recognition in the Onsite Guide, on introductory slides in all session rooms, and on convention center signage.
$30,000 for sole support
Promotional Opportunities *(Product Specific)*

Product-specific items may be product specific, company specific, or both.

**Attendee Lounge Support**
Display your printed materials in three attendee lounges spread throughout the exhibit hall. ASN will designate each lounge with signage with your company and/or product logo. Printed materials are up to the discretion of the supporter.

$20,000 for sole support of three lounges

**Exhibit Hall Refreshment Breaks**
Gain additional exposure in the exhibit hall by supporting a morning refreshment break. Supporter can provide cups, napkins, and/or cup sleeves with your company or product logo to ASN for distribution (at supporter’s expense). Breaks will be designated with signage with your company and/or product logo.

*Schedule: Thursday, November 3, Friday, November 4, and Saturday, November 5*

$20,000 for sole support of all three days (rights only)

**Exterior Banners**
Grab participants attention as they enter the convention center each day. These banners are placed on the exterior walls of the center, immediately adjacent to the shuttle bus drop off, and may be product specific.

$25,000 per banner (one per company limit)

**Onsite Guide**
Help supply participants with important information about Kidney Week. Distributed to all registered participants, the guide provides general information for the Annual Meeting.

- Inside back cover and back cover for placement of a four-color advertisement.

$30,000 for sole support

**Shuttle Bus Support**
Support the transport of thousands of Kidney Week participants, who rely on ASN Shuttle Buses, between their hotels and the convention center each day. This unique opportunity provides exposure beyond the confines of the convention center.

**Benefits:**
- Company logo on bus schedules and signage located at the hotels and convention center.
- A sign, which includes the company logo, in the bus window indicating the route.
- Additional promotional opportunities, such as vinyl ribbons and full bus wraps, are available at cost to the corporate supporter. Vinyl ribbons and bus wraps may be product specific.

$25,000 for sole support (rights only to three buses)

**Exterior/Interior Glass Door Clings**
Positioned by the main shuttle bus entrance to the convention center, these double-sided clings can have a product specific message on the exterior side and a company specific message on the interior one.

$35,000 for 12 double-sided clings
Email Banners *(Product Specific)*

Product-specific items may be product specific, company specific, or both. All email banners can link to a supporter designated URL.

**Kidney Week Daily Email Banner** *(one per company limit)*

This daily email communication from ASN provides each participant with valuable information on Kidney Week.

**Benefits:**
- Custom banner included at the bottom of the email (links to supporter’s preferred website).

$15,000 per day (Wednesday, Thursday, Friday, Saturday, Sunday, and Recap email)

**Registration Emails**

Immediately reach participants after they register for Kidney Week. Registration will open in July and close on November 5, 2022. Banners link to supporter’s preferred website.

**Benefits:**
- Custom banner included at the bottom of each registration confirmation email.
- Custom banner included at the bottom of Know-Before-You-Go email prior to Kidney Week.

$35,000 sole support

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Hotel Opportunities *(Product Specific)*

Product-specific items may be product specific, company specific, or both.

**Hotel Key Cards – Right of First Refusal Item**

Customize hotel key cards with your company/product logo and artwork in full color. Cards are distributed at two ASN hotels. Production and distribution costs are included in the support fee. Hotel key cards may be product specific.

$40,000 for sole support

**Hotel Room Drops**

Send a targeted message to Kidney Week participants before they head to the convention center each day. This exclusive sole-supported room drop allows one company per day to provide participants staying at four ASN Hotels a promotional piece of its choice (approximately 3,000 rooms). The room drop may be product specific and will be delivered outside each participant’s hotel room. Production and shipping costs are the responsibility of the supporter.

*Available Dates: Wednesday, Nov. 2, Thursday, Nov. 3, Friday, Nov. 4, and Saturday, Nov. 5*

$35,000 per day for sole support (one per company limit)
Hyatt Regency Orlando Opportunities (Product Specific)

Product-specific items may be product specific, company specific, or both.

The Hyatt Regency Orlando serves as one of ASN’s Co-Headquarter Hotels and is located immediately across from the convention center. Thousands of participants will stay at the Hyatt or visit daily to attend ancillary events, meetings, and ASN educational symposia. All items in the Hyatt may be product specific.

Column Wraps (2 sets available)
Wrap four columns with a message of your choice. One set is located near the lobby and another is located near meeting space.
$25,000 per set of four

Glass Panel Clings (2 sets available)
These double-sided clings can be seen from multiple levels of the Hyatt and are located near meeting space and ASN educational symposia.
$20,000 per set

Magnetic Banners
These banners magnetically adhere to the wall and are located near meeting rooms and ASN educational symposia.
$15,000 each

Picture Frame Banner
Located by the B-Line Diner, this large banner is displayed inside a picture frame and is impossible to miss as participants funnel into meeting space.
$20,000 for sole support

Registration Clings
Located immediately over the registration desk, this 12 panel glass cling will be noticed by every guest as they check into the Hyatt or enter the lobby.
$20,000 for sole support

Skybridge Banners (2 sets available)
Grab participants’ attention on their way to and from the convention center with a series of overhanging banners along the Hyatt Regency Skybridge. Banners may be product specific and are limited to every other one.
$25,000 per set of 14 banners

Welcome Clings
Welcome participants to the ASN Headquarters Hotel as they enter the hotel. This huge cling is located over the main entrance.
$25,000 for sole support
Special Events

ASN Diversity, Equity, and Inclusion Events (Company Specific)

Annual Wesson-Himmelfarb Diversity and Inclusion Lunch
Hosted by ASN’s Diversity, Equity, and Inclusion Committee, the annual Wesson-Himmelfarb event aims to connect diverse members of the ASN community and foster dialogue with ASN Council and other leaders in the field around ongoing diversity, equity, and inclusion initiatives.

LGBTQ+ and Allies Member Reception
Hosted by ASN’s Diversity, Equity, and Inclusion Committee, this hourlong reception includes approximately 75 attendees and is open to all Kidney Week participants.

Benefits:
• Company acknowledgement on e-blast invitations, onsite signage, in opening remarks at both events, and in Kidney Week materials.

$20,000 sole support of both events

Kidney Week Welcome Reception (Product Specific)
To welcome all Kidney Week participants to Orlando, FL, the society will host a one-hour Welcome Reception in the exhibit hall the evening of Thursday, November 3. This celebratory event will provide participants an additional unopposed hour to engage with exhibitors and explore the exhibit hall.

Benefits:
• Custom tent cards on bars and food stations with your company or product logo/booth #.
• Food station or bar located near your exhibit booth (space permitting).
• Onsite signage with your company or product logo/booth # at exhibit entrances.
• Branded cocktail napkins with your company or product logo/booth #, if secured by August 2022.

$45,000 for sole support

President’s VIP Dinner (Company Specific)
Join ASN President Susan E. Quaggin, MD, FASN in celebrating the success of Kidney Week 2022. This invitation-only event recognizes the society’s members who make the meeting happen. Attendance at the President’s Dinner ranges from 100–120 participants and includes the society’s current leadership, past presidents, committee chairs, and award recipients.

President’s Dinner Date: Friday, November 4

Benefits:
• Company acknowledgement on invitation and event signage.
• Verbal recognition at the President’s Dinner.
• Five complimentary invitations.

$30,000 for sole support
**Trainee Events and Programs (Company Specific)**

**FIT Bowl 2022**
Which nephrology training team will reign supreme? The Fellows-In-Training (FIT) Bowl is a two-day, single-elimination tournament held in the exhibit hall. Watch teams compete for the ultimate bragging rights at Kidney Week.

Benefits:
- Company acknowledgement on the ASN website, onsite signage, and in Kidney Week materials.

$15,000 for sole support

**Innovations in Kidney Education Contest**
The ASN Innovations in Kidney Education Contest (IKEC) was launched in 2015 to stimulate the development of innovative tools to inspire students and trainees to think about nephrology in new ways. Innovative teaching tools may be videos, smartboard talks, games, apps, or other electronic teaching instruments. Winners are announced during a plenary session at Kidney Week.

Contest Goals
- Develop and share tools to enhance teaching in nephrology topics.
- Generate excitement among students and trainees about the field of nephrology.
- Engender interactions between all students, trainees, researchers, clinicians, and interprofessional team members.
- Engage learners in ASN activities.
- Create novel ideas for additional curricula development for medical and graduate students in the field of nephrology.

For additional information and official rules, [click here](#).

Benefits of support:
- Company acknowledgement on the ASN website and in Kidney Week materials.
- Two invitations to a networking activity and Q&A session.

$25,000 for sole support

**Kidney STARS Program**
The Kidney Students and Residents Program (Kidney STARS) provides up to 300 participants the opportunity to interact with more than 100 fellows and faculty mentors during Kidney Week. Paired with a mentor, students and residents engage in a wide range of events during the week, including guided tours of abstracts, networking activities, onsite mentoring, a Q&A with nephrology experts, and lunch with nephrology leaders, mentors, and patients.

Benefits of support:
- Company acknowledgement on the ASN website, onsite signage at Kidney STARS events, and in Kidney Week materials.
- Two invitations to the Kidney STARS breakfast, lunch, and Q&A.

$25,000 for sole support

**Karen L. Campbell, PhD Travel Support Program**
Named for ASN’s former Executive Director, Karen L. Campbell, PhD, this program helps nephrology fellows in North or Central America attend Kidney Week. Up to 80 recipients receive complimentary registration to the meeting along with $1,000 in travel support. All participants are required to be available to serve as mentors to the ASN Kidney STARS Program.

Benefits of support:
- Company acknowledgement on the ASN website and in emails to recipients.
- Two invitations to the Kidney STARS breakfast, lunch, and Q&A.

Contact Kara Page at kpage@asn-online.org for support fee and more information.
Scientific Programs - Educational Grant Support Only

Contact Kara Page at kpage@asn-online.org for information regarding educational grant support.

**Learning Pathway Support**

Receive week-long recognition at every session included in a learning pathway, while helping participants determine their session schedules for Kidney Week. ASN divides sessions among learning pathways or “tracks” that guide participants through the selection of approximately 150 sessions offered throughout the week. Gain continual recognition in a targeted area of nephrology by supporting a Kidney Week pathway.

**Pathways:** AKI and Critical Care; Bones, Stones, and Mineral Metabolism; CKD Non-Dialysis; Diabetic Kidney Disease; Dialysis; Fluid, Electrolyte, and Acid-Base Disorders; Genetic Diseases and Development; Glomerular Diseases; Hypertension and Cardiorenal Disorders; Kidney Transplantation; Pathology; and Pediatric Nephrology.

**Benefits:**
- Company name included on the ASN website under each session.
- Company name included on all session signage and introductory slides in the pathway.

$5,000 per session in the pathway for sole support

**Session Support**

More than 150 sessions are held during Kidney Week, are available for grant support, and focus on:
- Late-breaking information related to basic, translational, and clinical research discoveries in specific areas within the field of nephrology; or
- Single areas of clinical or basic research.

**Benefits:**
- Company name included on the ASN website under each session.
- Company name included on session signage and introductory slides.

$7,500 per session for sole support

**Plenary Sessions and State-of-the-Art Lectures**

Become part of the cutting-edge science that begins each day of the Annual Meeting. Your company can reach the majority of Kidney Week participants at the start of their day by supporting these high-profile sessions.

**Benefits:**
- Company name included on the ASN website under each plenary session.
- Company name included on introductory slides.
- Verbal acknowledgement during each session.

$35,000 for sole support of all four plenaries

**Educational Symposia**

Accredited and administered by ASN, these one-hour programs are held at the Hyatt Regency Orlando, adjacent to the convention center. The society develops program content, recruits faculty, develops syllabus materials, selects menus, arranges audiovisual requirements, accredits the program, and administers continuing education credits to participants. Breakfast or lunch is provided and paid for by ASN. ASN does not utilize third parties to develop or administer educational symposia. All symposia are developed by the Kidney Week Education Committee and are submitted by ASN to industry for educational grant support.

Contact Kara Page at kpage@asn-online.org for additional information.

**Endowed Lectureship Program**

Endowed lectureships recognize individuals who have made a significant impact on or dedicated their lives to the kidney community. Each lectureship has a general area of focus that align with the honoree’s interests. These lectureships are presented annually to an audience of approximately 250 or more nephrologists, researchers, and trainees at Kidney Week. This tenth and final lectureship will debut at Kidney Week 2023.

**Benefits:**
- Ability to name the lectureship (lectureships are named for individuals, not companies).
- Recognition announcement during a plenary session at Kidney Week 2022.
- Company recognition in Kidney Week materials (annually starting in 2023), including:
  - Kidney Week session page on the ASN website.
  - Kidney Week Onsite Guide.
  - ASN video proceeding the lecture.
- Funds apply to ASN’s 2022 Corporate Support Program.

$200,000 to endow one lectureship in perpetuity at Kidney Week (payment may be made over two years)

Contact Kara Page at kpage@asn-online.org for additional information.
ASN Exhibitor Spotlight

Gain direct access to your targeted audience by presenting an ASN Exhibitor Spotlight during Kidney Week. Open to all fully registered in-person Kidney Week participants only, this unique opportunity provides exhibitors a forum for presenting information of their choice in a custom-built theater on the exhibit hall floor. Seating is limited to 75 participants. This in-person only opportunity is not recorded or available to virtual participants.

Right of first refusal: ASN offered the right of first refusal to companies who booked spotlights in 2021 before the live meeting was cancelled. All Exhibitor Spotlight time slots are currently SOLD OUT.

**Dates and Times**
Thursday, November 3, Friday, November 4, and Saturday, November 5

<table>
<thead>
<tr>
<th>THEATER #1</th>
<th>Setup Time</th>
<th>Presentation Time</th>
<th>Teardown Time</th>
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<tbody>
<tr>
<td>9:30 – 10:00 a.m.</td>
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<td>10:45 – 11:00 a.m.</td>
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<td>12:00 – 12:30 p.m.</td>
<td>12:30 – 1:15 p.m.</td>
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<table>
<thead>
<tr>
<th>THEATER #2</th>
<th>Setup Time</th>
<th>Presentation Time</th>
<th>Teardown Time</th>
</tr>
</thead>
<tbody>
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<td>12:15 – 12:30 p.m.</td>
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<td>12:30 – 1:00 p.m.</td>
<td>1:00 – 2:15 p.m.</td>
<td>1:45 – 2:00 p.m.</td>
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ASN reserves the right to add a third theater at a later date.

**Rules and Regulations**

**Exhibit Requirement:** All Exhibitor Spotlight supporters must exhibit during the in-person meeting in Orlando, FL.

**Content:** The ASN Exhibitor Spotlights are not continuing education (CE) activities. Presentations may be product specific and are determined by each supporter. ASN does not review slide sets or presentations. Spotlights are presented in-person only and will not be posted to a virtual platform.

**Length:** All presentations are limited to 45 minutes in length. Each presentation is allotted a half hour for setup and 15 minutes for teardown. Exhibitor Spotlight theaters are not available outside the setup time for faculty slide reviews or run throughs.

**Speakers:** Kidney Week educational symposia faculty, Kidney Week Education Committee Members, and ASN Councilors cannot participate as speakers in the Exhibitor Spotlights. All speakers must be approved by ASN prior to being confirmed.

**ASN Services Included in the Presentation Fee**

**Meeting Space:** The Exhibitor Spotlights are housed inside theaters on the exhibit hall floor and open during exhibit hall hours only. ASN will provide seating for up to 75 participants. ASN is unable to add additional seating onsite and standing room is not allowed in the theater. A maximum of 75 participants will be allowed in each theater. Theater walls are acrylic and are see through in areas.

**Room Set:** Each theater will be set in crescent rounds for 75 participants and include a head table with three chairs, a podium, an easel, and a materials table. Additional furniture including tables, chairs, podiums, etc. cannot be added to the room set, and the room set may not be adjusted onsite.

**Catering:** A continental breakfast will be served during the 10:00 a.m. timeslot. A boxed lunch will be served during all other time slots. Catering will not be accessible to non-exhibitor spotlight participants. ASN chooses the menus and provides a per person cost to supporters after Kidney Week. The cost of the meal is included in the support fee.

**Audiovisual Equipment:** ASN will provide a complete audiovisual package, which includes: an LCD projector and screen, one laptop, one presenter microphone, a sound system, a slide advancer, and a dedicated audiovisual technician. An audiovisual technician will be available a half hour prior to each presentation to assist with equipment. Due to the tight turnaround between spotlights, ASN is not able to accommodate any additional audiovisual requests (such as videotaping, recording, additional microphones, audience response, stronger Wi-Fi etc.) outside of the standard package this year.

**Signage:** Presentation signage will be placed outside the theater. All signage is uniform in design and will be produced by ASN to include the presentation title, date, time, and company logo. The supporter may advertise the title, date, time, and presenter of the presentation in their exhibit booth and with a poster immediately outside the door to the theater 30 minutes prior to their presentation. The exhibitor may not place additional signage in the convention center, hotels, etc.

**Registration:** The ASN Exhibitor Spotlight is available to fully registered kidney Week participants only. All participants must display an official kidney Week badge to enter the theater. Advance registration is not allowed for any presentation and seats are filled on a first-come, first-served basis.

**Participant Data Collection:** ASN staff does not collect participant information at the door. Supporters may rent lead retrieval scanners or use sign in sheets to collect participant information. Lead retrieval rentals are available in the exhibitor service kit.

**Onsite Management:** ASN staff will manage all meeting logistics related to the theater onsite including food and beverage, signage, and audiovisual equipment. The supporter is responsible for the distribution and collection of promotional materials during and after the spotlight. The supporter is solely responsible for the collection of participant data.

**Application:** A completed application is required to book an Exhibitor Spotlight timeslot. This application will become a contract upon the supporter’s authorized signature and ASN’s acceptance and countersignature. Please note, ASN accepts signatures from supporting companies only, not third-party representatives.

**Presentation Fee**
$40,000 per 45-minute presentation
Invitation-Only Exhibitor Spotlights

Engage participants with a presentation of your choice over a reception or dinner. Limited to 100 participants, this invitation-only event provides companies an opportunity to engage invited guests offsite after Kidney Week Program hours. ASN highly recommends this activity for supporters who have a predetermined guest list. ASN does not publicize this activity to participants.

### Rules and Regulations

Time slots are filled on a first-come, first-served basis. Invitation-Only Exhibitor Spotlights are not continuing education (CE) activities. Presentations may be product specific. Supporters may not provide CE to participants. This in-person opportunity is not recorded or available to virtual participants.

### Logistics

**Meeting Space:** All Invitation-Only Exhibitor Spotlights will be held in the Hyatt Regency Orlando, next to the convention center. The meeting space rental for one room is included in the support fee. The room will be set in rounds. Additional set up time or space may incur additional fees.

**Catering:** Supporters will work directly with the hotel on all catering needs. The hotel will bill the supporter directly for all catering related expenses. Since the spotlight is limited to 100 participants, the food and beverage order cannot exceed 100 guests.

**Audiovisual Equipment:** Supporters will work directly with the hotel on all audiovisual needs. The hotel will bill the supporter directly for all audiovisual related expenses.

**Speakers:** Kidney Week educational symposia faculty, Kidney Week Education Committee Members, and ASN Councilors cannot participate as spotlight speakers. All speakers must be approved by ASN prior to being confirmed.

### Dates and Times

**Wednesday, November 2, Thursday, November 3, Friday, November 4, and Saturday, November 5**

<table>
<thead>
<tr>
<th>Setup Time</th>
<th>Presentation Time</th>
<th>Teardown Time</th>
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</thead>
<tbody>
<tr>
<td>3:00 – 7:00 p.m.</td>
<td>7:00 – 10:00 p.m.</td>
<td>10:00 – 11:00 p.m.</td>
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### Signage

Supporters may produce signage for immediately outside the door of the event. Supporters may not place signage in other areas of the hotel, convention center, or their exhibit booth.

### Recruitment

ASN will provide the opt-in list of in-person meeting participants to the supporter to assist with recruitment starting in October. ASN does not actively recruit participants for the spotlights and will not publicize these activities to participants. Spotlight recruitment is the responsibility of the supporter. Supporters must collect RSVPs and attendance is capped at 100 max.

### Participant Data Collection

Software does not collect participant information at the door. Supporters may rent lead retrieval scanners or use sign in sheets to collect participant information. Lead retrieval rentals are available in the exhibitor service kit.

### Onsite Management

The supporter is responsible for all onsite management.

### Application

A completed application is required to book a timeslot. This application will become a contract upon the supporter’s authorized signature and ASN’s acceptance and countersignature. Please note, ASN accepts signatures from supporting companies only, not third-party representatives.

### Participants Safety

Event organizers are responsible for ensuring their event is compliant with all legal requirements including but not limited to PPE enforcement, maximum attendance, room capacity, and social distancing guidelines.

### Liability

The supporter will take full responsibility for the event/meeting and will hold harmless the American Society of Nephrology, its officers, agents, contractors and employees from any and all liability and costs associated with their Invitation-Only Exhibitor Spotlight. By supporting this activity, ASN is released from any and all liability including cancellation penalties and fees.

### Pandemic Considerations

By completing your contract for an Invitation-Only Exhibitor Spotlight you are indicating you understand and agree that the COVID-19 Pandemic is still a consideration and as ASN monitors the situation we may need to make adjustments to the Kidney Week schedule, number of permitted attendees, and/or cancel the in-person portion of Kidney Week. ASN is not liable for any cancellation fees or penalties your company may incur as a result of changes to Kidney Week or full cancellation for any reason.

ASN requires participants to be fully vaccinated to attend Kidney Week. Only Kidney Week registrants may participate in your spotlight. If you have staff or other attendees participating who are not registered for Kidney Week, it is your organization’s responsibility to verify vaccination prior to attendance at this event.

### Presentation Fee

**$40,000**
Additional ASN Opportunities

AKINOW Support

The world-wide incidence of Acute Kidney Injury (AKI) is increasing unabatedly as a result of complications associated with high-risk patients, new drugs, and improved technology coupled with heightened awareness and improved recognition of AKI. The burden of AKI is reflected in the high patient morbidity and mortality and the considerable financial burden to health care systems. Significant advances have been made in understanding the pathophysiology of AKI, but gaps remain in understanding human AKI targets that might be responsive to therapy.

In 2018, ASN established AKINOW with a mission to promote excellence in the prevention, treatment, and recovery of AKI by building a foundational program that transforms the delivery of AKI care, reduces morbidity and mortality, and improves long-term outcomes.

To learn more about support opportunities associated with AKINOW, contact Kara Page at kpage@ ASN-online.org.

Diabetic Kidney Disease Collaborative Support

Diabetes is the leading cause of kidney disease worldwide. The condition also accounts for more than 40% of kidney failure in the United States. With more than 100 million US adults living with diabetes or prediabetes, new treatments must be implemented urgently to stem the tide of diabetic kidney disease.

In response to the recent development of new therapies for people with diabetic kidney disease, ASN launched the Diabetic Kidney Disease Collaborative (DKD-C) in 2019. The DKD-C works to increase coordination among primary care physicians, nephrologists, and other specialists to deliver appropriate therapies to people living with diabetic kidney disease.

To learn more about support opportunities associated with the DKD-C, contact Kara Page at kpage@ASN-online.org.

Diversity, Equity, and Inclusion Initiative

ASN Loan Mitigation Pilot Program

ASN is devoted to promoting justice, equity, diversity, and inclusiveness to enhance the nephrology profession and the lives of the millions of people with kidney diseases through improved health care, research, and education. A diverse and inclusive ASN will foster innovation, creativity, and sensitivity to advance health for all people living with kidney diseases and serve as a model for organizations dedicated to health equity and justice.

The current nephrology workforce does not match the diversity of its patient population. Individuals underrepresented in medicine are out of proportion to the makeup of the US population despite the disproportionately higher adjusted prevalence of kidney failure in underserved populations and despite evidence suggesting improved patient satisfaction and outcomes with race-concordant patient-provider encounters.

Student debt represents a major barrier for trainees who want to become nephrologists. In 2019, the median debt for graduate medical school students was $200,000. The average four-year cost for public school students was $250,222. For private school students, the cost was $330,180.

Launched in 2022, the ASN Loan Mitigation Pilot Program is a five-year pilot program aimed to decrease the loan burden of those entering the field of nephrology, while also increasing interest in the specialty. Starting in Year 1 (2022), the program focuses on individuals historically underrepresented in medicine. For this program, underrepresented in medicine is defined as those who self-identify as African American/Black, Hispanic/Latinx, American Indian/Alaskan Native, or Native Hawaiian/Pacific Islander.

ASN will select six candidates in the first year, and each will receive $50,000 towards the repayment of eligible student loans over the course of three years. Eighteen recipients total will be awarded funding over the three cohorts of the program. The total budget for each cycle is $300,000.

Six recipients per cohort at $50,000 each over three years:
- Cohort 1: July 1, 2022-June 30, 2025
- Cohort 2: July 1, 2023-June 30, 2026
- Cohort 3: July 1, 2024-June 30, 2027

The kidney community bears the responsibility of diversifying its workforce. ASN is seeking industry partners to help offset the financial burden of pursuing a career in nephrology.

For additional information on this program, including how to contribute, contact Kara Page at kpage@ASN-online.org
ASN Contact Information

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