Corporate Support Opportunities
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About ASN

ASN leads 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 Members

- 20,000+ members from more than 131 countries.
- 59% live in the United States.
- 70% have earned an MD, DO, or equivalent; 6% have earned a PhD; and 10% have earned both.
- 76% hold an academic appointment; a majority of this group (38%) hold full-time faculty appointments.

Accreditation Statement

The American Society of Nephrology is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

ASN abides by all requirements of the ACCME Standards for Commercial Support of Continuing Medical Education.

Ethical Codes of Conduct

ASN supports the ethical codes of conduct on interactions with healthcare professionals including, but not limited to, Advanced Medical Technology Association (AvaMed) Code of Ethics on Interaction with Health Care Professionals; the American Medical Association (AMA) Gifts to Physicians from Industry Ethical Opinion 8.06111; the Pharmaceutical Research and Manufacturers of America (PhRMA) Code of On Interactions with Healthcare Professionals; the Council for Medical Specialty Societies (CMSS) Code for Interactions with Companies; U.S. Food and Drug Administration (FDA); the Office of Inspector General Compliance Program Guidance for Pharmaceutical Manufacturers; and other ethical guidelines and expects all exhibitors at Kidney Week 2019 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. Section 5.4.2 of the CMSS Code applies to all exhibitors (including non-profit exhibitors). All giveaways must be educational (for physicians or patients) and modest in value ($10 or less). This requirement also applies equally to companies that have signed on to the PhRMA or AvaMed Codes and those that have not. Giveaway requests must be submitted in writing for ASN approval to Ronny Coombs, Meetings and Exhibits Coordinator, at rcoombs@asn-online.org by August 30, 2019.

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 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 Kidney Week 2019 priority points by the exhibiting company, the inability to participate in the Society’s Corporate Support Program, and/or the ability to exhibit at future meetings.

Partnering with ASN

Access the nephrology community:

- Support ASN education, leading educational opportunities provided at meetings and via enduring material (in print and web based).
- Advertise in the premier publications in the field.
- Exhibit at the annual meeting—Kidney Week, the largest, most exciting, and influential gathering of kidney professionals in the world.
- Support promotional opportunities throughout the year.

Contacting ASN

Support/Promotional Opportunities
Kara Page
Vice President of Business Development
American Society of Nephrology

- 202-640-4647
- 202-330-5636

Exhibit Sales
Darnella Bradley
ASN Sales Account Manager
SPARGO, Inc.

- 703-995-3883
- darnella.brady@spargoinc.com

Exhibit Logistics
Ronny Coombs
Meetings and Exhibits Coordinator
American Society of Nephrology

- 202-302-1631
- 202-478-2157
- rcoombs@asn-online.org

Ancillary Events and Meetings
ASN Meetings

- 202-640-4660
- 202-478-2157
- meetings@asn-online.org

Advertising in ASN Publications
Kelley Russell
National Sales Manager
The Walchli Tauber Group, Inc.

- 214-704-4628
- Kelley.Russell@wt-group.com
# ASN Corporate Support Program

Support ASN activities throughout the calendar year and gain recognition through the Society’s corporate support program.

## 2019 Levels of Support

<table>
<thead>
<tr>
<th></th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$400,000+</td>
<td>$300,000 – $399,999</td>
<td>$200,000 – $299,999</td>
<td>$100,000 – $199,999</td>
<td>$50,000 – $99,999</td>
</tr>
</tbody>
</table>

## 2019 Recognition Chart

<table>
<thead>
<tr>
<th>Categories of Support</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 a plenary session</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  &amp; Booth #</td>
<td>Company Logo  &amp; Booth #</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in the 2020 Preliminary Program</td>
<td>Company Logo</td>
<td>Company Logo</td>
<td>Name</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in ASN’s news magazine <em>Kidney News</em></td>
<td>Company Logo</td>
<td>Company Logo</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td><strong>Kidney Week Benefits</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advanced selection of priority hotel room blocks in 2020</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advanced selection of exhibit booth space for 2020</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary 24-hour holds on ancillary meeting space in 2020</td>
<td>2 rooms</td>
<td>1 room</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Full Registration(s) in 2019</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>
<tr>
<td><strong>Annual Recognition</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in <em>JASN, CJASN, and Kidney News</em> (monthly journal distribution &gt;13,000, <em>Kidney News</em> &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>
<tr>
<td>Recognition in the 2020 Catalog of Corporate Support Opportunities</td>
<td>Company Logo</td>
<td>Company Logo</td>
<td>Name</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Benefits are subject to change*
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 disease. ASN gratefully acknowledges the following companies for their contributions in 2018.

### Diamond Level
- AstraZeneca
- Fresenius Medical Care
- Otsuka
- Relypsa

### Platinum Level
- Keryx (formerly Akonia)
- Akebia Therapeutics
- Amgen
- Reata Pharmaceuticals

### Gold Level
- Horizon Pharma
- Janssen Pharmaceuticals, Inc.
- Sanofi Genzyme

### Silver Level
- Alexion Pharmaceuticals, Inc.
- Baxter Healthcare Corporation
- Mallinckrodt LLC
- OPKO Pharmaceuticals, LLC
- Tricida, Inc.

### Bronze Level
- Alnylam Pharmaceuticals
- Daiichi Sankyo, Inc.
- Genentech
- Klotho Therapeutics Inc.
-NxStage Medical, Inc.
Kidney Week 2019

November 5 – 10 (Exhibit Dates November 7 – 9)
Walter E. Washington Convention Center, Washington, DC

Kidney Week remains the world’s largest meeting devoted to the latest advances in kidney care, research, and education.

Join 13,000 participants at the world’s premiere nephrology event—Kidney Week 2019.

Statistics from the 2018 annual meeting:

- Approximately 12,500 participants from more than 100 countries
- 170 educational sessions
- 150 exhibiting companies
- 13 industry supported educational symposia
- 12 exhibitor spotlights
- 10 early programs

Right of First Refusal
(based on support from Kidney Week 2018)

The right of first refusal on the following items expires Thursday, February 28, 2019. All other items are available on a first-come, first-served basis.

Abstracts on USB (formerly CD), Attendee Lounge Support, Convention Center Mini Map, Educational Symposia Guide, Exhibit Hall Aisle Banners, Exhibit Hall Refreshment Breaks, Hotel Key Cards, Mobile App, Onsite Guide, Plenary Session Support, Power Stations, President's Dinner, Shuttle Buses, Welcome Reception, and Wi-Fi Support

Promotional Opportunities (Company Specific)

Please note: opportunities are subject to change and offered on a limited basis.

Column Wraps (Limited Availability)
Wrap convention center columns with a targeted message to participants. Columns are located in main transit areas inside the convention center and may not be product specific.

$20,000 each

Convention Center Banners
Drive traffic to your exhibit booth with a four-color banner, prominently displayed in the convention center. Banners may not be product specific.

$15,000 per banner or $25,000 for two

Digital Convention Center Banners (New – Limited Availability)
Catch the attention of every participant with a vibrant digital banner displayed in high traffic areas of the convention center. Banners may not be product specific.

$10,000 to $30,000 based on location

Escalator Clings
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.

$25,000 per set

Kidney Week Mobile App
Help participants get the most out of their meeting experience. The app provides access to the complete 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 highlighted*

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

$50,000 for support of all items and sole support of the first four items
Promotional Opportunities (Company Specific)

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 on the ASN Podcast website.

$15,000 for sole support of all three Kidney Week podcasts

Light Boxes
Encourage participants to visit your exhibit booth as they travel throughout the convention center. Light boxes may not be product specific.

$25,000 for two double-sided light boxes

Power Stations
Help participants charge their cell phones, computers, and other electronic gadgets at a series of power stations throughout the convention center.

Benefits:
- Company logo printed on all Power Station kiosks outside the exhibit hall.

$20,000 for sole support

Speaker Ready Room
Reach the hundreds of experts who serve as Kidney Week faculty where they check in, upload presentations, and congregate during the meeting. Entrance signage is included.

$7,500 for sole support of the Speaker Ready Room

Twitter Walls
Located in the convention center, two digital walls will display participant tweets throughout Kidney Week. #KidneyWk

Benefits:
- Acknowledgment on both walls.

$15,000 for sole support

Water Stations
Provide participants a convenient way to stay refreshed during the conference. Water stations are placed throughout the convention center and can be customized with wraps that display your company’s logo and booth number. Customized wraps and mats are the responsibility of the supporter.

$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. With 13,000 participants at Kidney Week, your company website will be accessed again and again each time attendees connect to the Wi-Fi service on their laptops and smart devices.

Benefits:
- Company website as the Wi-Fi homepage.

$45,000 for sole support

Window Clings
Display your message on adjacent windows in the convention center. Located near the shuttle entrance or the plenary session, these single-sided window clings are guaranteed to be noticed by participants. Clings may not be product specific.

$25,000 per set

General Support
Become a supporter of Kidney Week by providing an unrestricted grant to ASN. ASN accepts unrestricted grants in the form of general support at any monetary level. Please contact ASN Vice President of Business Development Kara Page at 202-640-4647 or kpage@asn-online.org for more information.
Promotional Opportunities (Product Specific)

**Attendee Lounge Support**
Display customized signage and printed materials in three attendee lounges spread throughout the exhibit hall. Signage may be product specific, and will read: Attendee lounge support provided by: company and/or product logo. Printed materials are up to the discretion of the supporter.

$15,000 for sole support of three lounges

**Convention Center Mini Map**
Display your company and/or product logo and booth number on this pocket-size fold-out map of the convention center including the exhibit hall. Opened often to help participants maneuver through the busy convention center, a map is included in each meeting bag. Your company and/or product logo and booth number (up to four-color) is printed on both sides of the map cover.

$35,000 for sole support

**Exhibit Hall Aisle Banners**
Add your company and/or product logo, exhibit booth number, or message to the bottom of each numbered aisle banner in the exhibit hall. These double-sided banners hang below the numbered aisle banners throughout the exhibit hall.

$35,000 for sole support of all banners

**Exhibit Hall Refreshment Breaks**
Gain additional exposure in the exhibit hall by supporting a refreshment break. Cups, napkins, or cup holders with your company or product logo can be provided (at corporate supporter’s expense). Exhibit Hall signage is included in the support fee. Signage may be product specific.

Schedule: Thursday, November 7, Friday, November 8, and Saturday, November 9

$20,000 for sole support of all three days

**Hotel Key Cards**
Customize hotel key cards with your company’s logo in full color. Participants cannot miss your company’s support of Kidney Week with this opportunity. Cards are distributed at three 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 five ASN Hotels a promotional piece of its choice. 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: Tuesday, November 5, Wednesday, November 6, Thursday, November 7, Friday, November 8, Saturday, November 9, and Sunday, November 10

$20,000 for sole support – Tuesday (approximately 1,000 rooms)
$35,000 per day for sole support – Wednesday, Thursday, Friday, and Saturday (approximately 2,500 rooms)
$25,000 for sole support – Sunday (approximately 1,700 rooms)

**Shuttle Buses**
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.

$30,000 for sole support (rights only)
Promotional Opportunities (Product Specific)

Limit of up to two opportunities per company on the following items through July 2019

**Convention Center Banners**
Located directly across from the main exhibit hall entrance, these single-sided banners can’t be missed as participants travel in and out of the hall.

$25,000 per banner

**Exhibit Hall Column Banners**
Catch participants’ attention as they enter the exhibit hall with a banner located on one of five front columns. Each column includes two banners.

$30,000 per column

**Exhibit Hall Entrance Cling**
Passed by every participant entering the exhibit hall, this single-sided entrance cling is affixed to a series of glass panels overlooking the busy hall.

$20,000

**Exhibit Hall Escalator Clings**
As the main transport into the exhibit hall, participants will ride these escalators continuously Thursday – Saturday of Kidney Week.

$30,000

**Exhibit Hall Floor Cling**
Adjacent to the escalators leading down into the hall, this floor cling can’t be missed by participants.

$10,000

**Marriott Connector Digital Banners**
Located in the underground bridge connecting the convention center to the Marriott, these four screens will continuously remind participants to visit your booth at Kidney Week.

$30,000 for sole support of four screens
Print Opportunities

**Preliminary Program**
Contribute to the first and primary source of information regarding the program for Kidney Week 2019. ASN distributes the Preliminary Program in June 2019 to more than 15,000 ASN members, physicians, pharmacists, nurses, other caregivers, researchers, and past participants.

**Includes:**
- Partial back cover for placement of a four-color advertisement.

**Special Events**
$15,000 for sole support  
(deadline April 1, 2019)

**Onsite Guide**
Help supply approximately 13,000 participants with important information about Kidney Week. Placed in each meeting bag, the onsite guide provides general information for the annual meeting.

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

**Welcome Reception**
To welcome Kidney Week participants to Washington, DC, the society will host a one-hour welcome reception in the exhibit hall the evening of Thursday, November 7. This celebratory event will provide participants an additional unopposed hour to engage with exhibitors and explore the exhibit hall.

**Includes:**
- Acknowledgment on welcome banner (can be product specific).
- Acknowledgment in Kidney Week materials.
- The ability to brand cocktail napkins with company or product logo (at supporter’s expense).

**Educational Symposia Guide**
This guide includes a detailed schedule of the meeting’s educational symposia and is included in every participant’s meeting bag.

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

**Special Events**

**ASN FIT Bowl 2019**
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:**
- Acknowledgment on the ASN website, on onsite signage, and in Kidney Week materials.

**Welcome Reception**
$15,000 for sole support

**President’s VIP Dinner**
Join ASN President Mark E. Rosenberg, MD, FASN in celebrating the success of Kidney Week 2019. 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.

**Benefits:**
- Acknowledgment on invitation and event signage.
- Verbal recognition at the President’s Dinner.
- Five complimentary invitations.

**Special Events**

$25,000 for sole support
Educational Products

**Abstracts on USB**
Increase traffic at your company’s exhibit booth by supporting the Abstracts on USB. Each flash drive includes all accepted abstracts, allowing participant to access this information well after the meeting. The supporter is provided with 5,000 USBs to distribute from its exhibit booth, while participants are provided with vouchers in their meeting bags to exchange for the USB.

**Benefits:**
+ Company logo listed on the USB voucher, USB exterior, USB program, and Onsite Guide ad.

$75,000 for sole support

**iPosters**
Help participants gain electronic access to the posters presented at Kidney Week. This interactive platform features viewing by categories; searching by names or keywords; bookmarking; and discussing via message boards or directly with authors. One kiosk will be placed in a high-traffic area of the convention center. Participants will have access to iPosters for one year.

**Benefits:**
+ Company logo on kiosk signage.
+ Acknowledgement online on the iPoster website for one year.
+ Acknowledgement in the Onsite Guide and the Kidney Week posters page of the ASN website.

$10,000 per company

**Kidney Week On-Demand**
Drive traffic to your exhibit booth while providing participants access to nearly every session at Kidney Week. This opportunity allows ASN to broadcast Kidney Week educational sessions (over 200 hours of content) online after the meeting. Available for free online via access code only, participants are provided with vouchers in their meeting bags to exchange for individualized access codes available at one of five booths on the exhibit floor.

$35,000 per company

**Simulation Hands-On Workshops**
Support trainees in getting hands-on experience with insertion of temporary dialysis catheters and renal biopsy under the guidance of experienced nephrologists.

**Benefits:**
+ Company logo listed on workshop announcements and room signage.

$10,000 per workshop room

Additional Opportunities

Companies interested in supporting items not listed in the Corporate Support Catalog must contact ASN for approval. Approved items must abide by the same guidelines as those in the catalog and are subject to a support fee. ASN reserves the right to decline opportunities not approved by the society for support. Additionally, 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 Kidney Week 2019 priority points by the exhibiting company, the inability to participate in the Society’s Corporate Support Program, and/or the ability to exhibit at future meetings.
Scientific Programs

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 more than 150 sessions offered throughout the week. Gain continual recognition in a targeted area of nephrology by supporting a Kidney Week pathway.

Past Pathways Include: Acute Kidney Injury, Bone and Mineral Metabolism, Cell and Transport Physiology, Chronic Kidney Disease, Development and Pediatrics, Diabetes and Metabolism, Dialysis, Genetic Diseases of the Kidney, Glomerular Disease, Hypertension and Cardiovascular Disease, Pathology, and Transplantation and Immunology.

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. These two-hour programs 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. These four plenary sessions—which also feature State-of-the-Art Lectures—draw huge audiences—nearly 3,000 to 5,000 participants—daily. Your company can reach the majority of Kidney Week participants at the start of their day by supporting these Plenary Sessions.

Benefits:
+ Company name included on the ASN website under each plenary session.
+ Company name included on introductory slides.
+ Verbal acknowledgment during each session.

$30,000 for sole support of all four lectures

Select Streamed Presentations
ASN streams select high profile presentations from Kidney Week on the ASN website for up to a year during and after the meeting. These delayed streamed sessions may include:

- President’s Address
- State-of-the-Art Lectures
- Late-Breaking Clinical Trials
- Young Investigator Award Presentation

The post session streaming is available to everyone, not just Kidney Week attendees and ASN members. The streamed sessions are not CE (continuing education) activities.

Benefits:
+ Acknowledgement on the ASN website as supporting each streamed session.
+ Acknowledgement on email blasts to ASN members, Kidney Week participants, and the ASN database publicizing these sessions.

$20,000 for sole support of all streamed sessions

Early Programs
Help update nephrologists on the latest developments in research and treatment. Approximately 2,000 participants will arrive early in Washington for these intensive one- and two-day reviews of specific topics within the field of nephrology.

Schedule: Tuesday, November 5 and Wednesday, November 6

Benefits:
+ Company name included on session signage, syllabus materials, and introductory slides.

$15,000 per program for sole support
Educational Symposia

Help educate participants about a specific area in the field of nephrology. These one-hour programs, available for educational grant support, are held during breakfast and lunch. 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.

ASN Services Included in Support Fee:

Program Development: ASN is an accredited CE provider. ASN develops the content for Kidney Week educational symposia.

CE Administration: ASN is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. ASN provides CE credit on an hour-by-hour basis. Kidney Week Educational Symposia also provide CNE credit for nurses and CPE credit for pharmacists. Corporate supporters are required to sign a CE letter of agreement prior to the start of the program. Educational symposia are evaluated and results are shared with the corporate supporter after the conclusion of the program.

Speaker Management: ASN recruits all speakers and moderators for each educational symposium.

Meeting Space: Educational symposia are hosted in the Marriott Marquis DC adjacent to the convention center.

Catering: A continental breakfast is served during all morning symposia. A boxed lunch is served during all afternoon symposia. All meals are provided by and paid for by ASN and not the supporting company.

Audiovisual Equipment: Each session room is set with an LCD projector and screen, computer, laser pointer, table and lavalier microphones, and a lighting package. All labor for set up, testing and removal of equipment is included in the fee along with the services of a technician.

Printed Materials: All educational symposia are listed in Educational Symposia Guide and posted on the ASN website. Syllabus materials are produced for symposia confirmed by July 31, 2019.

Signage: All session signage are of uniform design and are produced by ASN. Signs include the program title, date, time, location, and supporting company’s name. Signs are displayed in a designated area of the convention center, the hotel, and outside the session room door.

Registration: Educational symposia are available to fully paid Kidney Week registrants only, and all participants must display an official Kidney Week 2019 badge to enter them. Advance registration is not allowed for any symposia, and seats are filled on a first-come, first-served basis. Corporate supporters receive complimentary admission for up to fifteen representatives to their supported symposium.

Onsite Management: ASN staff manages all meeting, program, and speaker logistics onsite.

Benefits

✦ Company name listed in Educational Symposia Guide, if support is secured prior to production.
✦ Company name displayed with program on ASN’s website.
✦ Company name on session signage and syllabus materials.

Corporate Support Fees

Morning symposia: $117,500 for sole support (300 participants anticipated)

Afternoon symposia: $145,000 for sole support (500 participants anticipated)

Contract and Payment: Unless otherwise noted in the ASN Letter of Agreement (LOA), payment is non-refundable and due in full once both parties have signed the LOA.
Educational Symposia continued

Additional Opportunities

Invitations:
ASN allows mailed announcements prior to the event, at cost to the supporter. ASN assumes responsibility for distribution of invitations. This opportunity is available for grants confirmed by July 31, 2019.

Invitations: Mailed to up to 8,000 domestic registrants and ASN members
$15,000 (includes design, printing, mail handling, and postage)

Educational Symposia Online:
The educational symposia at Kidney Week are recorded. ASN encourages you to take advantage of the opportunity to post your supported symposium online to the ASN Learning Center after the conclusion of meeting.

CME, CNE, and CPE credits are not available for these activities.

Educational Symposia Online includes:

- Synchronized audio and video of presentation slides
- Hosting on the ASN Learning Center
- Downloadable MP3s
- Mobile access

$7,500 for a 12-month posting

Contacting ASN
Kara Page
Vice President of Business Development
American Society of Nephrology

📞 202-640-4647
✉️ 202-330-5636
✉️ kpage@asn-online.org
ASN Exhibitor Spotlight

Gain direct access to your targeted audience by participating in the ASN Exhibitor Spotlight. Open to all fully registered Kidney Week participants, this unique opportunity provides exhibitors a forum for presenting information of their choice in one of two theaters on the exhibit floor during exhibit hall hours. To ensure an interactive learning environment, the ASN Exhibitor Spotlight is limited to twelve presentations total with a maximum of 75 participants each.

Dates and Times
Thursday, November 7, Friday, November 8, and Saturday, November 9

<table>
<thead>
<tr>
<th>THEATER #1</th>
<th>Setup Time</th>
<th>Presentation Time</th>
<th>Teardown Time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>10:00 a.m. – 11:00 a.m.</td>
<td>11:00 a.m. – 11:30 a.m.</td>
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<tr>
<td></td>
<td>11:30 a.m. – 12:00 p.m.</td>
<td>12:00 p.m. – 1:00 p.m.</td>
<td>1:00 p.m. – 1:30 p.m.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>THEATER #2</th>
<th>Setup Time</th>
<th>Presentation Time</th>
<th>Teardown Time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10:30 a.m. – 11:00 a.m.</td>
<td>11:00 a.m. – 12:00 p.m.</td>
<td>12:00 p.m. – 12:30 p.m.</td>
</tr>
<tr>
<td></td>
<td>12:30 p.m. – 1:00 p.m.</td>
<td>1:00 p.m. – 2:00 p.m.</td>
<td>2:00 p.m. – 2:30 p.m.</td>
</tr>
</tbody>
</table>

Rules and Regulations
All presentations are limited to 60 minutes in length. Each presentation is allotted a half hour for setup and a half hour for teardown. Time slots are filled on a first come, first served basis.

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

The ASN Exhibitor Spotlight is not a continuing education (CE) activity. Presentations may be product specific.

ASN Services Included in the Presentation Fee:
Meeting Space: The exhibitor spotlight will be housed inside one of two theaters inside the exhibit hall and open during exhibit hall hours only. ASN will provide seating for up to 75 participants. ASN is unable to add additional seating onsite if the capacity reaches more than 75 participants.

Catering: A continental breakfast will be served during the morning time slot. A boxed lunch will be served during the afternoon time slots. Catering is set up outside the Exhibitor Spotlight Theaters.

Audiovisual Equipment: ASN will provide a complete audiovisual package, which includes: an LCD projector and screen, one presenter microphone, a sound system, and a dedicated audiovisual technician. The presenter is responsible for providing his/her own laptop. An audiovisual technician will be available a half hour prior to each presentation to assist with equipment. Additional a/v services (such as videotaping) may be coordinated only through ASN’s designated audiovisual provider and are subject to an additional fee.

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.

Registration: The ASN Exhibitor Spotlight is available to Kidney Week registrants only. All participants must display an official Kidney Week 2019 badge to enter the theater. Advance registration is not allowed for any presentation and seats are filled on a first come, first served basis. To ensure an interactive learning environment, the Exhibitor Spotlight is limited to a maximum of 75 participants.

Onsite Management: ASN staff will manage all meeting logistics related to the exhibitor spotlight theater including food and beverage, signage, and A/V. The supporter is responsible for the distribution of any materials and the collection of participant data.

Benefits
• Presentation title, date, time, and company logo listed in the Kidney Week edition of Kidney News, if confirmed prior to production.
• Presentation title, date, time, and company logo displayed on signage throughout the exhibit hall.
• Presentation schedule listed on the ASN website.

Presentation Fee
$37,500 per 60-minute presentation

Contacting ASN
Kara Page
Vice President of Business Development
American Society of Nephrology

202-640-4647
202-330-5636
kpage@asn-online.org
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 off site after Kidney Week Program hours.

### Dates and Times

<table>
<thead>
<tr>
<th></th>
<th>Wednesday, November 6</th>
<th>Thursday, November 7</th>
<th>Friday, November 8</th>
<th>Saturday, November 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Setup Time</td>
<td>6:00 p.m. – 7:00 p.m.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Presentation Time</td>
<td>7:00 p.m. – 10:00 p.m.</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Teardown Time</td>
<td>10:00 p.m. – 11:00 p.m.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Rules and Regulations

- Time-slots are filled on a first come, first served basis.
- Kidney Week educational symposia faculty, Kidney Week Education Committee Members, and ASN Councilors cannot participate as speakers in the exhibitor spotlight. All speakers must be approved by ASN prior to being confirmed.
- Invitation only exhibitor spotlights are not continuing education (CE) activities. Presentations may be product specific. Supporters may not provide CE to participants.
- Supporters cannot publicly advertise invitation only exhibitor spotlights to Kidney Week participants onsite and ASN will not publicize the activity. RSVPs cannot be collected from more than 100 attendees.

### Logistics

- **Meeting Space:** All invitation only exhibitor spotlights will be held in a hotel close 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.

### 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.

### Registration

Participation is limited to 100 participants and supporters must register participants prior to Kidney Week. Supporters may not publicize the event to potential attendees at Kidney Week. Please note that no more than 100 guests will be able to access the room onsite. Only Kidney Week participants may attend.

### 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 manual starting in August 2019.

### Onsite Management

The supporter is responsible for all onsite management.

### Presentation Fee

$40,000

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**Contacting ASN**

Kara Page  
Vice President of Business Development  
American Society of Nephrology  

- **Phone:** 202-640-4647  
- **Fax:** 202-330-5636  
- **Email:** kpage@asn-online.org
Additional Opportunities – Kidney Week

Exhibiting
Meeting Dates: November 5 – 10
Exhibit Dates: November 7 – 9
Walter E. Washington Convention Center, Washington, DC

Exhibitors at Kidney Week present advances in treatment, research, and cutting-edge technology to more than 13,000 physicians, scientists, and other healthcare professionals from the United States and more than 100 other countries.

ASN exhibitors meet with influential decision makers to:
+ Generate new sales leads
+ Interact with nephrology professionals worldwide
+ Build visibility in a competitive marketplace
+ Strengthen customer relationships and add new customers
+ Introduce new products and services
+ Give product demonstrations
+ Conduct market research

The priority point system recognizes companies that support ASN activities and encourages new companies to participate. ASN assigns priority points for participating as an exhibitor and/or supporter. Companies and organizations participating in Kidney Week 2019 will earn priority points. Points are maintained on a three-year cumulative basis and determine exhibit hall placement and placement for group housing blocks. Hotel placement is also determined by group size and date of submission of the request.

Priority points will be accumulated over three year cycles. Only points accumulated during the past three Kidney Weeks will be used in determining exhibit hall placement for upcoming Kidney Weeks. For example: priority points accumulated during Kidney Week 2017, 2018 and 2019 will determine the exhibit hall placement for 2020.

Priority points are also based on corporate support throughout the calendar year. Please note companies at the Diamond and Platinum levels of support are assigned exhibit space first, regardless of the number of accumulated priority points.

Mergers and Acquisitions
ASN will calculate priority points for the company name stated on the exhibitor contract or corporate support letter of agreement. If companies have since merged or been acquired, the resulting company may choose to use the highest of any of the previous companies. Points will not be combined. Companies belonging to the same parent company with other divisions participating at ASN cannot reserve exhibit space using the parent company’s points unless they are participating under the parent company name.

Priority Point System
Priority Point Allocation for Kidney Week 2019

<table>
<thead>
<tr>
<th>Points</th>
<th>Awarded to</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>Diamond Supporters</td>
</tr>
<tr>
<td>20</td>
<td>Platinum Supporters</td>
</tr>
<tr>
<td>15</td>
<td>Gold Supporters</td>
</tr>
<tr>
<td>10</td>
<td>Silver Supporters</td>
</tr>
<tr>
<td>5</td>
<td>Bronze Supporters</td>
</tr>
<tr>
<td>1</td>
<td>Awarded for each 100 square feet of exhibit space</td>
</tr>
</tbody>
</table>

2019 Levels of Support

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>$400,000+</td>
</tr>
<tr>
<td>Platinum</td>
<td>$300,000 – $399,999</td>
</tr>
<tr>
<td>Gold</td>
<td>$200,000 – $299,999</td>
</tr>
<tr>
<td>Silver</td>
<td>$100,000 – $199,999</td>
</tr>
<tr>
<td>Bronze</td>
<td>$50,000 – $99,999</td>
</tr>
</tbody>
</table>

Contacting ASN

Exhibit Sales
Darnella Bradley
ASN Sales Account Manager
SPARGO, Inc.
J 703-995-3883
m darnella.bradley@spargoinc.com

Exhibit Logistics (including priority points)
Ronny Coombs
Meetings and Exhibits Coordinator
American Society of Nephrology
J 202-302-1631
m rcoombs@asn-online.org
Ancillary Events and Meetings

Kidney Week will bring together 13,000 participants, November 5 – 10, 2019, in Washington, DC. ASN allows groups to host various events in conjunction with the annual meeting:

- Sales/Business Meetings
- Investigator/Consultant Updates
- Advisory Board Meetings
- Roundtables
- Social Functions (Breakfasts, Lunches, Dinners, and Receptions)
- Other Activities (as approved by ASN)

The Society requires all activities held in conjunction with Kidney Week be coordinated through the ASN offices. This ensures ASN is aware of every activity, so the society can better assist participants in planning their agendas or finding a specific activity, while ensuring the primary focus of Kidney Week remains quality continuing education for participants.

ASN requests groups respect the educational focus of the meeting by coordinating all outside activities through the Society. ASN staff will work with you to schedule your activity in a timely manner. Not adhering to these guidelines may result in a loss of exhibitor priority points.

For all activities, the organizer will take full responsibility for the event or meeting and hold harmless the American Society of Nephrology, its officers, agents, contractors, and employees from any and all liability and costs associated with the activity.

The ancillary event guidelines and online application form will be available on the ASN website in June 2019.

ASN does not allow groups to host satellite symposia or educational, continuing education (CE), or speaker programs during Kidney Week. Exhibitor Spotlights and Invitation Only Exhibitor Spotlights are available to group interested in hosting non-CE educational events at Kidney Week. Please refer to pages 15 and 16 for additional information.

Contacting ASN

+ 202-640-4660
+ 202-478-2157
+ meetings@asn-online.org
The ASN Board Review Course & Update (BRCU) focuses on key information needed to prepare for the ABIM Nephrology Board Certification and Maintenance of Certification (MOC) Examinations. ASN structures and schedules BRCU to maximize participants’ readiness for these examinations. Held Saturday, July 20 – Thursday, July 25 at the Fairmont Chicago in Chicago, IL, this six-day intensive course attracts 300 nephrologists and fellows a year.

**Attendance**
Anticipated Meeting Attendance: **300**
Anticipated Industry Spotlight Attendance: **250**

**Industry Spotlights**
Industry Spotlights held during BRCU will provide four companies an opportunity to present a presentation of their choice to an audience of up to 250 participants. Held throughout the week, these 45-minute presentations may be product specific in nature.

**Available Days**
Saturday, July 20, Sunday, July 21, Monday, July 22, and Tuesday, July 23

**Presentation Length**
45 minutes

**Presentation Fee**
$75,000

**Rules and Regulations**
All presentations are limited to 45 minutes in length. Each presenter is allotted a half hour for setup.

ASN Councilors, BRCU faculty members, and chairs may not be involved with or present an industry spotlight presentation.

The industry spotlight is not a continuing education (CE) activity.

The industry spotlight title may not include a product name.

Industry spotlight presentations are held over lunch. Lunch is included in the BRCU registration fee paid by participants. Lunch is not paid for by the industry spotlight supporter.

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**ASN Services Included in the Presentation Fee:**

**Meeting Space:** All Industry Spotlights are held in a separate room from the BRCU program.

**Audiovisual Equipment:** ASN will provide a complete audiovisual package, which includes: LCD projector and screen, a podium and podium microphone, a sound system, and a dedicated audiovisual technician. The presenter is responsible for providing his/her own laptop. An audiovisual technician will be available prior to each presentation to assist with equipment.

**Signage:** Presentation signage will be placed outside the room. All signage is uniform in design and will be produced by ASN to include the presentation title, date, time, and company logo.

**Onsite Management:** ASN staff will manage all meeting logistics onsite.

**Email:** ASN will send an email to all pre-registrants listing the industry spotlight presentation titles, dates, times, and supporting companies.

**Registration:** Only BRCU registrants and industry spotlight supporters may attend the presentation. Participants do not pre-register for the industry spotlight.

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**Educational Grant Support**
ASN accepts educational grant support of the ASN Board Review Course & Update.

$15,000

**Benefits of Support**
+ Company acknowledgement on BRCU signage
+ One complimentary registration
+ Company acknowledgement on the BRCU page of the ASN website

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**Contacting ASN**
Kara Page
Vice President of Business Development
American Society of Nephrology

📞 202-640-4647
✉️ 202-330-5636
✉️ kpage@asn-online.org
Merger pending Aetna’s divestiture from its Medicare Part D prescription drug plans. The Department of Justice approved the merger which has mixed effects on care quality, access, and cost. Between care providers like hospitals or dialysis providers, the economics are less clear about what [the CVS-Aetna merger] will do to things like prices and potentially lead to kidney disease. But they also acknowledge that it [the Aetna-CVS merger] would bring together a large national insurance company with a powerhouse in the pharmacy and retail clinic space. The goal, according to a statement from CVS Health President and Chief Executive Officer Larry J. Mello, is to create a better experience for patients.

For nephrologist Kevin Erickson, MD, assistant professor of internal medicine at Baylor College of Medicine in Houston, predicting about mergers and consolidations among the same professions with CVS frontline care. "The economics are less clear about what [the CVS-Aetna merger] will do to things like prices and potentially lead to kidney disease. But they also acknowledge that it [the Aetna-CVS merger] would bring together a large national insurance company with a powerhouse in the pharmacy and retail clinic space. The goal, according to a statement from CVS Health President and Chief Executive Officer Larry J. Mello, is to create a better experience for patients.

Other experts in nephrology are cautiously optimistic about mergers and consolidations among the same professions with CVS frontline care. "The economics are less clear about what [the CVS-Aetna merger] will do to things like prices and potentially lead to kidney disease. But they also acknowledge that it [the Aetna-CVS merger] would bring together a large national insurance company with a powerhouse in the pharmacy and retail clinic space. The goal, according to a statement from CVS Health President and Chief Executive Officer Larry J. Mello, is to create a better experience for patients.

For nephrologist Bruce Culleton, MD, vice president of medical affairs for U.S. Renal Care, the Aetna-CVS merger offers the prospect of new models of care and possibly new competition for nephrology.

"The economics are less clear about what [the CVS-Aetna merger] will do to things like prices and potentially lead to kidney disease. But they also acknowledge that it [the Aetna-CVS merger] would bring together a large national insurance company with a powerhouse in the pharmacy and retail clinic space. The goal, according to a statement from CVS Health President and Chief Executive Officer Larry J. Mello, is to create a better experience for patients.

ASN publications include:

**Journal of the American Society of Nephrology (JASN)**
The highest-rated, most often cited nephrology publication in the world.

**Clinical Journal of the American Society of Nephrology (CJASN)**
The primary resource for breaking clinical nephrology studies, and most widely read journal in clinical nephrology.

**Kidney News**
ASN’s highly circulated monthly newsmagazine provides incisive analyses and updates on kidney policy, practice and research.

For information on advertising in ASN publications, please contact:

Kelley Russell  
National Sales Manager  
The Walchli Tauber Group, Inc.  
214-704-4628  
Kelley.Russell@wt-group.com