Corporate Support OPPORTUNITIES
Colorado Convention Center ■ Denver, CO

LEADING THE FIGHT AGAINST KIDNEY DISEASES

KIDNEY WEEK 2020
Denver, CO | Oct. 20–25
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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
+ **21,240+ members** from more than 130 countries.
+ 62% live in the United States.
+ 75% have earned an MD, DO, or equivalent; 7% have earned a PhD; and 10% have earned both.
+ 78% hold an academic appointment; a majority of this group (46%) 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 (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 2020 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 AdvaMed Codes and those that have not.

Giveaway requests must be submitted in writing for ASN approval to Ronny Coombs, ASN Meetings and Exhibits Coordinator, at rcoombs@asn-online.org by August 14, 2020.

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 2020 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.

Contacting ASN

**American Society of Nephrology**
1401 H Street NW, Suite 900
Washington, DC 20005

Support/Promotional Opportunities
Kara Page
Vice President of Business Development
American Society of Nephrology
(P) 202-640-4647 | (F) 202-330-5636
kpage@asn-online.org

Exhibit Sales
Emily Dowling, Sales Account Manager
SPARGO, Inc.
(P) 703-995-3883
emily.dowling@spargoinc.com

Exhibit Logistics
Ronny Coombs
Meetings and Exhibits Coordinator
American Society of Nephrology
(P) 202-302-1631
rcoombs@asn-online.org

Ancillary Events and Meetings
ASN Meetings
(P) 202-640-4660 | (F) 202-478-2157
meetings@asn-online.org

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

### 2020 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 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 2021 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>
</tbody>
</table>

### 2020 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>Kidney Week Benefits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advanced selection of priority hotel room blocks in 2021</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advanced selection of exhibit booth space for 2021</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary 24-hour holds on ancillary meeting space in 2021</td>
<td>2 rooms</td>
<td>1 room</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Full Registration(s) in 2020</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>Recognition in <em>JASN, CJASN,</em> and <em>Kidney News</em> (monthly journal distribution <em>13,000, Kidney News &gt;18,000</em>)</th>
<th>Company Logo</th>
<th>Company Logo</th>
</tr>
</thead>
<tbody>
<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>
</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 diseases. ASN gratefully acknowledges the following companies and organizations for their contributions in 2019.

**DIAMOND LEVEL**

- AstraZeneca
- Baxter
- Fresenius Medical Care
- Oryx Biosciences
- Tricida

**PLATINUM LEVEL**

- Alexion
- Mallinckrodt Pharmaceuticals
- Otsuka
- Reata Pharmaceuticals

**GOLD LEVEL**

- Akebia Therapeutics
- Amgen
- Janssen Pharmaceuticals, Inc.
- OPKO Pharmaceuticals, LLC
- Retrophin, Inc.

**BRONZE LEVEL**

- Amicus Therapeutics
- Cara Therapeutics
- Daiichi Sankyo, Inc.
- GSK
- KDIGO
- Rockwell Medical
- Sanofi Genzyme
Kidney Week 2019 Demographics

Kidney Week Attendance Through the Years

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>Washington, DC</td>
<td>14,384</td>
</tr>
<tr>
<td>2018</td>
<td>San Diego</td>
<td>12,502</td>
</tr>
<tr>
<td>2017</td>
<td>New Orleans</td>
<td>11,958</td>
</tr>
<tr>
<td>2016</td>
<td>Chicago</td>
<td>13,352</td>
</tr>
<tr>
<td>2015</td>
<td>San Diego</td>
<td>12,653</td>
</tr>
<tr>
<td>2014</td>
<td>Philadelphia</td>
<td>13,102</td>
</tr>
<tr>
<td>2013</td>
<td>Atlanta</td>
<td>12,786</td>
</tr>
<tr>
<td>2012</td>
<td>San Diego</td>
<td>13,156</td>
</tr>
<tr>
<td>2011</td>
<td>Philadelphia</td>
<td>13,145</td>
</tr>
</tbody>
</table>

International Attendance

Africa - 0.5%
Asia - 16%
Australia/Oceania - 2%
Central America/Caribbean - 0.5%
Europe - 14%
Middle East - 1%
North America - 64%
South America - 2%

Attendee Area of Interest

Acute Kidney Injury - 12%
Bone & Mineral Metabolism - 5%
Cell and Transport Physiology - 3%
Chronic Kidney Disease - 18%
Development & Pediatrics - 2%
Diabetes & Metabolism - 7%
Dialysis - 12%
Genetic Disease of Kidney - 5%
Geriatric Nephrology - 3%
Glomerular Diseases - 10%
Hypertension & Cardiovascular Disease - 8%
Interventional Nephrology - 3%
Pathology - 3%
Transplantation & Immunology - 6%
Other - 2%

Primary Institutional Affiliation

Academic Clinician/Educator - 12%
Academic Scientist - 12%
Government/VA - 2%
Hospital-based Physician - 20%
Industry Researcher - 11%
Private Practitioner - 8%
Other - 35%

86% Kidney Week Attendees

3% Exhibitors

11% Other
Kidney Week 2020

October 20–25 (Exhibit Dates October 22–24)
Colorado Convention Center, Denver, CO

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 2020.

Statistics from the 2019 annual meeting:
+ 14,384 participants from more than 100 countries
+ 175 educational sessions
+ 172 exhibiting companies
+ 15 industry supported educational symposia
+ 12 exhibitor spotlights
+ 10 early programs

First Right of Refusal (based on support from Kidney Week 2019)
The first right of refusal on the following items expires Friday, February 14, 2020. All other items are available on a first-come, first-served basis.

- Abstracts on USB Drives
- Attendee Lounge Support
- Exhibit Hall Refreshment Breaks
- FIT Bowl Support
- Hotel Key Cards
- Mobile App
- Onsite Guide
- Plenary Session Support
- President’s Dinner
- Water Stations
- Wi-Fi Support
Promotional Opportunities (Company Specific)

Company specific items may not be product specific.

**Charging Station Banners**

Catch participants’ attention as they charge their cell phones, computers, and other electronic gadgets with a banner displayed behind a charging station.

$15,000 per banner or $20,000 for two

**Column Wraps (2 sets available)**

$30,000 per set

**Downtown Lamppost Banners**

Contact Kara Page at kpage@asn-online.org for availability and pricing.

**Glass Clings (3 locations available)**

$15,000 per location

**Convention Center Banners**

- Atrium Banners: $20,000 per banner or $30,000 for two
- Concourse Banners: $15,000 per banner or $25,000 for two
- Railing Banners: $20,000 for three

**Escalator Clings**

$20,000 for two escalators (one single-sided cling per escalator)

**Staircase Clings (one set available in main lobby)**

$25,000

**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 highlighted and extended character count for company description.*

*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

**Light Boxes**

$25,000 for two double-sided light boxes
Continued Promotional Opportunities (Company Specific)

Kidney Week Podcasts
Downloaded repeatedly during the meeting, these three podcasts present daily highlights and engaging discussions from Kidney Week.

Benefits:
+ Verbal acknowledgement prior to and after each podcast.
+ Acknowledgement on daily podcast email blast.
+ Acknowledgement on the ASN website.

$15,000 for sole support

Walking Challenge
Engage with attendees, promote healthy lifestyles and expand your company’s awareness by supporting Kidney Week’s first walking challenge.

Benefits:
+ Leaderboard in supporter’s exhibit booth (space permitting).
+ Company logo on all materials including walking challenge app and leaderboard(s).
+ Company recognition in emails.

$25,000 for sole support

TapSnap Kiosk
Engage with attendees at this fun and interactive photo booth. One kiosk will be located in the convention center 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.
+ Company logo on banner of every photo.
+ Company logo on kiosk.

$20,000 for sole support

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

Benefits:
+ Acknowledgement on both walls.

$15,000 for sole support

Verification Stations
All fully registered participants are required to verify their attendance by scanning their badge once at one of five stations located in the convention center.

Benefits:
+ Company logo/booth# on five stations.
+ Opportunity to include a station in your exhibit booth (space permitting).

$15,000 for sole support

Water Stations
Customize wraps and mats at water stations spread throughout the convention center. Wraps and mats are the responsibility of the supporter.

$20,000 for sole support (rights only)

Wi-Fi Service
Complimentary Wi-Fi service is available in the convention center including the educational session rooms, hallways, and the exhibit hall.

Benefits:
+ Company website as the Wi-Fi homepage and company logo on splash page.

$45,000 for sole support
**Promotional Opportunities (Product Specific)**

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

**Attendee Lounge Support**
Display printed materials in three attendee lounges spread throughout the exhibit hall. Recognition signage will be placed in each lounge and may include a company and/or product logo. Printed materials are the responsibility of the supporter.

*For sole support of three lounges*

**Convenience Center Mini Map**
Display your company and/or product logo and booth number on both sides of this pocket-size fold-out map of the convention center and exhibit hall. A map is included in each meeting bag.

*For sole support*

**Digital Signage**
Project up to five different full motion or static images on five digital screens throughout Denver (including adjacent to the convention center) Monday, October 19 – Sunday, October 25. Fifteen second spots are shown on average 950 times daily (190 per sign).

*For sole support per company (four company limit)*

**Exhibit Hall Aisle Banners**
Point participants directly to your booth by adding your logo and booth number to the bottom of each numbered aisle banner in the exhibit hall.

*For sole support of all double-sided aisle banners*

**Exhibit Hall Refreshment Breaks**
Gain additional exposure in the exhibit hall by supporting a refreshment break. Cups, napkins, or cup sleeves with your company or product logo can be provided (at supporter’s expense). Recognition signage will be placed by each break and may include a company and/or product logo.

*Schedule: Thursday, October 22, Friday, October 23, and Saturday, October 24*

*For sole support of all three days*

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**Hotel Opportunities (Product Specific)**

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

**Hotel Key Cards**
Customize hotel key cards at five ASN hotels. Production and distribution costs are included in the support fee.

*For sole support*

**Hotel Newspaper Wraps**
Wrap the Wall Street Journal with a message of your choice for delivery to Kidney Week participants on a specific day. Contact Kara Page at kpage@asn-online.org for more information.

**Hotel Room Drops**
These exclusive sole-supported room drops allow one company per day to provide participants staying at three ASN Hotels a promotional piece of its choice. The room drop will be delivered outside each participant’s hotel room. Production and shipping costs are the responsibility of the supporter.

*For sole support – Tuesday, October 20 (approximately 1,200 rooms)*

*For sole support – Wednesday, October 21, Thursday, October 22, Friday, October 23, and Saturday, October 24 (approximately 2,650 rooms)*

*For sole support – Sunday, October 25 (approximately 1,900 rooms)*

**Hyatt Regency Elevator Clings**

$25,000 per set of three doors

(four sets available)

**Hyatt Regency Escalator Clings**

$25,000 for Lobby Level Escalators

$20,000 for Third Floor Escalators

**Hyatt Regency Panels**
Eight panels display your custom message on the lobby level of the hotel.

$25,000 for all eight panels
Print Opportunities (Product Specific)

Onsite Guide
Placed in each meeting bag, the onsite guide provides general information for the annual meeting and is read by every full meeting participant.

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

$35,000 for sole support

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

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

$25,000 for sole support

Special Events

FIT Bowl 2020
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

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

Benefits:
+ Company acknowledgement on e-blast invitation, onsite signage, in opening remarks during reception, and in Kidney Week materials.

$5,000 for sole support

Welcome Reception
To welcome Kidney Week participants to Denver, CO, the society will host a one-hour welcome reception in the exhibit hall the evening of Thursday, October 22. 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 2020.
+ Welcome announcement with company name recognition.
+ Acknowledgement in Kidney Week e-blast, KidneyNews, Mobile App and on ASN website.

$40,000 for sole support

President’s VIP Dinner
Join ASN President Anupam Agarwal, MD, FASN in celebrating the success of Kidney Week 2020. 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, October 23

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

$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 participants 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

ePosters
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. Three kiosks will be placed in a high-traffic area of the convention center. Participants will have access to ePosters for one year.

Benefits:
- Company logo and booth number on kiosk signage.
- Acknowledgement on the ePoster 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 exhibit booths.

$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 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 accrued Kidney Week 2020 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 acknowledgement included on the ASN website under each session.
+ Company acknowledgement 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 acknowledgement included on the ASN website under each session.
+ Company acknowledgement included on session signage and introductory slides.
$7,500 per session for sole support

Plenary Sessions and State-of-the-Art Lectures Support
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.

Benefits:
+ Company acknowledgement included on the ASN website under each plenary session.
+ Company acknowledgement included on daily introductory slides.
+ Verbal acknowledgement during each session.
$30,000 for sole support

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

Benefits:
+ Company acknowledgement on the ASN website as supporting each streamed session.
+ Company acknowledgement on e-blasts to ASN members, Kidney Week participants, and the ASN database publicizing these sessions.
$20,000 for sole support

Early Programs
Approximately 2,000 participants arrive early in Denver for ten intensive one- and two-day reviews of specific topics within the field of nephrology.

Schedule: Tuesday, October 20 and Wednesday, October 21

Benefits:
+ Company acknowledgement included on program 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.

Symposia Dates and Times

Morning Symposia:
Friday, October 23 and Saturday, October 24
6:45 a.m. to 7:45 a.m. (doors open at 6:30 a.m.)

Afternoon Symposia:
Thursday, October 22, Friday, October 23 and Saturday, October 24
12:45 p.m. to 1:45 p.m. (doors open at 12:30 p.m.)
All symposia are 60 minutes in length.

ASN Services

Program Development: ASN is an accredited CE provider. The Kidney Week Education Committee develops the content for all Kidney Week educational symposia. ASN does not work with Medical Education and Communications Companies to develop or execute 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 selects all speakers and moderators for each symposium.

Meeting Space: Educational symposia are hosted in the Hyatt Regency Denver at Colorado 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, lavaliel microphones, and a lighting package.

Printed Materials: All educational symposia are listed in the Educational Symposia Guide and posted on the ASN website. Syllabus materials are produced for symposia confirmed by July 31, 2020.

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.

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, 2020.

Invitations: Mailed to up to 6,000 domestic registrants and ASN members
$10,000 (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
$10,000 for a 12-month posting
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 three theaters on the exhibit floor during exhibit hall hours. To ensure an interactive learning environment, the ASN Exhibitor Spotlight is limited to 18 presentations total with a maximum of 60 to 75 participants each, depending on theater.

Dates and Times
Thursday, October 22, Friday, October 23, and Saturday, October 24

<table>
<thead>
<tr>
<th>Theater</th>
<th>Setup Time</th>
<th>Presentation Time</th>
<th>Teardown Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>THEATER #1</td>
<td>75 participants</td>
<td>9:30 a.m. - 10:00 a.m.</td>
<td>10:00 a.m. - 11:00 a.m.</td>
</tr>
<tr>
<td></td>
<td>Set: Crescent rounds</td>
<td>11:30 a.m. - 12:00 p.m.</td>
<td>12:00 p.m. - 1:00 p.m.</td>
</tr>
<tr>
<td>THEATER #2</td>
<td>60 participants</td>
<td>10:30 a.m. - 11:00 a.m.</td>
<td>11:00 a.m. - 12:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>Set: Classroom</td>
<td>12:30 p.m. - 1:00 p.m.</td>
<td>1:00 p.m. - 2:00 p.m.</td>
</tr>
<tr>
<td>THEATER #3</td>
<td>75 participants</td>
<td>10:00 a.m. - 10:30 a.m.</td>
<td>10:30 a.m. - 11:30 a.m.</td>
</tr>
<tr>
<td></td>
<td>Set: Crescent rounds</td>
<td>12:00 p.m. - 12:30 p.m.</td>
<td>12:30 p.m. - 1:30 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 three theaters inside the exhibit hall and open during exhibit hall hours only. ASN will provide seating for up to 75 participants in Theaters 1 and 3 and 60 participants in Theater 2. ASN is unable to add additional seating onsite but standing room is allowed in the back of each theater.

Room Set: Theaters 1 and 3 will be set in crescents rounds for 75 participants. Theater 2 will be set classroom style for 60 participants. Each theater will 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. and 10:30 a.m. time slots. A boxed lunch will be served during all other time slots. Catering is set up outside each theater in an area not accessible to non-exhibitor spotlight attendees. ASN chooses the menus and provides a per person cost to supporters after Kidney Week.

Audiovisual Equipment: ASN will provide a complete audiovisual package, which includes: an LCD projector and screen, one presenter microphone, a sound system, a slide advance, 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 and equipment (such as videotaping, microphones, etc.) 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 and with a poster immediately outside the door to the theater 30 minutes prior to their presentation.

Registration: The ASN Exhibitor Spotlight is available to Kidney Week registrants only. All participants must display an official Kidney Week 2020 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 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.

Presentation Fee
Theaters 1 and 3: $40,000 per 60-minute presentation
Theater 2: $32,000 per 60-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 off site after Kidney Week Program hours.

Dates and Times
Wednesday, October 21, Thursday, October 22, Friday, October 23, and Saturday, October 24

Setup Time | Presentation/Dinner Time | Teardown Time
---|---|---
5:00 p.m. – 7:00 p.m. | 7:00 p.m. – 10:00 p.m. | 10:00 p.m. – 11:00 p.m.

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. ASN does not actively recruit participants for the spotlights. Spotlight recruitment is the responsibility of the supporter.

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 kit.

Onsite Management: The supporter is responsible for all onsite management.

Presentation Fee
$40,000

Contacting ASN
Kara Page
Vice President of Business Development
American Society of Nephrology
(P) 202-640-4647 | (F)202-330-5636
kpage@asn-online.org
**Exhibiting**

Meeting Dates: October 20 - 25  
Exhibit Dates: October 22 - 24  
Colorado Convention Center, Denver, CO

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 110 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 2020 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 2018, 2019 and 2020 will determine the exhibit hall placement for 2021.

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 Acquisition**

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.

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**Priority Point System**

**Priority Point Allocation for Kidney Week 2020**

- **25 points** Awarded to Diamond Supporters
- **20 points** Awarded to Platinum Supporters
- **15 points** Awarded to Gold Supporters
- **10 points** Awarded to Silver Supporters
- **5 points** Awarded to Bronze Supporters
- **1 point** Awarded for each 100 square feet of exhibit space

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**2020 Levels of Corporate Support**

- **Diamond**  
  $400,000+

- **Platinum**  
  $300,000 - $399,999

- **Gold**  
  $200,000 - $299,999

- **Silver**  
  $100,000 - $199,999

- **Bronze**  
  $50,000 - $99,999

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**Exhibit Sales**

Emily Dowling, Sales Account Manager  
SPARGO, Inc.  
(P) 703-995-3883 | emily.dowling@spargoinc.com

**Exhibit Logistics (including priority points)**

Ronny Coombs, Meetings and Exhibits Coordinator  
American Society of Nephrology  
(P) 202-302-1631 | rcoombs@asn-online.org
Ancillary Events and Meetings

Kidney Week will bring together 13,000 participants, October 20 - 25, 2020, in Denver, CO. ASN allows groups to host various events in conjunction with the annual meeting:

- Roundtables
- Social Functions (Breakfasts, Lunches, Dinners, and Receptions)
- Other Activities (as approved by ASN)

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

The Society requires all activities held in conjunction with Kidney Week be coordinated through ASN. This ensures the Society is aware of every activity, so ASN can better assist participants in planning their agendas or finding a specific activity, while ensuring the primary focus of Kidney Week continues to provide 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 2020.

Contacting ASN
(P) 202-640-4660 | (F) 202-478-2157
meetings@asn-online.org
Additional Opportunities 2020

ASN Board Review Course & Update

Industry Spotlights

July 18 – July 23, 2020
Fairmont Chicago Millennium Park, Chicago, IL

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 18 – Thursday, July 23 at the Fairmont Chicago in Chicago, IL, this six-day intensive course attracts 300 nephrologists and fellows a year.

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 18, Sunday, July 19, Monday, July 20, and Tuesday, July 21

Presentation Length
45 minutes

Presentation Fee
$75,000

Rules and Regulations

All presentations are limited to 45 minutes in length. Each supporter is allotted thirty minutes for setup immediately prior to their presentation. Slide reviews are not allowed outside this window.

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.

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 30 minutes 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.

Contacting ASN

Kara Page
Vice President of Business Development
American Society of Nephrology
(P) 202-640-4647 | (F)202-330-5636
kpage@asn-online.org

Educational Grant Support

ASN accepts educational grant support of the ASN Board Review Course & Update.

Benefits of Support

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

$15,000
ASN Advertising

Publications and Communications

ASN publishes the most respected kidney-related journals in the world. These renowned publications are read in nearly 130 countries.

ASN publications include:

**Journal of the American Society of Nephrology (JASN)**
JASN continues to maintain the highest impact factor (8.966) among nephrology journals publishing original research, featuring important articles in the science and practice of nephrology, scholarly reviews and editorials. JASN provides physicians and scientists the latest advances in kidney medicine and research.

[www.jasn.org](http://www.jasn.org)

**Clinical Journal of the American Society of Nephrology (CJASN)**
CJASN is the most widely read journal in nephrology and provides clinicians access to the most important clinical outcomes in kidney medicine, covering areas such as diabetes, dialysis, mineral metabolism, and critical care medicine. CJASN offers essential information to practicing nephrologists and other kidney professionals.

[www.cjasn.org](http://www.cjasn.org)

**Kidney News**
Kidney News reaches more than 18,500 print recipients. This news magazine examines trends in medicine, industry and policy affecting all practitioners in nephrology and provides other information supporting the work of kidney specialists.

[www.asn-online.org/publications/kidneynews/](http://www.asn-online.org/publications/kidneynews/)

**Kidney360**
Kidney360 is the new addition to the ASN portfolio of journals. Kidney360 is a global, peer-reviewed, open access, online only, general kidney journal that aims to publish scientifically rigorous basic, translational, clinical, epidemiologic, health policy, population science, and global health kidney research.

[https://kidney360.asnjournals.org/](https://kidney360.asnjournals.org/)

For information on advertising in an ASN publication, please contact:

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