Corporate Support

OPPORTUNITIES

ANNUAL MEETING DATES
November 4–7, 2021

EXHIBIT DATES
November 4–6, 2021

VIRTUAL PLATFORM AVAILABLE
October 20, 2021 - January 7, 2022
(all dates subject to change)
TABLE OF CONTENTS

3 About ASN
3 Contacting ASN
4 Corporate Support Program
   4 2021 Recognition Chart
5 Application Process
6 Kidney Week 2021 – In-Person Opportunities
   6 Promotional Opportunities (Company Specific)
   8 Promotional Opportunities (Product Specific)
   9 Scientific Programs
10 Exhibitor Spotlights
11 Invitation Only Exhibitor Spotlights
12 Kidney Week 2021 – Virtual Opportunities
   12 Virtual Promotional Opportunities
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
- 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; 46% hold full-time faculty appointments.

Rules and Regulations
ASN recognizes that promotional activities encourage a steady flow of traffic to the exhibit booths. It is imperative that exhibitors display professionalism and consideration for their fellow exhibitors; therefore, canvassing or distributing promotional materials outside the exhibitor’s rented booth space is not permitted. Exhibitors and supporters may not distribute literature in the convention center, hotels, or any public area without ASN’s written approval. In addition, companies may not coordinate promotional or educational items or events directly with the city, county, state, hotels, ASN vendors, or other contractors without ASN’s written approval. Noncompliance with these regulations can result in the loss of Kidney Week 2021 consideration and as ASN monitors the COVID-19 Pandemic is still a situation the society may need to adjust the Kidney Week schedule, number of permitted attendees, posted Health and Safety policies, and/or cancel the live event portion of the meeting. ASN is not liable for any cancellation fees or penalties your group may incur as a result of changes to Kidney Week or full cancellation for any reason.

All registrants must agree to follow ASN’s posted Health and Safety Policies. Changes to these policies may occur at any time and will be posted on the ASN website and included in exhibitor newsletters.

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 2021 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; 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 2021 to be in compliance. All exhibiting companies, regardless of tax status, must demonstrate compliance to these and subsequent ethical codes.

ASA has adopted the CMSS Code to ensure that the Society’s interactions with companies will be for the benefit of patients and members and for the improvement of care in nephrology.

Code of Conduct (Virtual and In-person)
All supporters, exhibitors, and participants must agree to follow ASN’s Code of Conduct for all interactions related to Kidney Week 2021.

COVID-19 and Pandemic Considerations
By supporting or exhibiting at Kidney Week 2021, you understand and agree that the COVID-19 Pandemic is still a consideration and as ASN monitors the situation the society may need to adjust the Kidney Week schedule, number of permitted attendees, posted Health and Safety policies, and/or cancel the live event portion of the meeting. ASN

Contacting ASN

Sponsorship Opportunities
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Exhibit Sales
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2021 CORPORATE SUPPORT OPPORTUNITIES | November 4 – 7
ASN Corporate Support Program

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

2021 Levels of Support

<table>
<thead>
<tr>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>$350,000+</td>
<td>$250,000 - $349,999</td>
<td>$150,000 – $249,999</td>
<td>$50,000 – $149,999</td>
</tr>
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</table>

2021 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>
</tr>
</thead>
<tbody>
<tr>
<td>Kidney Week Recognition</td>
<td></td>
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<tr>
<td>Verbal acknowledgement during a plenary session</td>
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<tr>
<td>Acknowledgement included in walk-in slides of in-person and virtual sessions (including plenaries)</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online recognition on the Kidney Week 2021 platform homepage</td>
<td>Company Logo</td>
<td>Company Logo</td>
<td>Company Logo</td>
<td>Company Logo</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>
</tr>
</tbody>
</table>

| Kidney Week Benefits                   |               |                |            |              |
| Advanced selection of priority hotel room blocks in 2022 | ✔             |                |            |              |
| Advanced selection of exhibit booth space for 2022 | ✔             | ✔              |            |              |
| Complimentary 24-hour holds on ancillary meeting space in 2022 | 2 rooms       | 1 room         |            |              |
| Complimentary Full Registration(s) to in-person meeting in 2021 and virtual event in 2021 | 3             | 2              | 1          |              |
| Priority Points awarded for future exhibit booth space assignments | 25            | 20             | 15         | 10           |

| Annual Recognition                     |               |                |            |              |
| Recognition in *JASN, CJASN, and Kidney News* (monthly journal distribution >13,000, *Kidney News* >18,000) | Company Logo | Company Logo |              |              |
| Recognition on www.asn-online.org      | Company Logo & Link | Company Logo & Link | Name & Link | Name & Link |

*Benefits are subject to change
Kidney Week 2021

Kidney Week remains the world’s largest meeting devoted to the latest advances in nephrology care, research, and education. Kidney Week 2021 will have both in-person and virtual components.

The in-person portion of the meeting will be held Thursday, November 4 – Sunday, November 7, at the San Diego Convention Center in San Diego, CA. The virtual portion of the meeting will be hosted on the Kidney Week platform from approximately October 20, 2021 – January 7, 2022.

All fully registered participants of the in-person meeting will have access to the virtual event.

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

Availability
All items in the catalog are first-come, first-served unless otherwise noted. Due to limited availability, companies are limited to three in-person items and one virtual item (unless sold in pairs) until further notice. ASN reserves the right to add items to the catalog at any time. All nomenclature, jargon, and titles for supported items are subject to change.

Right of First Refusal (based on support from Kidney Week 2019)
The right of first refusal on the following items expires a week after initial catalog distribution. All other items are available on a first-come, first-served basis.

- Attendee Lounge Support
- Charging Stations
- Exhibit Hall Refreshment Breaks
- Hotel Key Cards
- Onsite Guide
- Plenary Session Support
- Wi-Fi Support

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

Artwork Requirements
(Convention Center Banners, Column Wraps, Digital Convention Center Banners, Escalator Clings, Escalator Runners, Exhibit Hall Aisle Banners, Hotel Key Cards, Hotel Room Drops, Kidney Week Daily Banners, Light Boxes, Onsite Guide Ads, Registration Email Banners, Virtual Ads, Virtual Platform Schedule-at-a-Glance Banner, Welcome Toolkit Banner)

These items are promotional in nature and not considered advertising. As such, they may not:

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

ASN also requires each item have at least one reference to the supporter’s exhibit booth or Kidney Week 2021.
Promotional Opportunities (Company Specific)

Company specific items may not include product information. All pictures below are examples only and may not depict actual items. Please note: Opportunities are subject to change and offered on a limited basis.

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

**Benefits:**
- Company logo and booth number printed on all Charging Station kiosks outside the exhibit hall.

$15,000 for sole support

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Column Wraps (Three available)
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.

$40,000 for sole support of all three

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Digital Convention Center Banners (New in San Diego)
Catch the attention of every participant with a vibrant digital banner displayed immediately across from the exhibit hall entrance. Banners are static and may not be product specific.

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

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Convention Center Banners
Drive traffic to your exhibit booth with two banners, prominently displayed in the convention center. Banners may not be product specific.

$30,000 for two

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Escalator Clings (Two sets available)
Grab participants’ attention as they ride up and down the escalators at the convention center with customized escalator clings. Clings may not be product specific.

$20,000 per set

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Escalator Runners (One set available)
Line the space between escalators with a message of your choice. The runner may not be product specific.

$15,000

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

**Benefits:**
- Company logo included on the ePosters kiosks in the exhibit hall, in the Hall D Lobby, and on the Kidney Week ePosters homepage.

$10,000 for sole support

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Click the button for location information on convention center banners, column wraps, escalator clings, and escalator runners.

Please contact Kara Page at kpage@asn-online.org for availability. The site does not indicate which items are sold.
Kidney Week On-Demand
Drive traffic to your exhibit booth while providing participants access to nearly every session at Kidney Week. ASN will broadcast Kidney Week educational sessions (over 200 hours of content) online from January – December 2022 on the ASN eLearning Center. Participants will visit one of three booths to receive a postcard with an individualized access code for this content.

$25,000 per company (three company maximum)

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

Benefits:
- Verbal acknowledgement prior to and after each podcast.
- Acknowledgement on the ASN Podcast website.

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

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

$20,000 for two double-sided light boxes

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

Benefit:
- Acknowledgement on both walls.

$10,000 for sole support

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. Your company website will be accessed again and again each time participants connect to the Wi-Fi service on their laptops.

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

$40,000 for sole support

Continued Promotional Opportunities (Company Specific)
### Promotional Opportunities (Product Specific)

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

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

**$15,000 for sole support of three lounges**

#### Onsite Guide
Help supply participants with important information about Kidney Week. Distributed to all registered participants, the guide provides general information for the annual meeting.
- Inside back cover and back cover for placement of a four-color advertisement.

**$25,000 for sole support**

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

**Schedule:**
- Thursday, November 4
- Friday, November 5
- Saturday, November 6

**$15,000 for sole support of all three days**

#### 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 three 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:**
- Wednesday, November 3
- Thursday, November 4
- Friday, November 5
- Saturday, November 6

**$30,000 per day for sole support (approximately 2,900 rooms)**

#### Email Banners (Product Specific)

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

#### Kidney Week Daily
This daily email communication from ASN provides each participant with valuable information on Kidney Week every day of the meeting and immediately after.

**Benefits:**
- Custom banner included at the bottom of each email (links to supporter’s website or virtual exhibit booth; Wednesday’s link restricted to a website).

**$10,000 per day (Wednesday, Thursday, Friday, Saturday, Sunday, and Recap email)**

#### Registration Emails
Immediately reach participants after they register for Kidney Week. Registration will open in August and close for the virtual meeting in December.

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

**$35,000 sole support**
Scientific Programs – Educational Grant Support Only

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

Learning Pathway Support
Receive week-long recognition at every session included in a learning pathway, while helping participants determine their session schedules for Kidney Week. ASN divides sessions among learning pathways or “tracks” that guide participants through the selection of 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 Kidneys, 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 (if in-person) and introductory slides (in-person or virtual) 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 (if in-person) and introductory slides (in-person or virtual).

$7,500 per session for sole support

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

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

$30,000 for sole support of all four lectures
ASN Exhibitor Spotlight

Gain direct access to your targeted audience by participating in the ASN Exhibitor Spotlight. Open to all registered in-person Kidney Week participants only, 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 Exhibitor Spotlight opportunity is limited to 12 presentations total with a maximum of 75 participants each. Spotlights are only available to live event exhibiting companies and will not be posted to the virtual platform.

<table>
<thead>
<tr>
<th>Dates and Times</th>
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<tbody>
<tr>
<td>Thursday, November 4, Friday, November 5, and Saturday, November 6</td>
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<table>
<thead>
<tr>
<th>THEATER #1</th>
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<tbody>
<tr>
<td>Setup Time</td>
</tr>
<tr>
<td>11:00 a.m. – 11:30 a.m.</td>
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<tr>
<td>12:30 p.m. – 1:00 p.m.</td>
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</tbody>
</table>

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

Rules and Regulations

Content: The ASN Exhibitor Spotlights are not a continuing education (CE) activity. Presentations may be product specific and are determined by the supporters. ASN does not review slide sets or presentations.

Length: All presentations are limited to 45 minutes in length. Each presentation is allotted a half hour for setup and 15 minutes for teardown. Time slots are filled on a first-come, first-served basis. Exhibitor Spotlight theaters are not available outside the setup time for faculty slide reviews or run throughs.

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

ASN Services Included in the Presentation Fee

Meeting Space: The Exhibitor Spotlights 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 and standing room is not allowed in the theater. A maximum of 75 participants will be allowed in each theater.

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

Audiovisual Equipment: ASN will provide a complete audiovisual package, which includes: an LCD projector and screen, one laptop, one presenter microphone, a sound system, a slide advancer, and a dedicated audiovisual technician. An audiovisual technician will be available a half hour prior to each presentation to assist with equipment. We strongly recommend speakers arrive at least 30 minutes prior to presentation to ensure presentation start time is not delayed. Due to the tight turnaround between spotlights, ASN is not able to accommodate any additional audiovisual requests (such as videotaping, additional microphones, audience response, stronger Wi-Fi etc.) outside of the standard package this year.

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

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

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

Onsite Management: ASN staff will manage all meeting logistics related to the exhibitor spotlight theater including food and beverage, signage, and audiovisual. The supporter is responsible for the distribution of any materials and collecting any remaining materials after the session. The supporter is also solely responsible for the collection of participant data.

Application: A completed application is required to book an Exhibitor Spotlight timeslot. This application will become a contract upon the supporter’s authorized signature and ASN’s acceptance and countersignature.

Please note, ASN accepts signatures from supporting companies only, not third-party representatives.

Presentation Fee

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

Engage participants with a presentation of your choice over a reception or dinner. Limited to 100 participants, this invitation-only event provides companies an opportunity to engage invited guests offsite after Kidney Week Program hours. Supporters must exhibit during the live meeting to host a spotlight.

### Dates and Times

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Wednesday, November 3, Thursday, November 4, Friday, November 5, and Saturday, November 6</td>
<td>Setup Time</td>
<td>Presentation Time</td>
</tr>
<tr>
<td>3:00 p.m. – 7:00 p.m.</td>
<td>7:00 p.m. – 10:00 p.m.</td>
<td>10:00 p.m. – 11:00 p.m.</td>
</tr>
</tbody>
</table>

#### Rules and Regulations

Time slots are filled on a first-come, first-served basis. Invitation only-exhibitor spotlights are not continuing education (CE) activities. Presentations may be product specific. Supporters may not provide CE to participants.

#### Logistics

**Meeting Space:** All invitation-only exhibitor spotlights will be held in the Marriott Marquis San Diego, next to the convention center. The meeting space rental for one room is included in the support fee. The room will be set in rounds. Additional set up time or space may incur additional fees.

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

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

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

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

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

**Registration:** Participation is limited to 100 participants and supporters must register participants prior to their spotlight. 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.

**Application:** A completed application is required to book a timeslot. This application will become a contract upon the supporter’s authorized signature and ASN’s acceptance and countersignature. Please note, ASN accepts signatures from the supporter’s authorized signature and will not publicize these activities to participants. Spotlight recruitment is the responsibility of the supporter. Supporters must collect RSVPs and attendance is capped at 100 max.

**Pandemic Considerations:** By completing your contract for an invitation only spotlight you are indicating you understand and agree that the COVID-19 Pandemic is still a consideration and as ASN monitors the situation we may need to make adjustments to the Kidney Week schedule, number of permitted attendees, and/or cancel the live event portion of Kidney Week. ASN is not liable for any cancellation fees or penalties your group may incur as a result of changes to Kidney Week or full cancellation for any reason.

ASN requires participants to be fully vaccinated or have a COVID-19 test 72 hours prior to attendance at Kidney Week. Only Kidney Week registrants may participate in your spotlight. If you have staff or other attendees participating who are not registered for Kidney Week, it is your organization's responsibility to verify vaccination and/or the presence of a timely COVID test prior to attendance at this event. These requirements are subject to change.

### Liability

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

### Contacting ASN

**Kara Page**  
VP of Business Development  
kpage@asn-online.org
Kidney Week 2021 - Virtual Opportunities
All registered in-person and virtual Kidney Week participants will have access to the virtual platform starting approximately October 20, with limited access. Full access to content begins November 4. Participants can also register for the virtual meeting only.

Company Specific
Company specific items may not include product information.

Virtual Ads
All ads link to supporter’s virtual exhibit booth or website. All ads will appear on the platform from October 20, 2021 - January 7, 2022 (dates subject to change).

Homepage Banner Ads
1325px X 290px
JPEG or PNG, 300 MB maximum file size
$15,000 per company (five company max)

Homepage Tower Ads
300px X 500px
JPEG or PNG, 300 MB maximum file size
$15,000 per company (five company max, ads rotate with ASN ads)

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

Virtual Platform Schedule-at-a-Glance
A quick and easy way to search the digital schedule, this document can be downloaded or printed prior to Kidney Week.

   Benefit:
   • Custom banner included at the bottom of each page of the PDF schedule.

   $15,000 for sole support

Welcome Toolkit
Emailed to participants prior to Kidney Week, this toolkit contains relevant ASN materials and information needed to navigate the virtual meeting.

   Benefit:
   • Custom banner included at the bottom of the email.

   $15,000 sole support

Homepage Social Media Feed Ad
(Appears at the top of the social media feed)
300px X 125px
JPEG or PNG, 300 MB maximum file size
$10,000 sole support

ASN Services Hub
Linking to both the Event Resource Page and the ASN Member Resource Page, the ASN Services Hub is the destination for virtual participant materials during Kidney Week.

   Benefit:
   • Two Tower Ads 300px X 500px (one on each resource page)
     JPEG or PNG, 300 MB maximum file size

   $20,000 sole support