DIGITAL CORPORATE SUPPORT CATALOG

KIDNEY WEEK 2020
REIMAGINED

- Annual Meeting Dates: Oct. 22 - 25
- Exhibit Dates: Oct. 22 - 25
- Content Available: Oct. 22 - Dec. 4
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; 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 Healthcare Professionals; the American Medical Association (AMA) Gifts to Physicians from Industry Ethical Opinion 8.061; 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; 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 commercial supporters at Kidney Week 2020 Reimagined to be compliant. ASN has signed the Council for Medical Specialty Societies (CMSS) Code for Interactions with Companies. Signing this document means that ASN has adopted the CMSS Code to ensure that the Society’s interactions with companies will be for the benefit of patients and members and for the improvement of care in nephrology.

CODE OF CONDUCT
All supporters, exhibitors, and attendees must agree to follow the Code of Conduct for digital interactions.

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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>Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>$300,000+</td>
</tr>
<tr>
<td>Platinum</td>
<td>$200,000 – $299,999</td>
</tr>
<tr>
<td>Gold</td>
<td>$100,000 – $199,999</td>
</tr>
<tr>
<td>Silver</td>
<td>$50,000 – $99,999</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>
</tr>
</thead>
<tbody>
<tr>
<td>Kidney Week Recognition</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgement included in walk in slides of LIVE online sessions (including plenaries)</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on the Kidney Week 2020 Reimagined Platform Homepage</td>
<td>Company Logo</td>
<td>Company Logo</td>
<td>Company Logo</td>
<td>Company Logo</td>
</tr>
<tr>
<td>Recognition in December 2020 <em>Kidney News</em></td>
<td>Company Logo</td>
<td>Company Logo</td>
<td>Company Name</td>
<td>Company Name</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Kidney Week Benefits</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced selection of priority hotel room blocks in 2021</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>
</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>
</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>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annual Recognition</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition in <em>JASN, CJASN</em>, and <em>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>
</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>
</tr>
</tbody>
</table>

*Benefits are subject to change
KIDNEY WEEK 2020 REIMAGINED

Kidney Week remains the world’s largest meeting devoted to the latest advances in nephrology care, research, and education. Due to COVID-19, ASN will hold its first all-digital meeting in 2020. Kidney Week 2020 Reimagined will be held Thursday, October 22 – Sunday, October 25. All content will be available to view on the Kidney Week 2020 Reimagined website until Friday, December 4.

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.

AVAILABILITY

All items in the catalog are first come, first served. Due to availability, there is a two-item limit per company until late August (Exhibitor Spotlights, EXPLORE Kidney Week Reimagined, and Learning Pathway Support excluded). ASN reserves the right to add items to the catalog at any time. All nomenclature, jargon, and titles for supported items are subject to change.

CANCELLATION POLICY

Once the contract is signed by both parties, the support fee is binding and non-refundable. The support fee is still due to ASN if the supporter decides to cancel the contract after it is fully executed.

PROMOTIONAL OPPORTUNITIES (Company Specific)

Company specific items may not include product information.

A1. ePosters

**BENEFITS:**
- Company logo included on the ePosters homepage (logo can link to exhibit booth or company website).

*$15,000 for sole support*

A2. 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.
- Company acknowledgement on daily podcast email blast.
- Company acknowledgement on the ASN website.

*$15,000 for sole support*

A3. Kidney Week Connect

Networking remains a key component of Kidney Week. The Kidney Week 2020 Reimagined site will have a networking page dedicated to connecting participants with speakers, exhibitors, and each other throughout the meeting.

**BENEFITS:**
- Company logo included at the top of the attendee profile page (logo can link to exhibit booth).

*$15,000 for sole support*

A4. Digital Banners

All ads link to supporter’s exhibit booth, exhibitor spotlight, or website. All banners will appear on the site from October 22 – December 4, 2020.

**LOCATION: HOMEPAGE (LIMIT ONE PER COMPANY)**
- Banner Ads
  - Sized at 1325px X 290px
  - *$25,000 per company (five company max)*
- Tower Ads
  - Sized at 300px X 500px
  - *$20,000 per company (five company max, ads rotate with ASN ads)*
  - Social Media Feed Ad (appears at the top of the social media feed)
    - Sized at 350px X 100px
  - *$15,000 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 participant materials throughout Kidney Week.

**BENEFITS:**
- Two Tower Ads
  - Sized at 300px X 500px (one on each resource page)
- Company logo recognition on both pages (logo can link to exhibit booth).

*$35,000 sole support*
**PROMOTIONAL OPPORTUNITIES** (Product Specific)

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

**Digital Banners**
All ads link to supporter’s exhibit booth, exhibitor spotlight, or website. All banners will appear on the site from October 22 – December 4, 2020.

**B1. Exhibits/Exhibitor Spotlight Landing Page** *(Limit one per company)*
A combined exhibit/exhibitor spotlight tile will appear on the homepage. Clicking on the tile will direct participants to a landing page with two tiles: Exhibits and Exhibitor Spotlights. The following ads appear on this landing page.

- **Banner Ads (at the top)**
  Sized at 1325px X 290px
  **$20,000 per company (five company max)**

- **Tower Ads**
  Sized at 300px X 500px (to the right of the tiles)
  **$15,000 per company (five company max)**

**Electronic Banners** *(Limit one per company)*
All email banners link to supporter’s website unless otherwise noted.

**B2. Kidney Week Daily**
This daily email communication from ASN provides each participant with valuable information on Kidney Week every day of the “Live” meeting and immediately after.

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

  **$25,000 per day (Wednesday, Thursday, Friday, Saturday, Sunday, and Recap email)**

**B3. Registration Emails**
Immediately reach participants after they register for Kidney Week. Registration is open August 5 – December 3.

**BENEFITS:**
- Custom banner included at the bottom of each registration confirmation email.
- Custom banner included at the bottom of the event platform access email prior to Kidney Week.

  **$35,000 sole support**

**B4. Kidney Week Orientation Video**
ASN will hold its first all-digital meeting this fall. The society will produce and distribute an orientation video prior to the meeting to help participants acclimate to this new platform.

- Custom banner included at the bottom of the orientation email.
- Company logo recognition included in the orientation video.

  **$25,000 sole support**

**B5. Welcome Toolkit**
Emailed to participants prior to Kidney Week, this toolkit contains relevant ASN materials and information needed to navigate the meeting.

**BENEFITS:**
- Custom banner included at the bottom of the email.

  **$25,000 sole support**

**B6. Digital Schedule-at-a-Glance PDF**
A quick and easy way to search the schedule, this document can be downloaded or printed prior to Kidney Week.

**BENEFITS:**
- Custom banner included at the bottom of each page of the PDF.

  **$35,000 for sole support**

**Artwork Requirements – Digital and Electronic Banners**
These banners 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 banner have at least one reference to the supporter’s exhibit booth or Kidney Week 2020 Reimagined.
INTERACTIVE OPPORTUNITIES (Company Specific)

C1. Digital Photo Booth
This digital photo booth provides a fun and interactive break during the meeting. Participants can snap photos, add customized backgrounds, and publish their photos to their own social media accounts.

**BENEFITS:**
- Company logo at the bottom of the photo booth app and webpage.
- The ability to design one custom background.
- Company logo recognition as sole supporter.

**$20,000 for sole support**

C2. Walking Challenge
ASN will challenge participants to take a break and walk the equivalent of the height of the Colorado State Capitol (one mile) each day of the meeting. Participants will download an app and track their steps in real time against other participants with their own personal Fitbit, Apple Watch, Garmin, or the step trackers integrated on their iPhone/Android smartphone via Apple Health or Google Fit. The three participants who track the most miles will receive complimentary or reduced registration to Kidney Week 2021. Registration is paid for and provided by ASN and not the supporting company.

**BENEFITS:**
- Company logo on the walking challenge ad on the Kidney Week homepage.
- Company logo on the walking challenge app and instructional webpage.
- "Support provided by company name" statement on registration emails.

**$20,000 for sole support**

BOOTH DRIVER (Company Specific)

D1. EXPLORE Kidney Week Reimagined
Drive traffic to your exhibit booth by helping participants collect points towards access to program content after the meeting. Available in January 2021, Kidney Week On-Demand broadcasts educational sessions from the meeting for free via access code (over 200 hours of content). Fully registered participants collect points by exploring the Kidney Week Reimagined site and visiting designated exhibit booths, sessions, and activities during the meeting. If a participant collects enough points by December 4, they receive a code via email to access Kidney Week On-Demand in January.

**BENEFITS:**
- Exhibit Booth listed as an option for points collection.

**$10,000 per exhibitor (12 exhibitor maximum)**

D2. EXPLORE Kidney Week Reimagined Premier Supporter (one available)

**BENEFITS:**
- Company listed first via logo as an option for points collection.
- Double the points of other participating exhibit booths.
- Company recognition as premier supporter of this activity in emails and promotions.
- Custom banner at the bottom of the post Kidney Week access code email.

**$50,000 sole support**

EXHIBITOR SPOTLIGHTS
Include a presentation of your choice on the Kidney Week 2020 Reimagined and ASN websites. Availability is limited. Contact Erin Knight, ASN Development Manager, at eknight@asn-online.org for additional information.

SCIENTIFIC PROGRAMS & 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 100+ sessions offered throughout the meeting. Gain continual recognition in a targeted area of nephrology by supporting a Kidney Week pathway. Available 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 Diseases, Hypertension and Cardiovascular Disease, and Transplantation and Immunology.

**BENEFITS:**
- Company acknowledgement included on the ASN website under each session.
- Company acknowledgement included on all introductory slides in the pathway.

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

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