CORPORATE SUPPORT OPPORTUNITIES
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>About ASN</td>
<td>3</td>
</tr>
<tr>
<td>ASN Members</td>
<td></td>
</tr>
<tr>
<td>Partnering with ASN</td>
<td>3</td>
</tr>
<tr>
<td>Contacting ASN</td>
<td></td>
</tr>
<tr>
<td>Corporate Support Program</td>
<td>4</td>
</tr>
<tr>
<td>2017 Recognition Chart</td>
<td></td>
</tr>
<tr>
<td>2016 Corporate Supporters</td>
<td>5</td>
</tr>
<tr>
<td>ASN Kidney Week 2017</td>
<td>6</td>
</tr>
<tr>
<td>Promotional Opportunities (Company Specific)</td>
<td>6</td>
</tr>
<tr>
<td>Promotional Opportunities (Product Specific)</td>
<td>7</td>
</tr>
<tr>
<td>Hilton New Orleans Riverside Opportunities</td>
<td>8</td>
</tr>
<tr>
<td>Print Opportunities</td>
<td>9</td>
</tr>
<tr>
<td>Special Events</td>
<td>9</td>
</tr>
<tr>
<td>Educational Products</td>
<td>10</td>
</tr>
<tr>
<td>Scientific Programs</td>
<td>11</td>
</tr>
<tr>
<td>Educational Symposia</td>
<td>12</td>
</tr>
<tr>
<td>Exhibitor Spotlights</td>
<td>14</td>
</tr>
<tr>
<td>Exhibiting and Priority Points</td>
<td>16</td>
</tr>
<tr>
<td>Ancillary Events and Meetings</td>
<td>17</td>
</tr>
<tr>
<td>Additional Opportunities</td>
<td>18</td>
</tr>
<tr>
<td>ASN Board Review Course &amp; Update</td>
<td>18</td>
</tr>
<tr>
<td>ASN Advertising, Publications, and Communications</td>
<td>19</td>
</tr>
</tbody>
</table>
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
- 16,500+ members from more than 120 countries.
- 62% live in the United States.
- 80% have earned an MD, DO, or equivalent; 15% have earned a PhD; and 10% have earned both.
- 80% hold an academic appointment; a majority of this group (60%) hold full-time faculty appointments.
- More than 32% care for patients.
- 62% engage in clinical research.
- Nearly 100% of the nephrology fellows in the United States are members.

Accreditation Statement
The American Society of Nephrology is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.
ASN abides by all requirements of the ACCME Standards for Commercial Support of Continuing Medical Education.

Ethical Codes of Conduct
ASN supports the ethical codes of conduct on interactions with healthcare professionals including, but not limited to, Advanced Medical Technology Association (Avamed) Code of Ethics on Interaction with Health Care Professionals; the American Medical Association (AMA) Gifts to Physicians from Industry Ethical Opinion 8.0611; 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 exhibitors at ASN Kidney Week 2017 to be in compliance. All exhibiting companies, regardless of tax status, must demonstrate compliance to these and subsequent ethical codes.

ASN has signed the Council for Medical Specialty Societies (CMSS) Code for Interactions with Companies. Signing this document means that ASN has adopted the CMSS Code to ensure that the Society’s interactions with companies will be for the benefit of patients and members and for the improvement of care in nephrology. Section 5.4.2 of the CMSS Code applies to all exhibitors (including non-profit exhibitors). All giveaways must be educational (for physicians or patients) and modest in value ($10 or less). This requirement also applies equally to companies that have signed on to the PhRMA or Avamed Codes and those that have not. Giveaway requests must be submitted in writing for ASN approval to Rasheda Wilson, ASN Exhibits and Meetings Coordinator, at rwilson@asn-online.org by August 25, 2017.

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 2017 priority points by the exhibiting company, the inability to participate in the Society’s Corporate Support Program, and/or the ability to exhibit at future meetings.

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

Contacting ASN
Support/Promotional Opportunities
Kara Page
Vice President of Business Development
American Society of Nephrology
Phone: 202-640-4647
Fax: 202-330-5636
Email: kpage@asn-online.org

Exhibit Sales
Darnella Bradley
ASN Sales Account Manager
SPARGO, Inc.
Phone: 703-995-3883
Email: darnella.brady@spargoinc.com

Exhibit Logistics
Rasheda Wilson
Meetings and Exhibits Coordinator
American Society of Nephrology
Phone: 202-400-2481
Fax: 202-478-2157
Email: rwilson@asn-online.org

Ancillary Events and Meetings
ASN Meetings
Phone: 202-640-4660
Fax: 202-478-2157
Email: meetings@asn-online.org

Advertising in ASN Publications
Kim Boyd
National Sales Manager
The Walchli Tauber Group, Inc.
Phone: 443-512-8899 ext. 104
Email: kim.boyd@wt-group.com
**ASN CORPORATE SUPPORT PROGRAM**

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

### 2017 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>Complimentary advanced registration list</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verbal acknowledgement and plaque presentation during a plenary session</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgement included in plenary session opening slides</td>
<td></td>
<td>Company Logo</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgement included in opening slides of general session rooms</td>
<td></td>
<td>Company Logo</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on registration area signage</td>
<td></td>
<td>Company Logo &amp; Booth #</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in the 2017 Preliminary Program</td>
<td></td>
<td>Company Logo</td>
<td>Name</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in ASN’s newsmagazine Kidney News</td>
<td></td>
<td>Company Logo</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Advanced selection of priority hotel room blocks in 2018</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advanced selection of exhibit booth space for 2018</td>
<td>4</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary 24-hour holds on ancillary meeting space in 2018</td>
<td>2 rooms</td>
<td>1 room</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Full Registration(s) in 2017</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Priority Points awarded for future exhibit booth space assignments</td>
<td>25</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Recognition in JASN, CJASN, and ASN Kidney News (monthly journal distribution &gt;11,000, Kidney News &gt;19,000)</td>
<td>4</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on <a href="http://www.asn-online.org">www.asn-online.org</a></td>
<td></td>
<td>Company Logo &amp; Link</td>
<td>Name &amp; Link</td>
<td>Name &amp; Link</td>
<td>Name &amp; Link</td>
</tr>
<tr>
<td>Recognition in the 2018 Catalog of Corporate Support Opportunities</td>
<td>Company Logo</td>
<td>Company Logo</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
</tr>
</tbody>
</table>

### 2017 Levels of Support

- **Diamond**
  - $400,000+  
- **Platinum**
  - $300,000 – $399,999  
- **Gold**
  - $200,000 – $299,999  
- **Silver**
  - $100,000 – $199,999  
- **Bronze**
  - $50,000 – $99,999
### 2016 Supporters

The ASN Corporate Support Program recognizes supporters year round for their generous contributions to the Society. Through this program, supporters help ASN lead the fight against kidney disease. ASN gratefully acknowledges the following companies for their contributions in 2016.

<table>
<thead>
<tr>
<th>Diamond Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMGEN</td>
</tr>
<tr>
<td>Fresenius Medical Care</td>
</tr>
<tr>
<td>Opko Renal</td>
</tr>
<tr>
<td>Relypsa</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Platinum Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>AstraZeneca</td>
</tr>
<tr>
<td>Mallinckrodt Pharmaceuticals</td>
</tr>
<tr>
<td>Merck</td>
</tr>
<tr>
<td>Sanofi</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gold Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akebia Therapeutics, Inc.</td>
</tr>
<tr>
<td>Keryx Biopharmaceuticals, Inc.</td>
</tr>
<tr>
<td>ZS Pharma</td>
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</table>

<table>
<thead>
<tr>
<th>Silver Level</th>
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</thead>
<tbody>
<tr>
<td>Alexion Pharmaceuticals, Inc.</td>
</tr>
<tr>
<td>Baxter Healthcare Corporation</td>
</tr>
<tr>
<td>Raptor Pharmaceuticals</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Bronze Level</th>
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</thead>
<tbody>
<tr>
<td>AbbVie</td>
</tr>
<tr>
<td>American Regent, Inc.</td>
</tr>
<tr>
<td>Genentech, A Member of the Roche Group</td>
</tr>
<tr>
<td>Rockwell Medical, Inc.</td>
</tr>
</tbody>
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ASN KIDNEY WEEK 2017

October 31–November 5 (Exhibit Dates November 2–4)
Ernest N. Morial Convention Center, New Orleans, LA

ASN 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 preeminent kidney event—ASN Kidney Week 2017.

Right of First Refusal (based on support from Kidney Week 2016)

The right of first refusal on the following items expires Friday, January 27, 2017. All other items are available on a first-come, first-served basis.

Abstracts CD, Attendee Lounge Support, Convention Center MiniMap, Cyber Center, Educational Symposia Guide, Exhibit Hall Aisle Banners, Exhibit Hall Refreshment Breaks, Hotel Key Cards, Kidney Week Podcasts, Mobile App, Onsite Guide, Program Builder, Plenary Session Support, President’s Dinner, Shuttle Buses, Twitter Walls, Welcome Reception, and Wi-Fi Support

Promotional Opportunities (Company Specific)

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

Convention Center Banners

Drive traffic to your exhibit booth with a four-color banner, prominently displayed in the Morial Convention Center. Banners may not be product specific and are priced according to size and location.

Premium Banners: $25,000 per banner or $40,000 for two
Select Banners: $15,000 per banner or $25,000 for two

Column Wraps

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.

$15,000 each or $25,000 for two (Four-sided Rectangular)

Escalator Runners

Line the space between escalators with a message of your choice. The runners may not be product specific.

$20,000 for sole support of two escalator runners

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

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

$20,000 for two double-sided light boxes

Statistics from the 2016 annual meeting (as of October 1):

- Approximately 13,000 participants from more than 100 countries
- 175 exhibiting companies
- 155 educational sessions
- 14 educational symposia
- 12 exhibitor spotlights
- 10 early programs

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Promotional Opportunities (Company Specific) continued

**Mobile App**
Access Kidney Week in the palm of your hand. The app provides participants on-the-go access to meeting information, including sessions, speakers, abstracts, and exhibitors.

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

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

$65,000 for support of all items and sole support of the first four items

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

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

$20,000 for sole support

**Speaker Ready Room**
Reach the nearly 800 nephrology leaders who serve as Kidney Week faculty where they check in, upload presentations, and congregate during the meeting. Entrance signage is included.

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

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

$25,000 for sole support (rights only)

**Wi-Fi Service**
Assist in providing Kidney Week participants internet access throughout the conference. Complimentary Wi-Fi service is available in the Morial Convention Center including the educational session rooms, hallways, and the exhibit hall. With 13,000 participants at Kidney Week, your company website will be accessed again and again each time attendees connect to the Wi-Fi service on their laptops.

Benefits:
- Company website as the Wi-Fi homepage.
- Opportunity to include company logo on log in page.

$37,500 for sole support

Promotional Opportunities (Product Specific)

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

$15,000 for sole support of three lounges

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

$35,000 for sole support
Promotional Opportunities (Product Specific) continued

Exhibit Hall Aisle Banners
Add your company and/or product logo, exhibit booth number, or message to the bottom of each numbered aisle banner in the exhibit hall. With 16 - 19 aisles, participants will be constantly reminded of your location on the exhibit floor. These double-sided banners hang below the numbered aisle banners throughout the exhibit hall.

$35,000 for sole support of all banners

Exhibit Hall Refreshment Breaks
Gain additional exposure in the exhibit hall by supporting a refreshment break. Cups, napkins, or cup holders with your company or product logo can be provided (at corporate supporter’s expense). Exhibit Hall signage is included in the support fee. Signage may be product specific.
Schedule: Thursday, November 2, Friday, November 3, and Saturday, November 4

$25,000 for sole support of all three days

Exterior Convention Center Banners
Welcome participants to Kidney Week with a banner hung outside the convention center. Exterior banners may be product specific.

$30,000 per banner

TheHeadShotLounge™
Engage with participants as they line up at the TheHeadShotLounge™ to receive a professional headshot immediately printed and emailed to them at the meeting. The lounge area is equipped with a professional photographer and makeup artist to ensure a memorable experience for each participant.

Benefits:
- Company and/or product logo acknowledgement on signage
- Company and/or product logo printed on each picture
- Ability to participate in the operation of the lounge
- Company and/or product logo acknowledgement on email communications to each participant
- Outfitting lounge staff in company and/or product logo attire (paid and provided by the supporter)

$55,000 for sole support

Hotel Room Drops
Send a targeted message to Kidney Week participants before they head to the Morial 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: Tuesday, October 31, Wednesday, November 1, Thursday, November 2, Friday, November 3, and Saturday, November 4

$20,000 for sole support – Tuesday (approximately 975 rooms)
$30,000 per day for sole support – Wednesday, Thursday, Friday, or Saturday (approximately 2,200 rooms)

Hotel Key Cards
Customize hotel key cards with your company’s logo in full color. Participants cannot miss your company’s support of Kidney Week with this opportunity. Cards are distributed at two ASN hotels. Production and distribution costs are included in the support fee. Hotel key cards may be product specific.

$35,000 for sole support

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

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

$40,000 for sole support (rights only)

Hilton New Orleans Riverside Opportunities (Product Specific)
Adjacent to the Convention Center, the Hilton New Orleans Riverside serves as an ASN co-headquarters hotel and the venue for ASN Educational Symposia and select ancillary events.

Column Wraps
Wrap columns with a targeted message to participants. These four-sided rectangular wraps may be product specific and are located in high traffic areas of the hotel.

$20,000 each or $35,000 for two

Window Clings
Display your message on the windows of the Hilton New Orleans Riverside. These 12 single-sided window clings are guaranteed to be noticed by participants as they walk through the hotel. Window clings may be product specific.

$30,000 for sole support (one location available)
Print Opportunities

Preliminary Program
Contribute to the first and primary source of information regarding the program for ASN Kidney Week 2017. ASN distributes the Preliminary Program in June 2017 to more than 15,000 ASN members, physicians, pharmacists, nurses, other caregivers, researchers, and past participants.

Benefits:
- Back cover for placement of a four-color advertisement.

$15,000 for sole support

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

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

$25,000 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

Welcome Reception
To welcome Kidney Week participants to New Orleans, the society will host a one-hour welcome reception in the exhibit hall the evening of Thursday, November 2. This celebratory event will provide participants an additional unopposed hour to engage with exhibitors and explore the exhibit hall.

Benefits:
- Acknowledgement on invitation materials.
- Acknowledgement on event signage and welcome banner (can be product specific).
- The ability to brand cocktail napkins with company or product logo (at supporter’s expense).

$50,000 for sole support

President’s VIP Dinner
Join ASN President Eleanor D. Lederer, MD, FASN in celebrating the success of ASN Kidney Week 2017. This invitation-only event recognizes the Society’s members who make the meeting happen. Attendance at the President’s Dinner ranges from 100 – 120 participants and includes the Society’s current leadership, past presidents, committee chairs and award recipients.

President’s Dinner Date: Friday, November 3

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

$25,000 for sole support
Educational Products

Abstracts CD
Increase traffic at your company’s exhibit booth by supporting the ever-popular Abstracts CD. Each compact disk (CD) details the program and includes a full copy of each abstract, allowing each participant to access the information well after the meeting. The supporter is provided with 8,000 CDs to distribute from its exhibit booth, while participants are provided with vouchers in their meeting bags to exchange for the CD.

Benefits:
- Company logo listed on the cover and title page of the CD.

$60,000 for sole support

Program Builder with Online Abstracts
The dynamic Program Builder provides each attendee with the option to build customized schedules online and download them to their mobile device. This tool includes all session, faculty, and abstract data.

Benefits:
- Company logo listed on title page of the Program Builder.

$20,000 for sole support

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

$35,000 per company

Additional Opportunities
Companies interested in supporting items not listed in the Corporate Support Catalog must contact ASN for approval. Approved items must abide by the same guidelines as those in the catalog and are subject to a support fee. ASN reserves the right to decline opportunities not approved by the society for support. Additionally, companies may not coordinate promotional or educational items or events directly with the city, county, state, hotels, ASN vendors, or other contractors without ASN’s written approval.

Noncompliance with these regulations can result in the loss of Kidney Week 2017 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, Novel Translational Approaches, Pathology, and Transplantation and Immunology.

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

$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 listed on the ASN website under each session.
* Company name included on session signage and introductory slides.

$7,500 per session for sole support

Plenary Sessions and State-of-the-Art Lectures
Become part of the cutting-edge science that begins each day of the Annual Meeting. These four plenary sessions—which also feature State-of-the-Art Lectures—draw huge audiences—nearly 3,000 to 5,000 participants—daily. Your company can reach the majority of Kidney Week participants at the start of their day by supporting these Plenary Sessions.

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

$30,000 for sole support of all four lectures

Select Streamed Sessions
ASN streams select high profile sessions from Kidney Week on the ASN website for up to a year. Join ASN after the meeting, with delayed streamed sessions may include:
* President’s Address
* State-of-the-Art Lectures
* Late Breaking Clinical Trials
* Young Investigator Award Presentation

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

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

$20,000 for sole support of all streamed sessions

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

Schedule: Tuesday, October 31 and Wednesday, November 1

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

$15,000 per program for sole support
EDUCATIONAL SYMPOSIA

Help educate participants about a specific area in the field of nephrology. These one-hour programs, available for educational grant support, are held during lunch. The Society develops program content, recruits faculty, develops syllabus materials, selects menus, arranges audiovisual requirements, accredits the program and administers continuing education credits to participants.

ASN Services Included in Support Fee:

Program Development: ASN is an accredited CE provider. The Society’s Postgraduate Education and Program Committees develop the programs for Kidney Week, including the educational symposia.

CE Administration: ASN is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. ASN provides CE credit on an hour-by-hour basis. ASN 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 identifies and recruits all speakers and moderators for each educational symposium.

Meeting Space: Educational symposia are hosted in the Hilton New Orleans Riverside adjacent to the convention center.

Catering: A boxed lunch is served during all symposia. The lunch is provided by and paid for by ASN and not the supporting company.

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

Printed Materials: All educational symposia are listed in Guide to Educational Symposia and posted on the ASN website.

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

Registration: Educational symposia are available to fully paid Kidney Week registrants only, and all participants must display an official Kidney Week 2017 badge to enter them. Advance registration is not allowed for any symposia and seats are filled on a first-come, first-served basis. Corporate supporters receive complimentary admission for up to fifteen representatives to their supported symposium.

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

Available Dates and Times

Thursday, November 2, Friday, November 3, and Saturday, November 4
12:45 p.m. to 1:45 p.m. (doors open at 12:30 p.m.)
All symposia are 60 minutes in length.

Benefits

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

Corporate Support Fees

$152,500 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.

Corporate Support Fees

$152,500 for sole support (500 participants anticipated)
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, 2017.

Invitations: Mailed to up to 8,000 domestic registrants and ASN members

$15,000 (includes design, printing, mail handling, and postage)

Online Symposium Posting
Extend the reach of your supported educational symposium. ASN posts symposia online to the ASN Learning Center for 12 months following Kidney Week. This option allows participants to view the program after the conclusion of meeting. Please note: the online symposium posting is not a continuing education (CE) activity.

The web posting includes:
- Synchronization of audio with presentation slides
- Hosting on the ASN website for 1 year

$7,500 for a 12-month posting

Contacting ASN
Kara Page
Vice President of Business Development
American Society of Nephrology
Phone: 202-640-4647
Fax: 202-330-5636
Email: kpage@asn-online.org
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 provide exhibitors a forum for presenting information of their choice in one of two theaters on the exhibit floor during exhibit hall hours. To ensure an interactive learning environment, the ASN Exhibitor Spotlight is limited to twelve presentations total with a maximum of 75 participants each.

Dates and Times
Thursday, November 2, Friday, November 3, and Saturday, November 4

<table>
<thead>
<tr>
<th>Theater #1</th>
<th>Presentation Time</th>
<th>Teardown Time</th>
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</thead>
<tbody>
<tr>
<td>Setup Time</td>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>11:00 a.m. – 11:30 a.m.</td>
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<td>11:30 a.m. – 12:00 p.m.</td>
<td>1:00 p.m. – 1:30 p.m.</td>
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<tr>
<td>Presentation Time</td>
<td>10:00 a.m. – 11:00 a.m.</td>
<td>11:00 a.m. – 11:30 a.m.</td>
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<td>12:00 p.m. – 1:00 p.m.</td>
<td>1:00 p.m. – 1:30 p.m.</td>
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<table>
<thead>
<tr>
<th>Theater #2</th>
<th>Presentation Time</th>
<th>Teardown Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Setup Time</td>
<td>10:30 a.m. – 11:00 a.m.</td>
<td>12:00 p.m. – 12:30 p.m.</td>
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<td>12:30 p.m. – 1:00 p.m.</td>
<td>2:00 p.m. – 2:30 p.m.</td>
</tr>
<tr>
<td>Presentation Time</td>
<td>11:00 a.m. – 12:00 p.m.</td>
<td>12:00 p.m. – 12:30 p.m.</td>
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<tr>
<td></td>
<td>1:00 p.m. – 2:00 p.m.</td>
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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.
Exhibitor Spotlight time-slots are filled on a first come, first served basis.
Kidney Week educational symposia faculty, Kidney Week Planning Committee Members, and ASN Councilors cannot participate as speakers in the exhibitor spotlight. All speakers must be approved by ASN prior to being confirmed.
The ASN Exhibitor Spotlight is not a continuing education (CE) activity. Presentations may be product specific.

ASN Services Included in the Presentation Fee:
Meeting Space: The exhibitor spotlight will be housed inside one of two theaters inside the exhibit hall and open during exhibit hall hours only. ASN will provide seating for up to 75 participants. ASN is unable to add additional seating onsite if the capacity reaches more than 75 participants.
Catering: A continental breakfast will be served during the morning time slot. A boxed lunch will be served during the afternoon time slot. Catering is set up outside the Exhibitor Spotlight Theaters.
Audiovisual Equipment: ASN will provide a complete audiovisual package, which includes: an LCD projector and screen, one presenter microphone, a sound system, and a dedicated audiovisual technician. The presenter is responsible for providing his/her own laptop. An audiovisual technician will be available a half hour prior to each presentation to assist with equipment. Additional a/v services (such as videotaping) may be coordinated only through ASN’s designated audiovisual provider and are subject to an additional fee.
Signage: Presentation signage will be placed outside the theater. All signage is uniform in design and will be produced by ASN to include the presentation title, date, time, and company logo. The supporter may advertise the title, date, time, and presenter of the presentation in their exhibit booth.
Registration: The ASN Exhibitor Spotlight is available to Kidney Week registrants only. All participants must display an official Kidney Week 2017 badge to enter the theater. Advance registration is not allowed for any presentation and seats are filled on a first come, first served basis. To ensure an interactive learning environment, the Exhibitor Spotlight is limited to a maximum of 75 participants.
Pre-show Mailing List: ASN will provide one pre-show mailing list on request for the distribution of one mailer to Kidney Week registrants prior to the annual meeting. All mailers must be approved by ASN and follow ASN guidelines.
Participant Data Collection: ASN staff does not collect participant information at the door. Companies may rent lead retrieval scanners or use sign in sheets to collect participant information. Lead retrieval rentals are available in the exhibitor service manual starting in August 2017.

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

Presentation Fee
$35,000 per 60-minute presentation

Contacting ASN
Kara Page
Vice President of Business Development
American Society of Nephrology
Phone: 202-640-4647
Fax: 202-330-5636
Email: kpage@ASN-online.org
INVITATION ONLY EXHIBITOR SPOTLIGHTS

Engage participants with a presentation of your choice over a reception or dinner. Limited to 100 participants, these invitation only events provide companies an opportunity to engage invited guests off site after Kidney Week Program hours. ASN will allow up to twoinvitation only exhibitor spotlights per night.

Dates and Times
Wednesday, November 1, Thursday, November 2, Friday, November 3, and Saturday, November 4

<table>
<thead>
<tr>
<th>Setup Time</th>
<th>Presentation Time</th>
<th>Teardown Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00 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>
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</tbody>
</table>

Rules and Regulations
ASN will allow two invitation only exhibitor spotlights per night. Time-slots are filled on a first come, first served basis.

Kidney Week educational symposia faculty, Kidney Week Planning 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 and ASN will not publicize the activity. RSVPs cannot be collected from more than 100 attendees.

Logistics

Meeting Space: All invitation only exhibitor spotlights will be held in an ASN designated hotel. The meeting space rental is included in the support fee.

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.

Participant Data Collection: ASN staff does not collect participant information at the door. Supporters may rent lead retrieval scanners or use sign in sheets to collect participant information. Lead retrieval rentals are available in the exhibitor service manual starting in August 2017.

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
Phone: 202-640-4647
Fax: 202-330-5636
Email: kpage@asn-online.org
ADDITONAL OPPORTUNITIES – KIDNEY WEEK

Exhibiting
Meeting Dates: October 31 – November 5
Exhibit Dates: November 2 – 4
Ernest N. Morial Convention Center, New Orleans, LA

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

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

The priority point system recognizes companies that support ASN activities and encourages new companies to participate. ASN assigns priority points for participating as an exhibitor and/or supporter. Companies and organizations participating in ASN Kidney Week 2017 will earn priority points as listed above. 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 ASN Kidney Weeks will be used in determining exhibit hall placement for upcoming ASN Kidney Weeks. For example: priority points accumulated during ASN Kidney Week 2014, 2015 and 2016 will determine the exhibit hall placement for 2017.

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.

Contacting ASN
Exhibit Sales
Darnella Bradley
ASN Sales Manager
SPARGO, Inc.
Phone: 703-995-3883
Email: darnella.bradley@spargoinc.com

Exhibit Logistics
(including priority points)
Rasheena Wilson
Meetings and Exhibits Coordinator
American Society of Nephrology
Phone: 202-400-2481
Fax: 202-478-2157
Email: rwilson@asn-online.org
Ancillary Events and Meetings

ASN Kidney Week will bring together 13,000 participants, October 31–November 5, 2017, in New Orleans, LA. ASN allows groups to host various events in conjunction with the annual meeting:

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

ASN does not allow groups to host satellite symposia or educational, continuing education (CE), or speaker programs during Kidney Week. Exhibitor Spotlights and Invitation Only Exhibitor Spotlights are available to groups interested in hosting non-CE educational events at Kidney Week. Please refer to pages 14 and 15 for additional information.

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

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

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

The ancillary event guidelines and online application form will be available on the ASN website in June 2017.
ADDITIONAL OPPORTUNITIES 2017

ASN Board Review Course & Update
July 29 – August 3, 2017
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 29 – Thursday, August 3 at the Fairmont Chicago in Chicago, IL, this six-day intensive course attracts 400 nephrologists and fellows a year.

Attendance
Anticipated Meeting Attendance: 400
Anticipated Industry Spotlight Attendance: 350

Industry Spotlights
The three Industry Spotlights held during BRCU will provide three companies an opportunity to present a presentation of their choice to an audience of up to 350 participants. Held throughout the week, these 45-minute presentations may be product specific in nature.

Tentative Time Slots
Saturday, July 29: 11:45 a.m. – 12:30 p.m.
Sunday, July 30: 12:15 p.m. – 1:00 p.m.
Monday, July 31: 12:15 p.m. – 1:00 p.m.

Presentation Fee
$75,000.00

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

BRCU faculty 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: a LCD projector and screen, a podium and podium microphone, a sound system, and a dedicated audiovisual technician. The presenter is responsible for providing his/her own laptop. An audiovisual technician will be available prior to each presentation to assist with equipment.

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

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

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

Mailing Lists: ASN will provide a post-registrant list by request after the meeting. This list will contain contact information and mailing addresses only, not email addresses.

Each company may use this list to send one mailer to participants after the meeting.

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

Benefits of Support
- Acknowledgement on BRCU signage
- One complimentary registration
- Acknowledgement on the BRCU page of the ASN website
- Support funds apply towards the 2017 ASN Corporate Support Program

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

$15,000

Benefits of Support
- Company acknowledgement on BRCU signage
- One complimentary registration
- Company acknowledgement on the BRCU page of the ASN website
- Support funds apply towards the 2017 ASN Corporate Support Program

Contacting ASN
Kara Page
Vice President of Business Development
American Society of Nephrology
Phone: 202-640-4647
Fax: 202-330-5636
Email: kpage@asn-online.org
ADDITIONAL OPPORTUNITIES 2017
continued

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)
The highest-rated, most often cited nephrology publication in the world.

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

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

For information on advertising in ASN publications, please contact:

Kim Boyd
National Sales Manager
The Walchli Tauber Group, Inc.
Phone: 443-512-8899 ext. 104
Email: kim.boyd@wt-group.com