

# Exhibitor PROSPECTUS

Colorado Convention Center ■ Denver, CO

Meeting Dates: October 20-25, 2020

Exhibit Dates: October 22-24, 2020

LEADING THE FIGHT  
AGAINST KIDNEY DISEASES

**KIDNEY**  
**WEEK** **20**  
**20**

Denver, CO | Oct. 20-25



# Increase your presence in the Nephrology Community and join us on the exhibit floor.

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## WHY EXHIBIT AT ASN KIDNEY WEEK?

The American Society of Nephrology (ASN) invites you to exhibit at the 53rd Annual Meeting & Scientific Exposition at the Colorado Convention Center in Denver, CO on October 20-25, 2020 (exhibit dates October 22-24, 2020). Be a part of the largest, most exciting international gathering of kidney professionals in the world. More than 12,500 participants from across the globe will come together to focus on improving the lives of more than 20 million Americans affected by kidney disease – the ninth leading cause of death in the United States. The Scientific Exposition will feature the latest advances in treatment, research, and cutting-edge technology in the nephrology community.

### As an exhibitor in the Nephrology Community, you can:

- Build brand awareness in a competitive marketplace
- Generate quality leads and enhance customer relationships
- Collaborate with experts in the nephrology profession
- Introduce new products and cutting-edge technology



### American Society of Nephrology

1401 H Street NW, Suite 900  
Washington, DC 20005  
Phone: 202-640-4660  
Fax: 202-637-9793  
email@asn-online.org  
www.asn-online.org

**KIDNEY**  
**WEEK** 2020  
Denver, CO | Oct. 20-25

## GENERAL INFORMATION

### EXHIBIT VENUE

The Colorado Convention Center - Exhibit Halls A/F  
700 14th Street  
Denver, CO 80202

### DATES AND TIMES

#### INSTALLATION

Tuesday, October 20, 2020 8:00 a.m. – 4:30 p.m.  
Wednesday, October 21, 2020 8:00 a.m. – 4:30 p.m.

#### EXHIBITS OPEN

**Unopposed Exhibit Time Daily: 9:30 – 10:30 a.m.**

Thursday, October 22, 2020 9:30 a.m. – 2:30 p.m.  
Welcome Reception 6:30 p.m. – 7:30 p.m. (unopposed time)  
Friday, October 23, 2020 9:30 a.m. – 2:30 p.m.  
Saturday, October 24, 2020 9:30 a.m. – 2:30 p.m.

#### DISMANTLING

Saturday, October 24, 2020 2:30 p.m. – 8:00 p.m.  
Sunday, October 25, 2020 8:00 a.m. – 12:00 p.m.

*\* Times subject to change (exhibitors will be notified of changes in writing).*



ASN and GES will enforce the installation hours. All exhibitors must adhere to these hours and complete installation no later than 4:30 pm on Wednesday, October 21, 2020. Should special circumstances necessitate additional time, exhibitors must submit a written request at least 30 days in advance of the show's open date. Send special requests on or before Friday, September 18, 2020 to Ronny Coombs, ASN Meetings and Exhibits Coordinator, at [rcoombs@asn-online.org](mailto:rcoombs@asn-online.org).

### GENERAL SERVICES

#### GES NATIONAL CALL CENTER

Phone (USA): 800-475-2098

Fax: (USA): 866-329-1437

International Calls: 702-515-5970

International Faxes: 702-263-1520

Website: [www.ges.com/contact](http://www.ges.com/contact)

# ATTENDEE PROFILE

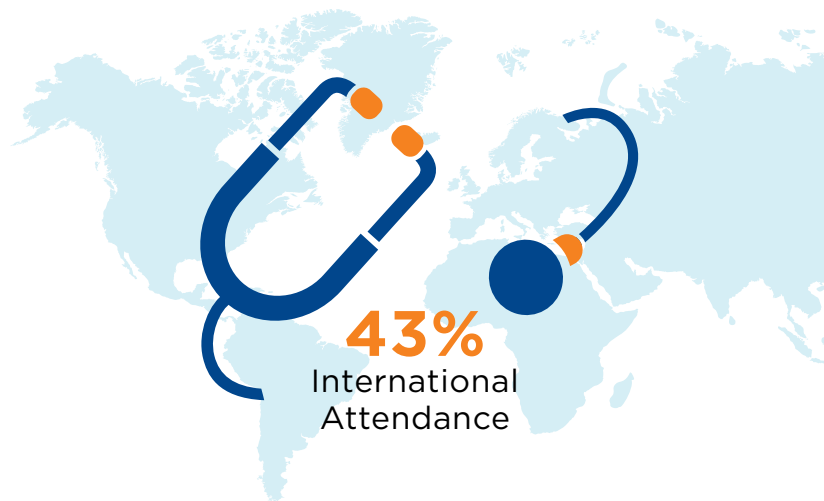
(DATA INCLUDES 2016, 2017 AND 2018 INFORMATION)

## REGISTRATION TOTALS

REGISTRATION CATEGORIES	CHICAGO	NEW ORLEANS	SAN DIEGO
	2016	2017	2018
ASN Members	3,153	2,973	3,973
Non Members	4,639	3,857	2,903
Physicians-in-Training	907	912	965
Faculty/VIP/Comp	902	819	900
Med Students/Residents and Travel Grants	1,331	1,360	1,605
<b>Total Attendees</b>	<b>10,932</b>	<b>9,921</b>	<b>10,346</b>
<b>Total Exhibitors</b>	<b>2,022</b>	<b>1,666</b>	<b>1,764</b>
Press	24	36	40
Other Categories	207	209	207
Early Programs Only	167	126	146
<b>Grand Total</b>	<b>13,352</b>	<b>11,958</b>	<b>12,503</b>

## 2018 MEETING ATTENDEES PRIMARY SPECIALTY

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



## EXHIBIT FLOOR ATTRACTIONS

Learn more about the exciting attractions on the Scientific Exposition floor.

### Participant Focus

#### Communities Lounge

**Thursday, October 22 - Saturday, October 24, 9:30 a.m. - 2:30 p.m.**

The Communities Lounge is an exciting professional network that launched from ASN online Communities blog. The Communities Lounge will enhance the attendee experience by offering an opportunity to collaborate, network, and discuss trending topics. The lounge is located in the exhibit hall and features:

- ASN Community Leaders
- Meeting Quads
- Central Connectivity Bar
- Relaxation Zone

#### Fit Bowl

**Thursday, October 22 & Friday, October 23, 10:30 a.m. - 12:30 p.m.**

Witness our brightest fellows-in-training (FIT) from across the globe as they team up for a game style competition on the exhibit floor. The FIT bowl is a challenging and entertaining game that tests the fellow's medical knowledge and ability to retain nephrology content. This year's competition is a two-day, single elimination tournament.

### Attendee Engagement

#### Exhibitor Spotlight

ASN has built special theaters in the exhibit hall to spotlight industry's latest advances in nephrology practices, products, services, and technologies during 60-minute presentations (no Continuing Medical Education credits). Attendee seating is first-come, first-served and limited to 75 participants. If you are interested in procuring an Exhibitor Spotlight session, contact Kara Page at [kpage@asn-online.org](mailto:kpage@asn-online.org) for pricing and more details.

#### Office Space in the Convention Center

These 10X20 office spaces located in the convention center are the perfect space for exhibitors to host small meetings without having to leave the show site. The space will be available on a first come, first served basis to exhibitors only. Limit 1 office per company. For more information about pricing and guidelines, contact [meetings@asn-online.org](mailto:meetings@asn-online.org).

#### Welcome Reception

**Thursday, October 22, 6:30 p.m. - 7:30 p.m.**

ASN will host a Welcome Reception for all Kidney Week participants in the exhibit hall. This kick-off event will provide exhibitors the opportunity to meet attendees for an additional unopposed hour.

## APPLYING FOR EXHIBIT SPACE

### 2020 BOOTH FEES

<b>In-line Space</b>	<b>\$37 per square foot</b>
<b>Island Space</b>	<b>\$45 per square foot</b>
<b>Non-Profit Space</b>	<b>\$1,000 (first booth only)</b>

If required material is received by the due date, the booth fee includes:

- Complimentary listing of company name and booth number in Mobile App.
- Product description listed in the Mobile App.
- Complimentary exhibit hall only badges, full meeting badge(s) and guest passes.

### APPLICATION PROCESS

#### ON-SITE SPACE SELECTION APPOINTMENTS FOR PRIORITY POINT HOLDERS

On-site Space Selection Appointments for Kidney Week 2020 exhibit space will be onsite at Kidney Week 2019 (exhibit dates: November 7-9) in priority point order. You will be notified by SPARGO, Inc. in October 2019 with details regarding the exhibit space selection process. Appointments will start in October with ASN Diamond and Platinum Level Corporate Supporters and continue through November 9, 2019. Appointment times will be assigned based on priority point totals.

During the appointment, you will make your 2020 booth space selection from the live master floor plan and complete an online application for exhibit space. It is important that you or your designee arrive on time. Please allow 15 - 30 minutes for your space assignment appointment. Companies who miss their appointment time will forfeit the ability to select exhibit space according to the order in which the Exhibitor appears on the Priority Point selection list. If you and/or your designee are unable to make the appointment, you may stop by the sales office at a later time during show hours, or you may contact us prior to or after this year's event to make other arrangements.



### APPLICATION

For companies who do not hold priority points with ASN, the floor plan will become available on a first-come, first-served basis starting in late November. Please complete a Space Application that can be found on the ASN website at [www.asn-online.org/kidneyweek](http://www.asn-online.org/kidneyweek). Exhibit applications submitted after July 1, 2020 must be accompanied by full payment.

**For Application Questions Call 800-564-4220**  
**Fax / Email Application to: 703-563-2691**  
[exhibitcontracts@spargo.com](mailto:exhibitcontracts@spargo.com)

#### MAIL CHECK PAYMENT

ASN Kidney Week 2020  
P.O. Box 890658,  
Charlotte, NC 28289-0658

#### OVERNIGHT CHECK PAYMENT

ASN Kidney Week 2020  
BB&T Remittance Processing,  
Attn: PO Box 890658  
5130 Parkway Plaza Boulevard,  
Charlotte, NC 28217

[CLICK HERE TO VIEW LIVE](#)

[FLOOR PLAN AND SECURE](#)

[YOUR BOOTH TODAY](#)

## IMPORTANT DATES & DEADLINES

### Monday, November 11, 2019: Booth Placement Opens to All Future Exhibitors

- Onsite selection for all 2019 exhibitors will take place November 7-9, 2019. Beginning November 11th, selection will open for all interested organizations.
- Exhibit hall placement will be available on a first-come, first-served basis.

### Wednesday, January 8, 2020: 50% Payment Deadline

- All booth contracts deposits of 50% are due.

### May 2020 Annual Meeting Abstract Submission Deadline

### Wednesday, July 1, 2020: Final Payment Deadline & Cancellation Penalty

- Exhibit applications submitted after this date must be accompanied by payment in full.
- Last day to cancel exhibit space or to downsize booth space at the 50% cancellation penalty. All cancellations or downsizes are subject to a 100% fee after this date.

### Friday, July 10, 2020: Product Descriptions Deadline

- Due date for descriptions of organizations and products to appear in the Mobile App.

### Wednesday, July 15, 2020: Ancillary Event Deadline

- Due date to promote Ancillary Event in the Mobile App.

### Wednesday, August 12, 2020: Exhibitor Group Housing Deadline

- Exhibitor Group Housing requests
- Names and deposits are due. Rooms without a name or deposit will be cancelled.

### Friday, August 14, 2020: Booth Layout, Exhibitor Appointed Contractor, Certificates of Insurance, Giveaways, and Presentation Form Deadlines

- Design layouts for island and multilevel booths (400 sq. ft. and larger) are due.
- Exhibitor Appointed Contractor forms are due.
- Certificates of Insurance from exhibitor appointed contractors (400 sq. ft. and larger) are due.
- Promotional Items Distribution request are due.
- Booth presentation requests (2,000 sq. ft. and larger) are due.

### Friday, September 18, 2020: Exhibitor Individual Hotel Reservations/Installation Request Deadline

- Individual Exhibitor Hotel Reservations
- Exhibitor installation hours will be enforced. All booth installations must be completed by 4:30 p.m. on Wednesday, October 21. If special circumstances necessitate additional time for installation, exhibitors must submit a written request by Friday, September 18 to Ronny Coombs at [rcoombs@asn-online.org](mailto:rcoombs@asn-online.org).

### Thursday, October 22, 2020: Scientific Exposition / 2021 Space Selection

- ASN Scientific Exposition Opens.
- ASN Kidney Week 2021 Priority Point Space Selection Appointments begin onsite at Kidney Week 2020.

### Saturday, October 24, 2020

- ASN Scientific Exposition Closes.
- 2020 Priority Point Space Selection Appointments End onsite at Kidney Week 2020; remaining booth space becomes available on a first-come, first-served basis.

***Please note dates are subject to change.***

## SCIENTIFIC EXPOSITION SCHEDULE AT-A-GLANCE\*

The Program Schedule for Kidney Week 2020 begins on Thursday, October 22, 2020. The Scientific Exposition Program Schedule impacts all aspects of the exposition, including exhibit booth installation, exhibit show hours, exhibit hall attendance and exhibit booth dismantling. Please read through the exhibit schedule carefully.

### Tuesday, October 20

8:00 a.m. – 4:30 p.m. Exhibit Installation

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### Wednesday, October 21

8:00 a.m. – 4:30 p.m. Exhibit Installation

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### Thursday, October 22

9:30 a.m. – 2:30 p.m. Exhibits Open  
9:30 a.m. – 2:30 p.m. Poster Sessions  
9:30 a.m. – 10:00 a.m. Refreshment Break in Exhibit Hall  
**9:30 a.m. – 10:30 a.m. Unopposed Exhibit Hall Time**  
10:00 a.m. – 12:00 p.m. Poster Session – Authors Present  
12:00 p.m. – 2:00 p.m. Concession Lunch available in Exhibit Hall  
6:30 p.m. – 7:30 p.m. Welcome Reception in Exhibit Hall (**unopposed exhibit hall time**)

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### Friday, October 23

9:30 a.m. – 2:30 p.m. Exhibits Open  
9:30 a.m. – 2:30 p.m. Poster Sessions  
9:30 a.m. – 10:00 a.m. Refreshment Break in Exhibit Hall  
**9:30 a.m. – 10:30 a.m. Unopposed Exhibit Hall Time**  
10:00 a.m. – 12:00 p.m. Poster Session – Authors Present  
12:00 p.m. – 2:00 p.m. Concession Lunch available in Exhibit Hall

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### Saturday, October 24

9:30 a.m. – 2:30 p.m. Exhibits Open  
9:30 a.m. – 2:30 p.m. Poster Sessions  
9:30 a.m. – 10:00 a.m. Refreshment Break in Exhibit Hall  
**9:30 a.m. – 10:30 a.m. Unopposed Exhibit Hall Time**  
10:00 a.m. – 12:00 p.m. Poster Session – Authors Present  
12:00 p.m. – 2:00 p.m. Concession Lunch available in Exhibit Hall  
2:30 p.m. – 8:00 p.m. Exhibit Dismantling

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### Sunday, October 25

8:00 a.m. – 12:00 p.m. Exhibit Dismantling

**\*Times subject to change (exhibitors will be notified in writing).**



## BOOTH STRUCTURE AND PAYMENT

### BOOTH CONFIGURATIONS

A standard booth size is 10'x10'. All exhibit backgrounds must conform to the standards set by the Healthcare Convention Exhibitors Association, as follows:

#### STANDARD 10'X10' BOOTH

- No side rails may exceed over 3 feet or counters may exceed 42 inches in height.
- Backgrounds are limited to eight feet in height and must not protrude more than 5 feet from the back wall. No exhibit construction can exceed the height of the side rail except in the back one-half of the booth, as noted above.
- The Exhibitor must drape the reverse side of any wing panel extending from the back wall of the display to avoid a raw exposure to a neighboring booth and/or to an aisle. If the exhibitor does not comply, ASN will have the decorator drape the area at the exhibitor's expense.
- Corner booths may eliminate the corner side rail if desired.
- ASN does not permit storage of any kind behind an exhibitor's booth. If the exhibitor does not comply, ASN will have the storage removed at the exhibitor's expense.
- Additional pipe and drape will be required for those booths that have exposed areas or unsightly areas between the back wall of their structure and the back wall of the booth at the cost of the exhibitor.

#### ISLAND EXHIBIT SPACE

An island is 400 square feet (20' x 20' or larger) of exhibit space surrounded by aisles on all sides. Island booths should be constructed to allow access from all sides with "transparency" that is an open sight line enabling an attendee to view the surrounding exhibit area through the island booth.

The maximum height of an island booth is 20 feet. The top of the booth's structure and signage must not extend more than 20 feet from the exhibit hall signs or other exhibitor's booths. ASN will not grant variances.

An island booth that is 400 square feet or more must submit a detailed drawing of the booth to **Ronny Coombs at rcoombs@asn-online.org for ASN approval by no later than Friday, August 14, 2020.**

### MULTI-LEVEL BOOTHS

Multi-level booths require additional approval from the Colorado Convention Center Operations Manager and the Denver Fire Marshall. Please submit your rendering as early as possible to allow plenty of time for approval and revisions. Renderings for Multi-Level booths will not be accepted after Friday, August 14, 2020. **If you are interested in designing a multi-level booth for the exhibit floor, please email Ronny Coombs at rcoombs@asn-online.org.**

### BOOTH SHARING

ASN prohibits the sharing of booth space, except when sharing the space with divisions of the same company or between companies co-marketing a product or service.

### BOOTH RELOCATION

ASN reserves the right to reconfigure the floor plan at any time prior to the annual meeting. If a booth assignment changes, ASN will notify you promptly.

### ELIGIBILITY

ASN is committed to providing a quality exposition. For ASN to accept an exhibit application, products, services, and technology must be educational in nature and directly relate to nephrology, medicine, or research.

ASN reserves the right to accept or reject a potential exhibitor based on its assessment of whether that organization's products, services, and technology are relevant to ASN members and meeting participants.

### NON-PROFIT ORGANIZATIONS

ASN encourages non-profit organizations to exhibit at the discounted rate of \$1,000. Non-profit organizations will be assigned booth space at the discretion of ASN and are limited to one 10'x10' booth space. Exhibitors may purchase additional booths at the regular, published rates.

To obtain the \$1,000 rate, the exhibitor must submit proof of non-profit status [501(c) (3) form] with the Application to Exhibit. Please note: the \$1,000 discounted rate is non-refundable and the full amount is due at the time of application submission. Non-profit organizations will receive their booth assignment in July 2020. Booth assignments are selected by ASN on a first-come, first served basis. A non-profit may select their booth location only if the organization reserves and pays for an inline booth at the full rate.

### PAYMENT

Exhibitors may pay by check or credit card in US dollars drawn on a US bank. Checks should be made payable to ASN. The Application to Exhibit and 50% deposit must be mailed to:

#### Make Checks Payable to:

The American Society of Nephrology (ASN)

#### Mail Checks to:

The American Society of Nephrology  
P.O. Box 890658  
Charlotte, NC 28289-0658

ASN Kidney Week 2020  
BB&T Remittance Processing,  
Attn: PO Box 890658  
5130 Parkway Plaza Boulevard,  
Charlotte, NC 28217

**Applications received after Wednesday, July 1 must be accompanied by payment in full.**

### BOOTH CANCELLATION AND DOWNSIZING

All cancellations of exhibit space must be received in writing by ASN. If space is reduced, the net reduction of space will be treated as a cancellation of that space. If ASN receives a written request for cancellation of space between January 8 – June 30, 2020, the exhibitor will incur a 50% cancellation penalty of unoccupied space and the exhibitor will be eligible for a refund minus 50% of the total booth cost. Any cancellations received in writing on or after Wednesday, July 1, 2020 will incur a 100% cancellation penalty and the exhibitor will not be issued any monies received by ASN for cancelled space and any monies not paid will still be owed. Failure to make payments does not release the contracted or financial obligations of the exhibitor. All refunds will be processed after the annual conference.

## REGISTRATION AND HOUSING

### REGISTRATION LOCATION AND HOURS

Exhibitor registration will be located in the Colorado Convention Center. Exhibitor registration hours are listed below:

**Tuesday, October 20, 2020**  
10:00 a.m. – 5:00 p.m.

**Wednesday, October 21, 2020**  
8:00 a.m. – 5:00 p.m.

**Thursday, October 22, 2020**  
7:00 a.m. – 5:00 p.m.

**Friday, October 23, 2020**  
7:00 a.m. – 5:00 p.m.

**Saturday, October 24, 2020**  
7:30 a.m. – 2:30 p.m.

### EXHIBITOR HOUSING

Exhibitors will have access to individual sleeping rooms at convention rates during ASN Kidney Week. An individual hotel reservation system will be available at a later date on the ASN website. All reservations require a deposit payment at the time of the reservation. Use of a credit card for the deposit payment will facilitate the reservation process.

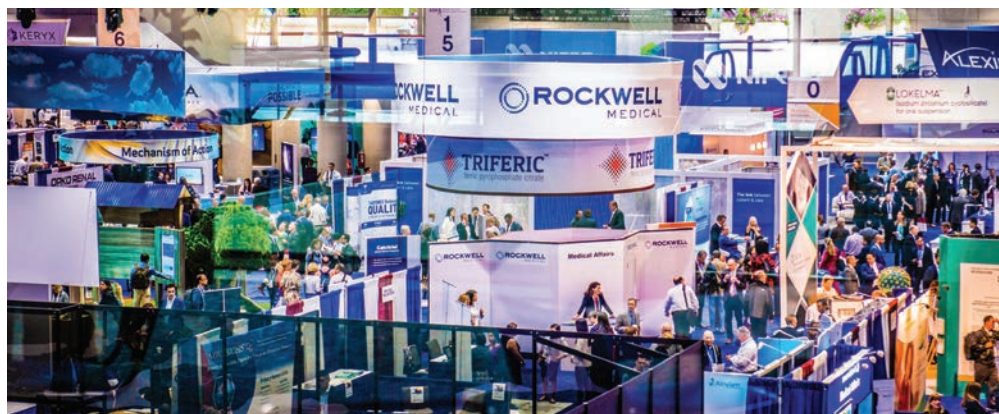
**The 2-night deposit per reservation is nonrefundable after Wednesday, August 12, 2020.** Send all individual reservation requests to the ASN housing company by Friday, September 18, 2020. Reservations are processed on a first come first-served basis.

### EXHIBITOR GROUP HOUSING BLOCKS

ASN must approve group room blocks (5 rooms or more) prior to the annual meeting. Send requests to ASN Headquarters in writing by Wednesday, August 12, 2020. Please note group blocks fill up quickly and requests may not be honored. Placement of group room blocks are determined by the following factors:

- 2019 Priority point standing
- 2019 Corporate Support Level
- Size of room block
- Date of submission of the housing request\*

**\*Housing requests are submitted at the time of onsite selection. Your request is submitted to the ASN Housing Center and the assignment will be made at a later date. For questions and additional information, contact ASN Housing Center by email at [asnhousing@spargoinc.com](mailto:asnhousing@spargoinc.com).**



## ACCESS TO EXHIBIT HALL

### ADMISSION TO THE EXHIBIT HALL

Exhibitors may enter the exhibit hall one and a half (1.5) hours prior to opening each day. All individuals must be badged. Only exhibitor credentials are allowed on the floor prior to or after show hours.

### EXHIBIT-HALL-ONLY BADGES

Exhibit-hall-only badges allow access to the exhibit hall only and do not allow entry into the educational sessions. A limited number of complimentary exhibit-hall-only badges are given to each exhibitor based on the following criteria:

- Allotments are based on four badges per 100 square feet up to a maximum of 150 badges.
- Exhibitors may request additional exhibit-hall-only badges for an additional fee of \$125 per badge.

### FULL-MEETING BADGES

ASN recognizes how valuable exhibitors are to the success of its annual meetings. Therefore, ASN will offer complimentary full-meeting badges that will allow access to all educational/scientific sessions (including the exhibit hall) based on the following criteria:

- One complimentary full-meeting badge per exhibiting company.
- Two complimentary full-meeting badges if the exhibiting company has 1,000 square feet or more of booth space.

In addition, exhibitors who are 2020 ASN Diamond, Platinum or Gold Corporate Supporters will receive an additional allotment of complimentary full-meeting registrations as follows:

- Diamond Level Supporters – Three complimentary full-meeting badges
- Platinum Level Supporters – Two complimentary full-meeting badges
- Gold Level Supporters – One complimentary full-meeting badge

ASN will only issue each company a maximum of five complimentary full-meeting badges.

ASN encourages exhibitors to pre-register all confirmed exhibit personnel by the deadline to avoid long lines and name changes on site. Exhibitor registration will be available on the ASN website in June.

### GUEST PASSES

ASN will provide each exhibitor two guest passes. These passes are for guests of exhibitors who need brief access to the exhibit hall. A guest pass allows entrance into the exhibit hall only when the hall is open. It does not allow entrance into the educational sessions. Guest passes are available onsite at the exhibitor registration counters. Guest passes are dated for one-time use only. ASN will not issue any additional guest passes.

### CHILDREN

All persons attending Kidney Week, including minors and regardless of age, must be badged. In order to receive a badge for a minor, please indicate so during registration and an email with further instructions will be sent to you. **If you do not receive an email, please contact [meetings@asn-online.org](mailto:meetings@asn-online.org) directly.** There is no fee associated with registration for a minor. Due to limited seating, regardless of their registration status, minors will not be admitted to Early Programs, Educational Symposia, or Exhibitor Spotlights.

### MOVE-IN / HAND CARRIED FREIGHT

Per Colorado Convention Center regulations: IATSE, Local 7 has union jurisdiction for the usage of material handling equipment. Move-in / Move-out through the Colorado Convention Center lobbies is strictly limited to hand-carried items. The use of dollies, flatbeds, and mechanical equipment is prohibited. Materials requiring the use of a wheeled or mechanical equipment for movement must be handled by IATSE, Local 7 and delivered to the exhibit floor via the loading docks.



## EXHIBITOR SERVICES

### MAILING LIST

ASN will no longer sell, nor advertise the mailing list of its attendees to comply with the regulations protecting customer's data.

### INTERNATIONAL SHIPPING

Shipping instructions are provided in the online exhibitor services manual. Exhibitors who require international shipping to Denver, CO should contact GES at 800-475-2098 (USA) or 702-515-5970 (international) for assistance, or [geslogistics\\_international@ges.com](mailto:geslogistics_international@ges.com).

### EXHIBITOR LISTINGS

Exhibitors may submit a 50-word product/company description online by going to the Spargo, Inc. exhibition website. A product/company description of each confirmed exhibitors will be included in the Mobile App and must be submitted by July 10, 2020. Product descriptions will not be published in the Mobile App unless booth space has been paid in full. This opportunity to advertise your products and services is complimentary.

### EXHIBITOR SERVICE MANUAL

A link to the exhibitor service manual will be available on the ASN website at [www.asn-online.org/kidneyweek](http://www.asn-online.org/kidneyweek) in July 2020.

The online services manual will include information on shipping, furniture, booth accessories, lead retrieval, drayage rates, utility specifications and charges, carpet rental and cleaning, signs, security, telephones/Internet, audio/visual equipment, computer rental, photography services, and floral services. ASN will also provide order forms and rate schedules. Exhibitors who need special information before the service manual becomes available should contact GES at 800-475-2098 (USA) or 702-515-5970 (international) or [www.ges.com](http://www.ges.com).

### LEAD RETRIEVAL SYSTEM

Exhibitors may rent attendee badge-readers to utilize the lead retrieval system that allows exhibitors to record the names, mailing addresses, and demographic information of attendees who visit their booths. ASN will provide additional information concerning this system in the online exhibitor service manual.

## MEETING/EVENT SPACE REQUESTS

### ANCILLARY EVENT REQUESTS

Companies and non-profit organizations that are supporters of ASN may apply to hold ancillary meetings and events during ASN Kidney Week 2020. ASN will assign meeting space on a first-come, first-served basis in August 2020. Contracted hotels in Denver, CO will not reserve meetings rooms or function space for anyone during the meeting dates without prior ASN approval. To obtain meeting space, participants must submit all meeting requests to ASN using the Ancillary Event Request Form. The Ancillary Event Request Form and Guidelines will be available on the ASN website at [www.asn-online.org/kidneyweek](http://www.asn-online.org/kidneyweek) in June 2020. The early deadline for requests for ancillary meetings and events is Wednesday, July 15, 2020. Send questions regarding ancillary meeting requests to [meetings@asn-online.org](mailto:meetings@asn-online.org).

### HOSPITALITY SUITES

ASN has reserved space for hospitality purposes. Only confirmed exhibitors are permitted to reserve these hospitality suites. All suite requests must have ASN leadership approval before they are assigned. Contact [meetings@asn-online.org](mailto:meetings@asn-online.org) for further questions.

## RULES & REGULATIONS

ASN is committed to providing the highest quality annual meeting possible. It is agreed and understood that the policies for exhibitors are part of a contract between the exhibitor and ASN and that submission of the application for exhibit space constitutes the exhibitor's agreement to abide by these regulations. In addition, exhibitors must follow the policies and guidelines of the Colorado Convention Center.

### ASN NAME OR LOGO

The American Society of Nephrology name and logo, and the Kidney Week name and logo are the exclusive property of and trademarked by the American Society of Nephrology. No one may use the American Society of Nephrology's name, insignia, logo, acronym, or any reference to Kidney Week without the express written permission of ASN. ASN reserves the right to review all mailings and other promotional items and activities employed to publicize any approved ancillary meeting or participation in Kidney Week. ASN must approve all brochures, invitations, announcements, posters, agendas, speaker descriptions, evaluations, postcards and other promotional items prior to printing.

### EDUCATIONAL ACTIVITY / PRESENTATIONS IN A BOOTH

A 2,000 square foot (minimum) booth is required for audience generating activities. For more information and guidelines requirements, please contact Ronny Coombs at rcoombs@asn-online.org.

### GIVEAWAYS

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 exhibitors at ASN Kidney Week 2020 to be in compliance. All exhibiting companies, regardless of tax status, must demonstrate compliance to these and subsequent ethical codes.

The American Society of Nephrology 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 will now apply to all exhibitors (including non-profit exhibitors). All giveaways must be educational (for physicians or patients) and modest in value (\$10 or less). This requirement also applies equally to companies that have signed on to the PhRMA or AdvaMed Codes and those that have not. Giveaway requests must be submitted in writing for ASN approval to rcoombs@asn-online.org by Friday, August 14, 2020.

## Booth Installation and Dismantling

### SHIPPING

GES must receive and process all shipments to Kidney Week 2020. Information on shipping methods and rates will be included in the exhibitor services manual available in July 2020.

### CARPET AND SHOW COLORS

ASN will cover all visible aisle space within the exhibit area with blue jay carpeting and will supply exhibitors with navy and white pipe and drape. Exhibitors must cover the entire area of their exhibit booth. ASN will provide the order form for carpeting in the exhibitor service manual. At the discretion of ASN and the expense of the exhibitor, the decorator will carpet exhibit booths that are not appropriately carpeted.

### FAILURE TO OCCUPY EXHIBIT SPACE

Any space not occupied by 4:30 p.m. on Wednesday, October 21, 2020 will be forfeited by the exhibitor. ASN may reassign or use this space without refund. Exhibitors who anticipate delays setting up booths must receive prior approval by ASN. All booths must be staffed during exposition hours.

### LIGHTING

All island/multi-level booths may utilize special lighting. Lighting must be directly over or in the exhibitor's booth and cannot exceed 24 feet. Lighting cannot affect other exhibitors or block ASN aisle signs. ASN will not dim or turn off exhibition hall lighting to accommodate exhibitors' lighting requirements.

### SIGNS

For an island booth, the top of a sign suspended from the exhibit hall ceiling or attached to the exhibit booth must not exceed 20 feet from the exhibit hall floor and cannot block the visibility of ASN signs or other exhibitors' booths. Exhibitors must suspend hanging signs

directly over the island booth and not over the aisles. No part of any exhibitor signs may be posted, nailed or otherwise attached to columns, walls, floors or other parts of the building or its furniture.

It is the responsibility of the exhibiting contact person to notify their contractors and agents of all restrictions for hanging signs and lighting.

### STORAGE

Fire regulations in most exhibit facilities prohibit storing product literature, empty packing containers, or packing materials behind back drapes or under draped tables. However, exhibitors may store a limited supply of literature products appropriately within the booth area so long as these do not impede access to utility services, create a safety problem, or appear unsightly. Accessible storage for exhibitor materials will be available upon request from the official decorator for a fee. Upon request, the official decorator will deliver storage items to the exhibitor's booth.

### EARLY DISMANTLING

ASN prohibits early dismantling. Exhibits officially close on Saturday, October 24, 2020 at 2:30 p.m. All exhibitors must staff their booths until that time. Exhibitors who leave before closing will be subject to priority point reduction and possible exclusion from future annual meetings.

### CANCELLATION OF EXPOSITION

In the event of cancellation of exhibits due to fire, the elements, strikes, government, regulations, or other causes beyond ASN's control, ASN will not be held liable for failure to hold the exposition as scheduled, and ASN will determine the amount, if any, of the exhibit fees to be refunded.

### EXHIBITOR APPOINTED CONTRACTOR

Exhibitors planning to use a contractor other than the official contractor to supervise the set-up and dismantling of exhibits must notify ASN Exhibit Management in writing by Friday, August 14, 2020. EACs are required to submit an original and valid certificate of insurance that includes commercial general liability, products liability coverage, and broad property damage endorsement with combined and single limits of liability not less than \$1 million per occurrence and a \$2 million aggregate limit. The certificate must also include coverage for workers' compensation and employers' liability in commercially reasonable limits as otherwise required by the laws of the city of Denver, CO. The certificate of insurance should name ASN, SPARGO, Inc., the Colorado Convention Center and GES as additional insured. Certificates of Insurance must indicate the exhibiting company that they are representing in the description area of the certificate. Certificates will be discarded if this information is not listed.

## FEDERAL AND STATE REGULATIONS

### U.S. FDA REGULATIONS

Exhibitors who have questions regarding drug promotion should contact the Food & Drug Administration (FDA) at 301-443-1544. Each exhibitor is solely responsible for compliance with the FDA rules and regulations.

### AMERICANS WITH DISABILITIES

The representatives of each exhibiting company will be responsible for making their exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold the American Society of Nephrology harmless for any consequences of an exhibitor's failure in this regard.

### FIRE REGULATIONS

All materials used in the exhibit area must be flameproof and fire resistant in order to conform to local fire ordinances. Materials used in the construction of displays must be fire resistant, such as draping, table coverings, banners, props, scenery, evergreen trees, bark, angel hair, shrubs. Crepe and/or corrugated paper, flameproof or otherwise, are not permitted. All aisles and exhibits must be clear at all items and fire stations and fire extinguisher equipment are not to be covered or obstructed. All exhibits and displays are subject to inspection by the Fire Prevention Bureau and/or CCC management for compliance. Any covered exhibit space over 100 square feet requires a smoke detector and a 2A10BC fire extinguisher.

### INSURANCE AND LIABILITY ISSUES

- Exhibitors must acknowledge that neither the American Society of Nephrology, SPARGO, Inc., GES, the Colorado Convention Center nor the Government of Colorado shall be obligated to maintain property, liability, or business interruption insurance covering the exhibitor. It is the sole responsibility of the exhibitor to obtain such insurance at its own expense.
- Exhibitors with booths that are 400 square feet or larger must submit an original and valid certificate of insurance to Ronny Coombs at rcoombs@asn-online.org by August 14, 2020, which must include:
- Commercial general liability coverage and broad property damage endorsement with combined and single limits of liability not less than \$1 million per occurrence and \$2 million aggregate limit.
- Commercial general liability shall name ASN as an additional insured and provide a certificate of insurance evidencing the same.

- Exhibitors shall also maintain workers' compensation and employers' liability insurance in commercially reasonable amounts and as otherwise promulgated by state law.
- Exhibitors shall carry commercial automobile insurance, including hired and non-owned liability coverage as well.
- Insurance policy must be in force from the move-in date through the move-out date.

### INTERNATIONAL EXHIBITORS

The FDA requires exhibitors to comply with all current FDA guidelines that pertain to the promotion of prescription drugs that are not commercially available within the U.S. but may be promoted in the exhibit hall for the benefit of non-U.S. participants. Exhibitors should ensure that any depiction of an investigational product in a commercial exhibit remains within the limitations of the host country's governing regulations regarding display of investigational products. Exhibitors that have chosen to promote products to non-U.S. participants should incorporate international areas within their booths that are not accessible to U.S. participants in order to comply with FDA guidelines. Please note that for island booths any walls used to partition off these international areas must include four foot breaks for every 12 feet of solid wall, and walls must not obstruct the attendees' view of the surrounding exhibit area.

### LIMITATIONS AND LIABILITY

Exhibitors agree to protect, save and keep the American Society of Nephrology, SPARGO, Inc., the occupied hotels, the Colorado Convention Center, the Government of Colorado, and GES forever harmless from any damage or changes imposed by the exhibitor, its employees, or agents. The exhibitor also agrees to strictly comply with the applicable terms and conditions contained in the agreement between the American Society of Nephrology, the occupied hotels, the Colorado Convention Center and GES regarding the exposition premises.

Further, the exhibitor shall at all times protect, indemnify, save and keep harmless the American Society of Nephrology, SPARGO, Inc., Inc. the occupied hotels, the Colorado Convention Center, and GES, against and from any and all loss, cost damage, liability, or expense which arises out of, from, or by reason of any act or omission of exhibitor, its employees or agents.

### MUSIC LICENSING

ASN does not obtain ASCAP or BMI licensing that will allow the use of copyrighted, recorded music in your booth. Exhibitors interested in playing copyrighted music must obtain the proper licensing from Broadcast Music In. (BMI) at [www.bmi.com](http://www.bmi.com) or the American Society of Composers, Authors, and Publishers (ASCAP) at [www.ascap.com](http://www.ascap.com).

### PORTER SERVICE

In an effort to maintain a clean and organized exhibit hall, exhibitors who distribute giveaways must order porter service. Porter service includes monitoring the exhibit booth to empty wastebaskets and collecting empty boxes throughout show hours. Empty boxes may not be placed in the exhibit hall aisles, behind or adjacent to columns, or in trashcans in the exhibit hall for removal during show hours. The order form for porter service will be provided in the exhibitor service manual. Standard wastebasket emptying does not include removal of empty boxes. If an exhibitor does not properly handle empty boxes, ASN will remove the boxes at the exhibitor's expense.

### PROMOTIONAL ACTIVITIES

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, interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's booth. 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.

### SALE OF GOODS AND SERVICES

The sale of goods and services of any kind is prohibited. Order taking is permitted. However, the exhibitor agrees not to deliver any goods and/or services until after the conclusion of the exposition. Furthermore, the exhibitor agrees not to conduct or permit the receipt of legal tender or anything of value for machinery, equipment, goods and/or services. Aggressive sales tactics will not be tolerated.

### CONTESTS, LOTTERIES, RAFFLES AND GAMES OF CHANCE

Contests of any kind are prohibited on the exhibit hall floor at Kidney Week 2020.

### ANIMALS

ASN prohibits live animals on the exhibit floor, except for authorized service animals.



### FOOD AND BEVERAGE

Permission to serve food and beverages must be coordinated with the catering department of the Denver, CO Convention Center. All food and beverages must be purchased through the Denver, CO Convention Center. ASN prohibits the distribution of alcoholic beverages, popcorn machines, freshly baked items, aromatic foods, and any other items that may be disruptive to other exhibitors on the exhibit floor.

### SPECIAL PERMISSION

Permission is required for the use of the following items: helium balloons, glitter/confetti, vehicles with gasoline engines, and unmanned aircraft systems (drones). This is not a comprehensive list, please refer to the General Operating Policies and Procedures or contact Ronny Coombs at [rcoombs@asn-online.org](mailto:rcoombs@asn-online.org) for further details.

### SECURITY

ASN will provide security protection for the perimeter area of the exhibit hall on a 24-hour basis during the entire exhibit period, including move-in and move-out. Neither ASN, SPARGO, Inc., the Colorado Convention Center, nor GES is liable for any of the exhibitors' property. It is recommended that each exhibitor purchase a portal-to-portal rider available on the exhibitor's own insurance policy, as protection against loss, theft, fire, damage, etc.

Please note that while the exhibit hall is closed to the attendees of Kidney Week 2020 during non-show hours, the individuals who participate in poster presentations will be allowed to enter the hall before and after show hours in order to prepare for their poster session.

### FINAL DECISION

ASN reserves the right to make all final determinations regarding activities and installations in the exhibit hall.

## PRIORITY POINT SYSTEM

### PRIORITY POINT ALLOCATION FOR ASN KIDNEY WEEK 2020

25 pts	Awarded to Diamond Supporters
20 pts	Awarded to Platinum Supporters
15 pts	Awarded to Gold Supporters
10 pts	Awarded to Silver Supporters
5 pts	Awarded to Bronze Supporters
1 pt	Awarded for each 100 sq. ft. of exhibit space

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 2020 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 2017, 2018 and 2019 will determine the exhibit hall placement for 2020.

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

For more information regarding the priority point system, please contact ASN Meeting and Exhibits Coordinator, Ronny Coombs at [rcoombs@asn-online.org](mailto:rcoombs@asn-online.org).

### MERGERS AND ACQUISITIONS

If companies have merged or been acquired, the companies must submit proper documentation to Ronny Coombs at [rcoombs@asn-online.org](mailto:rcoombs@asn-online.org). The resulting company may choose to use the highest priority points 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.

### 2020 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

## ASN ADVERTISING OPPORTUNITIES AND MEDIA EVENTS

For advertising opportunities in JASN, CJASN and ASN Kidney News in print, online and on the Apps please contact:

### Advertising – Kelley Russell

National Sales Manager  
The Walchli Tauber Group, Inc.  
2225 Old Emmorton Road, Suite 201 | Bel Air, Md. 21015  
Phone: 214-704-4628  
Email: [kelley.russell@wt-group.com](mailto:kelley.russell@wt-group.com)

### ADVERTISING OPPORTUNITIES



#### **Journal of the American Society of Nephrology (JASN)**

JASN continues to maintain the highest impact factor (8.966) among nephrology journals publishing original research, featuring important articles in the science and practice of nephrology, scholarly reviews and editorials. JASN provides physicians and scientists the latest advances in kidney medicine and research. [www.jasn.org](http://www.jasn.org)



#### **Clinical Journal of the American Society of Nephrology (CJASN)**

CJASN is the most widely read journal in nephrology and provides clinicians access to the most important clinical outcomes in kidney medicine, covering areas such as diabetes, dialysis, mineral metabolism, and critical care medicine. CJASN offers essential

information to practicing nephrologists and other kidney professionals. [www.cjasn.org](http://www.cjasn.org)



#### **ASN Kidney News**

ASN Kidney News reaches more than 18,500 print recipients. This news magazine examines trends in medicine, industry and policy affecting all practitioners in nephrology and provides other information supporting the work of kidney specialists. [www.asn-online.org/publications/kidneynews/](http://www.asn-online.org/publications/kidneynews/)



#### **Kidney 360**

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

will represent the full spectrum of high-quality work conducted worldwide in nephrology. <https://kidney360.asnjournals.org/>

### NON-SOCIETY MEDIA EVENTS

ASN does not allow press briefings, news conferences, and press receptions, other than those sponsored by the Society at any time during convention operating hours. During off-hour activities, companies may request to hold a press briefing, news conference, or press reception at a nearby hotel or alternate location by completing the Ancillary Meeting Request Form, after reviewing the Ancillary Meeting Guidelines. The guidelines and request form will be available through the ASN website in June 2020.

For questions please contact [meetings@asn-online.org](mailto:meetings@asn-online.org). ASN does not allow use of the Society's name and/or logo in news releases or in any other manner that gives the appearance of endorsement, except to state: "this information was presented at the American Society of Nephrology's annual meeting."

### NON-ASN SPONSORED MEDIA EVENTS

If you would like to schedule a media event during Kidney Week, please contact Christine Feheley at [cfeheley@asn-online.org](mailto:cfeheley@asn-online.org). All events must have prior ASN approval and are subject to a \$15,000.00 fee. ASN reserves the right to attend non-society media events and obtain a list of registered attendees to ensure accurate media coverage.

## ASN CONTACT INFORMATION

### EXHIBIT SALES

#### **Emily Dowling, ASN Sales Account Manager**

SPARGO, Inc.  
11208 Waples Mill Road, Suite 112 | Fairfax, VA 22030  
Phone: 703-995-3883 | Fax: 571-425-8656  
E-mail: [emily.dowling@spargoing.com](mailto:emily.dowling@spargoing.com)

### ADVERTISING – KIDNEY WEEK PUBLICATIONS

#### **Kelley Russell**

The Walchli Tauber Group, Inc.  
2225 Old Emmorton Road, Suite 201 | Bel Air, MD 21015  
Phone: 214-704-4628  
E-mail: [Kelley.Russell@wt-group.com](mailto:Kelley.Russell@wt-group.com)

### EXHIBIT LOGISTICS

#### **Ronny Coombs, ASN Meetings and Exhibits Coordinator**

Phone: 202-302-1631 | Fax: 202-637-9793  
E-mail: [rcoombs@asn-online.org](mailto:rcoombs@asn-online.org)

### SUPPORT/SPONSORSHIP OPPORTUNITIES

#### **Kara Page, ASN Vice President of Business Development**

Phone: 202-640-4647 | Fax: 202-330-5636  
E-mail: [kpage@asn-online.org](mailto:kpage@asn-online.org)