Annual Meeting Dates: Oct. 22 - 25
Event Content Available: Oct. 22 – Dec. 4
Digital Exhibit Dates: Oct. 22 - 25

Your digital exhibit booth will remain public beginning October 22 through December 4, 2020. Digital event exhibit activity and networking will be Thursday, October 22 through Sunday, October 25, 2020.
WHY EXHIBIT AT ASN KIDNEY WEEK 2020 REIMAGINED?

The American Society of Nephrology (ASN) invites you to exhibit at the 53rd Annual Meeting & Scientific Exposition on October 22-25, 2020. Be a part of Kidney Week 2020 Reimagined, the largest, most exciting international gathering of kidney professionals in the world. Approximately 12,000 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

Increase your presence in the nephrology community and join us in the digital exhibit hall

American Society of Nephrology
1401 H Street NW, Suite 900
Washington, DC 20005
Phone: 202-640-4660
Fax: 202-637-9793
meetings@asn-online.org
www.asn-online.org
APPLICATION
Please complete an Exhibitor Application that can be found on the ASN website at https://events.jspargo.com/asn20/Public/enter.aspx. All exhibit applications must be accompanied by full payment.

For Application Questions, email kidneyweek@spargoinc.com

Email Application to exhibitcontracts@spargoinc.com

Mail Check Payment to:
ASN Kidney Week 2020 Reimagined
P.O. Box 890658
Charlotte, NC 28289-0658

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

IMPORTANT DATES & DEADLINES

Wednesday, July 15: Late-Breaking Clinical Trials Submission Site Opens

Wednesday, August 19: Exhibitor Registration Opens

Wednesday, September 2: Late-Breaking Clinical Trials Submission Site Closes

Wednesday, September 16: Exhibitor Decisions Due for all Credit/Refund Requests
  • Last day to request a refund or reallocation of Kidney Week 2020 live meeting funds. Exhibitors who do not meet this deadline will not be eligible for a refund or reallocation.

Wednesday, September 30: Digital Booth Content Upload Deadline
  • All content including company logos, descriptions, web links, social media links, videos, PDFs, and 3D booths must be uploaded in the digital event platform.

Thursday, October 22, through Sunday, October 25, 2020: Scientific Exposition and Annual Meeting

Thursday, October 22 – Friday, December 4, 2020: Digital Platform Available

*Please note dates are subject to change.
**Primary Institutional Affiliation**

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

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**International Attendance**

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

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**Attendee Area of Interest**

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

<table>
<thead>
<tr>
<th>ITEM</th>
<th>EXHIBITOR</th>
<th>ENHANCED</th>
<th>PREMIUM</th>
<th>VIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fee</td>
<td>$3,700</td>
<td>$10,000</td>
<td>$25,000</td>
<td>$50,000</td>
</tr>
<tr>
<td>Company Name</td>
<td>Company Name</td>
<td>With Logo</td>
<td>With Logo</td>
<td>With Logo</td>
</tr>
<tr>
<td>Company Button Size</td>
<td>N/A</td>
<td>Small</td>
<td>Medium</td>
<td>Large</td>
</tr>
<tr>
<td>Website URL</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
    *Can link directly to company website instead of profile*
| Location                            | ✓         | ✓        | ✓       | ✓      |
| Company Logo                        |           |          | ✓       | ✓      |
| 3D Booth Rendering Link             |           |          | ✓       | ✓      |
    *To be developed and hosted by the exhibitor. Optional.*
| Social Media Platform Links         |           |          | ✓       | ✓      |
| Product and Service Categories      | Up to 2   | Up to 2  | Up to 4 | Up to 6|
| Attendee Interest Categories        | Up to 2   | Up to 4  | Up to 6 | Up to 8|
| Company Description                 | 600 Characters | 600 Characters | 1200 Characters | 1200 Characters|
| Corporate, Product, or Service Images| 1         | 2        | 4       |        |
| Company Banner                      |           | ✓        | ✓       | ✓      |
| Flash Videos (up to 5-minutes)      |           | 1        | 3       |        |
| PDFs                                | 1         | 3        | 5       |        |
| URLs                                | 1         | 2        | 3       |        |
| Access to Real Time Reporting       |           |          | ✓       | ✓      |
| Schedule & Host Meetings with Attendees|          | Unlimited | Unlimited | Unlimited|
| Opportunity to Network with Registered Attendees | ✓   | ✓       | ✓       | ✓      |
| Exhibitor Access Registrations Additional for purchase at $125 | 4 | 6 | 8 | 10 |
| Full Digital Meeting Registrations  | For purchase at the posted rates | 2 | 6 | 10 |
| Priority Points Awarded             | 1         | 4        | 16      | 25     |

### Non-Profit $1,000

Non-profit booths receive the same benefits as the exhibitor level tier at a decreased fee of $1,000.

Package benefits may not be adjusted or purchased a la carte. Some add-on options are available and explained on page 6. No other adjustments may be made.

Please note all benefits are subject to change.
**EXHIBIT BOOTH PACKAGE ADD-ONS**

**VIP+ $10,000**
VIP booth packages are eligible to increase the size of their button in the digital exhibit hall. All benefits remain the same as the VIP option but with a larger button and will appear at the top of the exhibit hall results.

**MEDICAL AFFAIRS BOOTH $15,000**
Pharmaceutical companies with VIP+, VIP, or Premium level booths are eligible to add a medical affairs section of their booth nested within their larger booth for an additional fee. This booth will reflect Premium level benefits regardless of the larger booth level.

**PRODUCT SPECIFIC BOOTH**
A company may brand a booth to be product specific. A product specific booth may include the product logo as the button graphic and may be listed under the product name. All product specific booths must meet the following requirements:

- No VIP or VIP+ booths may be product specific.
- A product specific booth must be purchased as an add-on to a company booth.
- The product specific booth level must be the same as or lower than the company booth. For example, a company with a VIP booth or Premium booth may purchase a Premium, Enhanced, or Exhibitor level booth for their product. A company with an Enhanced booth may purchase an Enhanced or Exhibitor level booth for their product.
- The product specific booth description must contain the following language: [Product Name] is a [Company Name] product.
- The company name must appear alongside the product name in the exhibitor directory.

*Note – All booths will be listed by their booth level and then alphabetically. Attendees will be able to sort by products vs. companies.*
VIP BENEFITS $50,000
• Large Company Button Size
• Opportunity to include a 3D Booth Rendering Link. To be developed and hosted by the exhibitor.
• Social Media Platform Links
• (6) Product and Service Categories
• (8) Attendee Interest Categories
• 1200 Character Company Description
• (4) Corporate, Product, or Service Images
• Company Hero Banner
• (3) Flash Videos (up to 5-minutes)
• (10) PDFs
• Schedule & Host Unlimited Meetings with Attendees from October 22–25, 2020
• Opportunity to Network with Registered Attendees
• (10) Exhibitor Access Registrations Additional for purchase at $125
• (10) Full Digital Meeting Registrations

PREMIUM BENEFITS $25,000
• Medium Company Button Size
• (4) Product and Service Categories
• (6) Attendee Interest Categories
• 1200 Character Company Description
• (2) Corporate, Product, or Service Images
• Company Hero Banner
• (1) Flash Videos (up to 5-minutes)
• (5) PDFs
• Schedule & Host Unlimited Meetings with Attendees from October 22–25, 2020
• Opportunity to Network with Registered Attendees
• (8) Exhibitor Access Registrations Additional for purchase at $125
• (6) Full Digital Meeting Registrations

SAMPLE VIP AND PREMIUM LEVEL PROFILE PAGE
ENHANCED BENEFITS $10,000

• Small Company Button Size
• (2) Product and Service Categories
• (4) Attendee Interest Categories
• 600 Character Company Description
• (1) Corporate, Product, or Service Images
• (1) PDF
• Schedule & Host Unlimited Meetings with Attendees from October 22–25, 2020
• Opportunity to Network with Registered Attendees
• (6) Exhibitor Access Registrations
  Additional for purchase at $125
• (2) Full Digital Meeting Registrations

EXHIBITOR BENEFITS $3,700

• Digital Exhibits Button includes company name only
• (2) Product and Service Categories
• (2) Attendee Interest Categories
• 600 Character Company Description
• Opportunity to Network with Registered Attendees
• (4) Exhibitor Access Registrations
  Additional for purchase at $125
• Full Digital Meeting Registrations – Available for purchase at $375

SAMPLE ENHANCED AND EXHIBITOR LEVEL PROFILE PAGE
PLACEMENT FOR EXHIBITORS

VIP+ Package

VIP Package

Premium Package

Enhanced Package

Exhibitor Package

Exhibitors will be organized by tier and then alphabetically.
BOOTH DETAILS AND PAYMENT

Kidney Week 2020 In-Person Event Refund Options
If you applied for and made payment on a booth for the Kidney Week 2020 in-person event in Denver, CO you will have various options on how to apply your payment or receive a refund. The following options are available:

1. Apply your payment to your 2020 Digital Booth Selection and then roll over any remaining payment to your 2021 booth.
2. Apply your payment to your 2020 Digital Booth Selection and then receive a refund of any remaining funds.
3. Apply your full payment to your 2021 booth.
4. Receive a full refund of all funds paid.

A representative at SPARGO, Inc. will contact all companies with existing contracts to initiate the refund process and/or reallocation of funds. Refund requests must be received in writing and will be processed within 60 days of the request. Contact Emily Dowling at Emily.Dowling@spargoinc.com with any questions.

Housing Refunds
Room blocks that were requested through the official ASN Kidney Week 2020 Housing Center were cancelled in June 2020. No penalty was charged for the room block cancelation. Should you have any additional questions please contact asnhousing@spargoinc.com.

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 exhibitors are limited to one digital booth at this rate and 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.

Payment
Exhibitors may pay by check or credit card in US dollars drawn on a US bank. The Application to Exhibit and full payment may 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

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

Digital Booth Cancelation and Downsizing
All cancelations of digital exhibit booths must be received in writing to kidneyweek@spargoinc.com. All cancelations will incur a 100% cancelation penalty and the exhibitor will not be issued any monies received by ASN for a cancelled booth 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 applications must be accompanied by payment in full.
EXHIBITOR LISTINGS
Exhibitors may submit a 600-character product/company description online before September 30, 2020 going to the SPARGO, Inc. exhibition website. A product/company description of each confirmed exhibitor will be included in the online listing before the digital event. Production descriptions will not be published in the online listing unless booth space has been paid in full. This opportunity to advertise your products and services is complimentary.

CHARITY DONATION
To support its mission and commitment to corporate social responsibility, ASN is waiving all contract cancelation processing fees and asking our partners to join us in supporting #FirstRespondersFirst to benefit Direct Relief. Your tax-deductible donation to #FirstRespondersFirst, to benefit Direct Relief and other agencies, will provide essential supplies, personal protective equipment, medicines, and other resources for protecting frontline health care workers worldwide. ASN will match all donations up to $50,000. Donations will be collected during the exhibits application process. Please click here for more information on #FirstRespondersFirst and Direct Relief. Additional details can be found on the Business Wire press release here.

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 Freeman’s Online Event Platform.

ASN Name or Logo
The American Society of Nephrology name and logo, and the Kidney Week 2020 Reimagined 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 (electronic and mail) and other promotional items and activities employed to publicize participation in Kidney Week. ASN must approve all brochures, invitations, announcements, posters, agendas, speaker descriptions, evaluations, postcards, and other promotional items prior to printing.

Ethical Codes
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 Reimagined to be compliant. All exhibiting companies, regardless of tax status, must demonstrate compliance to these and subsequent ethical codes.

Code of Conduct
All exhibitors and attendees must agree to follow the Code of Conduct for digital interactions.

Cancelation of Exposition
In the event of cancelation of exhibits due to causes beyond ASN’s control, ASN will not be held liable for failure to hold the digital exposition as scheduled, and ASN will determine the amount, if any, of the exhibit fees to be refunded.
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 digital content 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.

Limitations and Liability
Exhibitors agree to protect, save and keep the American Society of Nephrology, SPARGO, Inc., Freeman, and all official partners of Kidney Week 2020 Reimagined 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, SPARGO, Inc., Freeman, and all official partners of Kidney Week 2020 Reimagined regarding the digital exposition.

Further, the exhibitor shall at all times protect, indemnify, save and keep harmless the American Society of Nephrology, SPARGO, Inc., Freeman, and all official partners of Kidney Week 2020 Reimagined, 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 digital content. Exhibitors interested in playing copyrighted music must obtain the proper licensing from Broadcast Music In. (BMI) at www.bmi.com or the American Society of Composers, Authors, and Publishers (ASCAP) at www.ascap.com.

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 at Kidney Week 2020 Reimagined.

Access to the Digital Exhibit Hall
All registered attendees will have access to the exhibit hall, exhibitor spotlights, and Attendee Connect - the networking and chat feature of the digital event.

Exhibitor Access registrations will not have access to educational content, educational symposia, or any CME activities.

Full Digital Meeting registrations will have access to all educational content (CME and non-CME), educational symposia, exhibitor spotlights, the digital exhibit hall, all other Kidney Week information, and Attendee Connect.

Mailing List
ASN will no longer sell, nor advertise the mailing list of its attendees to comply with regulations protecting customer’s data. You will be able to access the data of attendees who entered your booth between October 22 – December 4, 2020. This list will be shared with exhibitors after January 1, 2021.
PRIORITY POINT SYSTEM

Priority Point Allocation for
ASN Kidney Week 2020 Reimagined

<table>
<thead>
<tr>
<th>Points</th>
<th>awarded to</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>Diamond Supporters</td>
</tr>
<tr>
<td>20</td>
<td>Platinum Supporters</td>
</tr>
<tr>
<td>15</td>
<td>Gold Supporters</td>
</tr>
<tr>
<td>10</td>
<td>Silver Supporters</td>
</tr>
</tbody>
</table>

2020 LEVELS OF SUPPORT

Diamond $300,000+
Platinum $200,000 - $299,999
Gold $100,000 - $199,999
Silver $50,000 - $99,999

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 Reimagined will earn priority points as listed above. Points are maintained on a three-year cumulative basis and determine future year exhibit hall placement and placement for group housing blocks. Hotel placement is also determined by group size and date of submission of the request.

Priority points will be accumulated over three-year cycles. Only points accumulated during the past three Kidney Weeks will be used in determining exhibit hall placement for upcoming Kidney Weeks. For example: priority points accumulated during ASN Kidney Week 2018, 2019 and 2020 will determine the exhibit hall placement for 2021.

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

For more information regarding the priority point system, please contact Senior Coordinator for Meetings and Exhibits, Ronny Coombs at 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. 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.
ASN ADVERTISING OPPORTUNITIES AND MEDIA EVENTS

For advertising opportunities in ASN Publications and 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

JASN
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

CJASN
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

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/

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/

ASN CONTACT INFORMATION

EXHIBIT SALES
Emily Dowling, ASN Senior Sales Account Manager
SPARGO, Inc.
11208 Waples Mill Road, Suite 112 | Fairfax, VA 22030
Phone: 703.679.3915
E-mail: emily.dowling@spargoinc.com

ADVERTISING – KIDNEY WEEK PUBLICATIONS
Kelley Russell
The Walchli Tauber Group, Inc.
Phone: 214-704-4628
E-mail: Kelley.Russell@wt-group.com

EXHIBIT LOGISTICS
Ronny Coombs, Senior Coordinator for Meetings and Exhibits
Phone: 202-302-1631 | Fax: 202-637-9793
E-mail: 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

MEDIA EVENTS
ASN does not allow press briefings, news conferences, and press receptions, other than those sponsored by or approved by the society. 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.”

If you would like to schedule a media event during Kidney Week Reimagined, please contact Christine Feheley at cfeheley@asn-online.org.

ASN reserves the right to attend/access all non-society media events (digital or live) and releases and obtain a list of registered attendees to ensure accurate media coverage.

ASN ADVERTISING OPPORTUNITIES

ADVERTISING OPPORTUNITIES

EDUCATIONAL OPPORTUNITIES

SUPPORT/SPONSORSHIP OPPORTUNITIES

EMAIL NEWSLETTER

ASN Kidney News

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