



Newsletter Sent: September 30, 2021

Thank you for your continued support of Kidney Week as we transition from a hybrid meeting to a fully virtual format. See below for updates, upcoming deadlines, and resources for preparing for Kidney Week virtually.

### IMPORTANT

If you have not completed an updated virtual event contract with SPARGO, Inc. please do so immediately. Contracts must be completed by **October 8<sup>th</sup>** to participate in the virtual event.

The application to exhibit can be found here: <https://events.jspargo.com/ASN21/CUSTOM/pdf/ASN2021VirtualApp2.pdf> and should be emailed to [exhibitcontracts@spargo.com](mailto:exhibitcontracts@spargo.com). ALL exhibitors must complete this contract regardless of if you had an in-person contract previously. All in-person contracts have been cancelled.

Contact Emily Dowling at [Emily.Dowling@Spargo.com](mailto:Emily.Dowling@Spargo.com) with questions.

### RESOURCES

[Exhibitor Prospectus](#)

[Exhibitor FAQ](#)

[Weekly Newsletter Archive](#)

[Lennd Upload Instructions](#)

Always access ASN Kidney Week resources from the links shared above instead of downloading. These are living documents that may be updated periodically.

### OFFICE HOURS

**Scheduled for:** Friday, October 1, 2021 at 1:00 p.m. EST

**Topics of Discussion:** Registration and Open Q&A

<https://www.gotomeet.me/RonnyCoombs>

### REGISTRATION

The registration site is currently closed as we transition to fully virtual and is expected to reopen soon. Registration deadlines have been extended. The early deadline pricing will be in effect for **exhibitors only** through November 2<sup>nd</sup>. To take advantage of this deadline extension you must register attendees in your exhibitor portal. Delegates registered through the individual/attendee registration site will not be eligible for the early rate.

You will receive your login details from SPARGO, Inc. via email once your booth is fully paid. Contact the registration center at [asnregistration@spargo.com](mailto:asnregistration@spargo.com) with questions.

### COMPLIMENTARY BADGES

- Each company will receive 6 exhibitor access badges and 1 full conference per paid booth. Additional exhibitor access can be purchased for \$150 each. Additional full conference can be purchased at the early rate, listed here: <https://www.asn-online.org/education/kidneyweek/2021/register-overview.aspx>
- Premier placement booths will receive an additional 12 exhibitor access badges and 1 additional full conference badges. Resulting in 18 exhibitor access and 2 full conference total.

Registered individuals will show up when "Schedule a Meeting" is clicked. You can turn on and off which of your registrants show up on this list.

## **MEDIA KIT / BOOTH PROMOTION**

Please refer to the [Exhibitor Media Kit](#) for guidelines on use of the ASN logo and name in your booth promotion. Please note that all promotional items must be submitted via email for approval prior to distribution. Please submit requests to [rcoombs@asn-online.org](mailto:rcoombs@asn-online.org).

## **UPCOMING DEADLINES**

### **Friday, October 8 – Content Upload and Payment Deadline**

- Deadline to upload all virtual booth content to Lennd
- Deadline to request refunds and roll-over for paid funds
- Deadline to contract and pay for a virtual booth. Any booths without contracts or balance dues at that time are subject to removal from the platform.

### **Tuesday, November 2 – Registration Deadline**

- Deadline to register delegates at the Early registration rates in the exhibitor portal. Standard rates take effect on Wednesday, November 3.

## **SAVE THE DATE**

**Topic:** Networking How-To

**Audience:** Invite all of your registered delegates to learn how to utilize the Kidney Week platform to network with virtual attendees. Networking Admins should attend for a demo of how to turn on/off registered participants.

**Scheduled for:** Thursday, October 21, 2021 at 1:00 p.m. EST

*Access Information will be shared closer to the meeting date.*

**Topic:** Quant Training

**Audience:** Primary contacts for companies who opted into the “Real Time” Reporting Add-On

**Scheduled for:** Thursday, October 28, 2021 at 1:00 p.m. EST

*Access Information will be shared closer to the meeting date.*

## **VIRTUAL BOOTH**

Virtual booth content must be uploaded to Lennd by **Friday, October 8<sup>th</sup>**. This deadline is not able to be extended. Access emails for Lennd have been sent to the primary contact for each company. If you need to add additional contacts, please email [rcoombs@asn-online.org](mailto:rcoombs@asn-online.org).

Details on virtual profile collateral can be found on pages 7-9 of the FAQ.

Please note the preview shown on the Lennd site does not match the ASN Virtual Event Platform exactly. If you require an exact match you will need to develop your own. Please see page 7, question 26 of the FAQ for more information. An exact template of an exhibitor profile can be found on page 9.

View the full platform and Lennd demo videos here:

[ASN KW21 Exhibitor Office Hours 8.26.21 - Platform Demo](#)

[ASN KW21 Exhibitor Office Hours - Lennd and Registration Demo](#)

Thank you for your support of ASN, Kidney Week, and the kidney health community. We look forward to working with you on a great virtual exhibition this fall.

Sincerely,

*Ronny Coombs, Senior Coordinator for Meetings and Exhibits*