



Newsletter Sent: September 22, 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.

EXHIBITOR PROSPECTUS

The exhibitor prospectus has been updated for the virtual event transition. The rules and regulations listed in this document apply to the virtual event.

[Exhibitor Prospectus](#)

EXHIBITOR FAQ

The FAQ has been updated for the virtual event transition. This is your best resource for information on the virtual event.

[Exhibitor FAQ](#)

Tip: Always access the FAQ from the link instead of downloading it. Any changes to the FAQ will be highlighted in the weekly newsletters.

CANCELLATION OF IN-PERSON EVENT

If you applied for and made payment on a booth for the Kidney Week 2021 in-person event in San Diego, CA 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 2021 Virtual Booth Selection and then roll over any remaining payment to your 2022 booth.
2. Apply your payment to your 2021 Virtual Booth Selection and then receive a refund of any remaining funds.
3. Apply your full payment to your 2022 booth.
4. Receive a full refund of all funds paid.

Please contact Emily Dowling at emily.dowling@spargoinc.com to request a refund or roll-over.

If you rolled over funds from Kidney Week 2020, please contact rcoombs@asn-online.org to request refund or roll-over.

VIRTUAL BOOTH

Virtual booth content must be uploaded to Lennd by **Friday, October 8th**. 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.

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](#)

REGISTRATION

The registration site is currently closed as we transition to fully virtual and is expected to reopen no later than Monday, September 27. Registration deadlines have been extended. The early deadline pricing will be in effect for **exhibitors only** through November 2nd. 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.

Cancellations will only be accepted until September 24th. If you have existing registrations that need to be cancelled please contact asnregistration@spargoinc.com as soon as possible to make cancellation requests.

You will receive your login details from SPARGO, Inc. via email once your booth is fully paid. Contact the registration center at asnregistration@spargoinc.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.

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.

OFFICE HOURS

Scheduled for: Thursday, September 23, 2021 at 1:00 p.m. EST

Topics of Discussion: Overview of transition to fully virtual event, Open Q&A
<https://www.gotomeet.me/RonnyCoombs>

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