



Newsletter Sent: November 17, 2021

Thank you for your support of Kidney Week 2021. The annual meeting concluded on November 7, 2021. The platform and all on-demand content will remain available until January 7, 2022.

REGISTRATION

Kidney Week 2021 had more than **9500+** registrants as of November 7, 2021. Registration remains open until December 31, 2021 and a full demographic report will be provided at that time. Please find the [2020](#) and [2019](#) demographic reports here.

EXHIBIT HALL INTERACTIONS

During the annual meeting dates Kidney Week attendees interacted with exhibitors more than **40,000+** times. Nearly twice the number of interactions at Kidney Week 2020.

METRICS

Your booth metrics from ASN Kidney Week 2021 from October 25 – November 17 have been emailed to the primary contact on file. The Kidney Week 2021 platform is open until January 7th and attendees can continue to access your exhibit booth. An additional report will be provided after the platform closes. For more information on attendee metrics, please view page 6 of the [Exhibitor FAQ](#).

How to Read the Reports

Drop a Business Card

- These individuals clicked the “Drop a Business Card” button in your booth to leave their information with you for future contact.

User Details

- Element Clicked > Card = This person entered your booth from the Exhibit Hall here: <https://kidneyweek.asn-online.org/exhibitors>
- Element Clicked > Navigation Item = This person entered your booth through a banner or tower ad within the platform.
- Element Clicked > Button = This person clicked the Schedule a Meeting or Drop a Business Card button in your booth
- Element Clicked > Download = Clicked on one of your resource items such as a URL, PDF, or image
- Element URL = Indicates what item was clicked on
- Time Stamp = Date and time when the item was clicked on.
- Attendee Information included = Full Name, Email Address, Company, Title, State, and Country

The Country abbreviation key can be downloaded by clicking here: [Country Codes](#).

EXHIBITOR SURVEY

We want to hear about your experience at Kidney Week 2021 and your thoughts on the upcoming Kidney Week 2022 in Orlando, FL. Please complete this short survey to make an impact on future events at ASN.

[Exhibitor Survey](#)

Thank you for your support of ASN, Kidney Week, and the kidney health community.

Sincerely,

Ronny Coombs, Senior Coordinator for Meetings and Exhibits