



Nov. 3-6 | Orlando, FL

Exhibitor Prospectus

Orange County Convention Center
Orlando, FL

**ANNUAL
MEETING DATES**

November 3-6

EXHIBIT DATES

November 3-5

September 13, 2022

TABLE OF CONTENTS

3	General Information
4	Attendee Demographics
5	Applying for Exhibit Space
6	Important Dates & Deadline
7	Scientific Exposition Schedule At-A-Glance
8	Registration and Housing
9	Booth Structure and Payment
11	Exhibitor Services
13	Rules and Regulations
17	Priority Point System
18	ASN Support, Advertising and Media Event Opportunities
20	Contact Info



Why Exhibit at ASN Kidney Week?

The American Society of Nephrology (ASN) invites you to exhibit at the 55th Annual Meeting & Scientific Exposition, November 3-6, 2022 (exhibit dates November 3-5, 2022) at the Orange County Convention Center in Orlando, FL. Be a part of the largest, most exciting international gathering of kidney professionals in the world. Leading kidney health professionals from across the globe come together to focus on improving the lives of more than 37 million Americans affected by kidney disease – the eighth 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 at Kidney Week, 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

General Information

Exhibit Venue

The Orange County Convention Center
West Building Exhibit Halls C-E
9800 International Dr, Orlando, FL 32819

Exhibit Dates and Times

Unopposed Exhibit Time

Daily: 9:30 – 10:30 a.m.

Installation

Tuesday, November 1, 2022

8:00 a.m. – 4:30 p.m. *Select booths only

Wednesday, November 2, 2022

8:00 a.m. – 4:30 p.m.

Exhibits Open

Thursday, November 3, 2022

9:30 a.m. – 2:30 p.m.

Friday, November 4, 2022

9:30 a.m. – 2:30 p.m.

Saturday, November 5, 2022

9:30 a.m. – 2:30 p.m.

Welcome Reception

Thursday, November 3, 2022

6:00 – 7:00 p.m. Exhibit Hall

Dismantling

Saturday, November 5, 2022

2:30 – 8:00 p.m.

Sunday, November 6, 2022

8:00 a.m. – 12:00 p.m.

The Kidney Week agenda and installation times are 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 p.m. on Wednesday, November 2, 2022. Should special circumstances necessitate additional time, exhibitors must submit a written request in advance of the show's open date. Send special requests on or before Friday, September 30, 2022 to **Ronny Coombs, ASN Sr. Coordinator for Meetings and Exhibits, at rcoombs@asn-online.org.**

General Services

GES National Call Center

Phone (USA): 800-475-2098

International Calls: 702-515-5970

*Monday-Friday 6 a.m. – 4 p.m. PT

Fax: (USA): 866-329-1437 or 702-263-1520

Website: www.ges.com/contact-ges

Online Chat: **Expresso by GES**

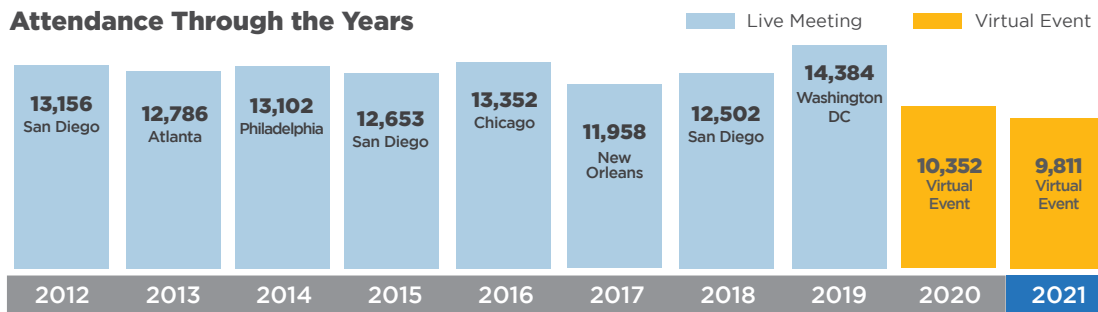


Kidney Week 2021 Demographics

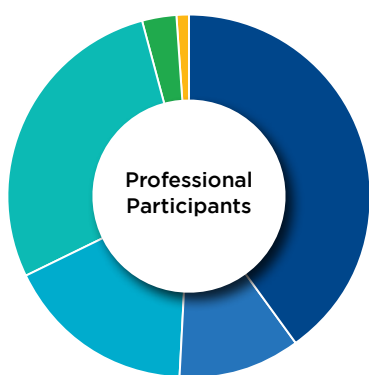
ASN's second fully virtual Kidney Week. Thank you to all our participants, faculty, partners, and supporters who helped make this event a success.



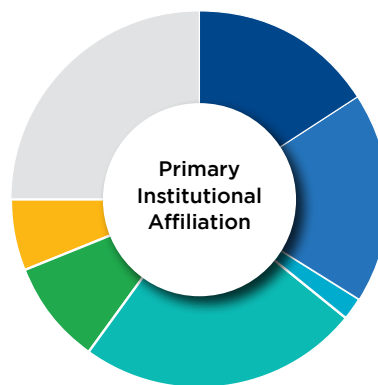
Attendance Through the Years



Participant Registration Report



- ASN Member - 40%
- Fellow in Training - 11%
- Student - 17%
- Non-member - 28%
- Exhibitors - 3%
- Other - 1%



- Academic Clinician/Educator - 16%
- Academic Scientist - 18%
- Government/VA - 2%
- Hospital-Based Physician - 24%
- Industry Researcher - 9%
- Private Practitioner - 6%
- Other - 25%

Participant Area of Interest - Percent of Participants (Multiple answers were permitted)

- | | |
|-----------------------------------|---|
| Acute Kidney Injury - 43% | Genetic Diseases of the Kidneys - 23% |
| Bone & Mineral Metabolism - 19% | Glomerular Diseases - 39% |
| Cell & Transport Physiology - 10% | Hypertension & Cardiovascular Disease - 32% |
| Chronic Kidney Disease - 60% | Interventional Nephrology - 13% |
| Development & Pediatrics - 8% | Pathology - 5% |
| Diabetes & Metabolism - 26% | Transplantation & Immunology - 13% |
| Dialysis - 36% | Other - 24% |

Kidney Week 2021 Offered

150 Sessions (Over 200 hours of content)



61
Live



35
Simulive



54
On-Demand



14
Industry Supported
Educational Symposia*

*Included in Simulive

Early Programs:
6 Virtual Courses

Abstracts:
2,484 ePosters
30,673 ePoster Views
45,780 Abstract Views

Exhibitors:
86 Exhibit Booths
74 Exhibiting Companies

Virtual Event Metrics

Platform



- 81% of registrants accessed the virtual platform during the live meeting
- 85% of registrants accessed the virtual platform between Oct. 22 - Jan. 7
- 77,985 Total Session Views
- 46,347 Total Exhibit Booth Interactions

Networking



- 1,700+ Users
- 11,000+ Chat Messages

International Attendance 43%



Top Countries in Attendance

- US
- Canada
- Mexico
- Japan
- China
- United Kingdom
- Germany

Applying for Exhibit Space

2022 Booth Fees

In-line Space	\$37 per square foot
Island Space	\$45 per square foot
Non-Profit Booth	\$1,000 (first booth only)
Featured Exhibitor Listing	\$1,000

If required materials are received by Wednesday, August 31, 2022, the in-person booth fee includes:

- Complimentary listing of company name and booth number in Mobile App and online.
- Product description listed in the Mobile App and online.
- Complimentary exhibit hall only badges and full meeting badge(s) based on the size of exhibit booth purchased.

Kidney Week 2022 Booth Selection

Application Process – Presales for Exhibitors with Priority Points

Companies with ASN Priority Points accumulated in 2019, 2020, and 2021 will be contacted by a member of the SPARGO Inc. exhibit sales team regarding 2022 space selection. All appointments will be assigned based on Priority Point ranking and held via phone or online self-selection with access to the online sales office and floor plan. Please have your IT department add kidneyweekAO@spargoinc.com and the spargoinc.com domain to your safe sender list to ensure you receive the appointment date and time assignment email. This email will be sent in March 2022 with appointments slated to start in late March 2022. Detailed directives will be emailed to the primary contact on-file.

It is important that you select your booth at the assigned appointment date/time. You will not be able to login to reserve your booth until your designated appointment date/time. Companies who miss their appointment time will forfeit the ability to select space according to exhibitor's priority order amongst the Priority Point selection list. If you are unable to make the appointment, you are still able to login after your appointment time has passed to secure your booth space. Please note, however, space selection will remain ongoing.

Application Process – General Sales

General sales with access to the online sales office and floor plan will become available in May 2022 on a first-come, first-served basis. Please complete an Exhibitor Application at asn-online.org/kidneyweek. Exhibit applications submitted Friday, July 16, 2022 and after must be accompanied by full payment.

For application inquiries, contact: Emily.Dowling@spargoinc.com

Email application to: exhibitcontracts@spargoinc.com

Mail Check Payment to:

ASN Kidney Week 2022
P.O. Box 890658
Charlotte, NC 28289-0658

Overnight Check Payment to:

ASN Kidney Week 2022
BB&T Remittance Processing, Attn: PO Box 890658
5130 Parkway Plaza Boulevard, Charlotte, NC 28217

Important Dates & Deadlines

March 2022

Space Selection Appointments Begin

- Priority Point holders will be contacted by a member of the SPARGO Inc. exhibit sales team, regarding your 2022 space selection appointment.
- A 50% payment deposit is due upon application acceptance and receipt of invoice.

May 2022

General Exhibit Sales Open

- Companies that do not hold Priority Points may begin applying for exhibit space online at asn-online.org/kidneyweek.
- A 50% payment deposit is due upon application acceptance and receipt of invoice.

Wednesday, May 25, 2022

Annual Meeting Abstract Submission Deadline

Friday, July 15, 2022

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.

Wednesday, August 24, 2022

Ancillary Event Deadline

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

Wednesday, August 31, 2022

Product Descriptions, Booth Layout, Exhibitor Appointed Contractor, Certificates of Insurance, Giveaways, and Presentation Form Deadlines

- Due date for descriptions of organizations and products to appear in the Mobile App and on the ASN website.
- 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.
- Certificate of Retardancy for all booth construction and decoration are due.
- Promotional Items Distribution requests are due.
- Booth presentation request (2,000 sq. ft. and larger) are due.

Friday, September 30, 2022

Installation Request Deadline

- Exhibitor installation hours will be enforced. All exhibitor installations must be complete by 4:30 p.m. on Wednesday, November 2. If special circumstances necessitate additional time for installation, exhibitors must submit a written request by Friday, September 30 to rcoombs@asn-online.org.

Thursday, November 3, 2022

Scientific Exposition Opens

Saturday, November 5, 2022

Scientific Exposition Closes

February 2023

Kidney Week 2023 Space Selection Appointments Begin

All dates are subject to change. Additional deadlines may be imposed. Exhibitors will be notified of all changes in writing.

Scientific Exposition Schedule At-A-Glance

Tuesday, November 1

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

Wednesday, November 2

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

Thursday, November 3

9:30 a.m. – 2:30 p.m. Exhibits Open
9:30 a.m. – 2:30 p.m. Poster Sessions
9:30 – 10:00 a.m. Refreshment Break in Exhibit Hall
9:30 – 10:30 a.m. Unopposed Exhibit Hall Time
10:00 a.m. – Noon Poster Session – Authors Present
Noon – 2:00 p.m. Concession Lunch available in Exhibit Hall
6:00 – 7:00 p.m. Welcome Reception

Friday, November 4

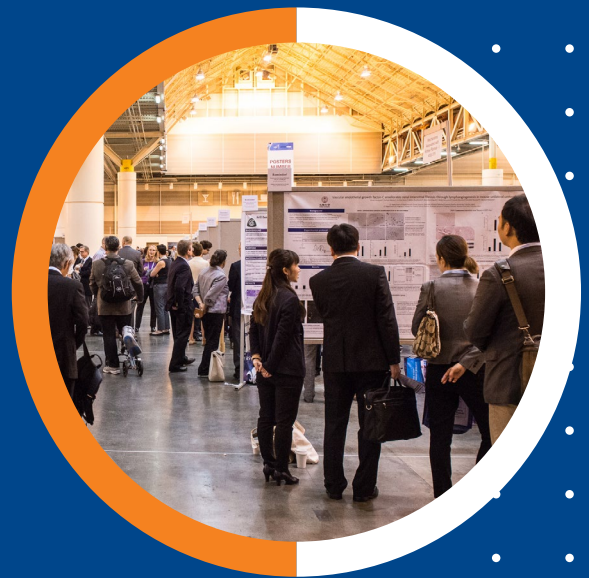
9:30 a.m. – 2:30 p.m. Exhibits Open
9:30 a.m. – 2:30 p.m. Poster Sessions
9:30 – 10:00 a.m. Refreshment Break in Exhibit Hall
9:30 – 10:30 a.m. Unopposed Exhibit Hall Time
10:00 a.m. – Noon Poster Session – Authors Present
Noon – 2:00 p.m. Concession Lunch available in Exhibit Hall

Saturday, November 5

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

Sunday, November 6

8:00 a.m. – Noon Exhibit Dismantling



This schedule is subject to change. Exhibitors will be notified of changes in writing.

Registration and Housing

Registration Location and Hours

Exhibitor registration will be located in the Orange County Convention Center, West Building D Lobby. Registration hours are listed below:

Tuesday, November 1, 2022

1:00 – 5:00 p.m.

Wednesday, November 2, 2022

7:00 a.m. – 5 p.m.

Thursday, November 3, 2022

7:00 a.m. – 5 p.m.

Friday, November 4, 2022

7:30 a.m. – 5:00 p.m.

Saturday, November 5, 2022

7:30 a.m. – 2:30 p.m.

If you require exhibit hall badges prior to Tuesday, November 1, 2022 at 1 p.m. please contact the ASN Registration Center at asnregistration@spargoinc.com to arrange early pickup of your delegate badges.

Registration hours and location are subject to change. Please refer to the ASN website and posted signage onsite for final hours.

Exhibitor Housing Blocks

Housing block information will be sent to exhibitors once their booth is confirmed and deposit received.

Placement of group room blocks are determined by the following factors:

- 2021 Priority Point standing
- 2021 Corporate Support Level
- Size of room block
- Date of submission of the housing request

Exhibitors who book outside of the official ASN housing block may lose Priority Points. For questions and additional information, contact the ASN Housing Center by email at asnhousing@spargoinc.com.

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. Please note that some areas have a lower ceiling height with a maximum booth height of 14 feet. Please refer to the floor plan for specific ceiling height information. 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 Wednesday, August 31, 2022.

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 related 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.

Non-Profit Organizations cont.

To obtain the \$1,000 rate, the exhibitor must submit proof of non-profit status [501(c) (3) form] with the Application to Exhibit. 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 August 2022. 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, wire payment, or with credit card in US dollars drawn on a US bank.

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 checks to:

ASN Kidney Week 2022

Truist Remittance Processing,
Attn: PO Box 890658
5130 Parkway Plaza Boulevard,
Charlotte, NC 28217

Wire Payments

Click buttons below to retrieve forms.

Reference your invoice for Credit Card Payment options.

Applications received after Friday, July 15, 2022 must be accompanied by payment in full.

Booth Cancellation and Downsizing

All cancellations of exhibit space must be submitted in writing to:

KidneyWeek@spargoinc.com.

Cancellation email must be acknowledged and confirmed by SPARGO, Inc. before cancellation is considered final. 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 total contracted space on or before Friday, July 15, 2022 the exhibitor will incur a 50% cancellation penalty on the contracted square footage total. If exhibitor has paid in full and cancels by the 50% deadline, the exhibitor will be eligible for a refund minus 50% of the total booth cost. Any cancellations received in writing after Friday, July 15, 2022 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 meeting.

Point-of-Contact Changes

Send all primary and secondary point-of-contact changes to KidneyWeek@spargoinc.com.

Please include the following information:

Name:

Email:

Job Title:

Direct Phone:

Address:

Exhibitor Services

Mailing List

ASN will no longer sell, nor advertise the mailing list of its attendees to comply with data privacy laws and regulations domestically and abroad.

International Shipping

Shipping instructions are available in the online [exhibitor services manual](#). Exhibitors who require international shipping to Orlando should contact GES at 800-475-2098 (USA) or 702-515-5970 (international) for assistance, or online chat at [Expresso by GES](#).

Exhibitor Listings

Exhibitors may submit a product/company description online by going to the Spargo, Inc. exhibition website. A product/company description of each confirmed exhibitor will be included in the Mobile App and must be submitted by Wednesday, August 31, 2022. 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

[Click here to access the Exhibitor Service Manual.](#)

The exhibitor service manual includes information on fire marshal booth review, 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; including order forms and rate schedules. Contact GES at 800-475-2098 (USA) or 702-515-5970 (international) or www.ges.com with additional questions.

Lead Retrieval System

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

Access to Exhibit Hall

Admission to the Exhibit Hall

Exhibitors may enter the exhibit hall one and a half (1) hours prior to opening each day and two (2) hours after closing 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:

- Four (4) 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 \$150 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 for the in-person meeting that will allow access to all in-person educational/scientific sessions and the exhibit hall based on the following criteria:

- One (1) complimentary full-meeting badge per exhibiting company.
- Two (2) complimentary full-meeting badges if the exhibiting company has 1,000 square feet or more of booth space.

Exhibitors who are 2022 ASN Diamond, Platinum or Gold Corporate Supporters will receive an additional allotment of complimentary full-meeting registrations as follows:

- Diamond Level Supporters – Three (3) complimentary full-meeting badges
- Platinum Level Supporters – Two (2) complimentary full-meeting badges
- Gold Level Supporters – One (1) complimentary full-meeting badge

ASN will issue each company a maximum of five (5) 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 August.

Children

All persons attending Kidney Week, including minors and regardless of age, must be badged. To receive a badge for a minor, please indicate this need during the registration process. 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. Minors will not be permitted on the exhibit hall floor during move-in or move-out. Please contact rcoombs@asn-online.org for more information.

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 Orange County Convention Center.

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.

Animals

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

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.

Cancellation of Exposition

In the event of cancellation of exhibits due to fire, the elements, strikes, government regulations, pandemic, or other causes beyond ASN's control and determined at ASN's discretion, 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.

Carpet and Show Colors

ASN will cover all visible aisle space within the exhibit area with blue jay or grey carpeting and will supply exhibitors with navy and white pipe and drape. Exhibitors must carpet or cover the entire floor 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. Show colors are subject to change. Exhibitors will be notified of all changes in writing.

Contests, Lotteries, Raffles and Games of Chance

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

COVID-19 & and Pandemic Considerations

By applying to exhibit at Kidney Week 2022 you understand and agree that the COVID-19 Pandemic is still a consideration and as ASN monitors the situation we may need to adjust the Kidney Week schedule, number of permitted attendees, posted Health and Safety policies, and/or cancel the live event portion of Kidney Week. ASN is not liable for any cancellation fees or penalties your group may incur as a result of changes to Kidney Week or full cancellation for any reason. All registrants must agree to follow ASN's posted Health and Safety Policies at the time of the event.

Early Dismantling

ASN prohibits early dismantling. Exhibits officially close on Saturday, November 5, 2022 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.

Educational Activity / Presentations in a Booth

A 2,000 square foot (minimum) booth is required for audience generating activities. Activities that disrupt other booths or generate an unsafe audience size will not be permitted. For more information and guidelines, please contact Ronny Coombs at rcoombs@asn-online.org.

Exhibitor Appointed Contractor (EAC)

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 Wednesday, August 31, 2022. 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 Orlando, FL. The certificate of insurance should name ASN, SPARGO, Inc., the Orange County 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 not be valid if this information is not listed.

Failure to Occupy Exhibit Space

Any space not occupied by 4:30 p.m. on Wednesday, November 2, 2022 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.

Rules and Regulations (continued)

Federal and State Regulations

All materials used in the exhibit area must be flameproof and fire resistant 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 times. Fire stations and fire extinguisher equipment are not to be covered or obstructed. All exhibits and displays are subject to inspection by Orange County Fire Authority (OCFA or OCFR) and/or Orange County Convention Center management for compliance. The following booths and activities will require a fire watch present:

- Covered Booths over 300 sq. ft. in an area without automatic suppression
- All multi-level booths without automatic suppression
- Cooking without a flue connection
- Cooking appliances without automatic suppression
- Movement of a vehicle during a show or event
- Battery terminals connected to a vehicle during a show or event
- Open flames
- Pyrotechnic displays
- Tents in accordance with OCFR Standard #6000
- Use of nominal 5 lb. containers of Liquid Petroleum
- Lasers
- Aircraft

Food and Beverage

Permission to serve food and beverages must be coordinated with the food service provider of the Orange County Convention Center. All food and beverages must be purchased through the Orange County Convention Center. ASN prohibits the distribution of alcoholic beverages, popcorn machines, freshly baked items, and other heavily fragrant items on the exhibit floor.

Freight Movement

The OCCC does not permit the movement of freight, equipment or meeting room support materials via the guest elevators and escalators. Service elevators are conveniently located throughout the West Building which can be used for the movement of freight, equipment and other meeting room support materials. The use of pedestrian bridges for the movement of freight, equipment, or meeting room support materials is prohibited. Motorized vehicles, personnel carts, bicycles, hover boards, skate boards, forklifts, pallet jacks and other wheeled vehicles with steel and/or hard metallic wheels are not permitted in the concourses, lobbies and registration areas of either building. Lifts or other wheeled vehicles approved for use in carpeted areas shall have non-marking tires or tires that are covered with carpet tape or heavy-duty polyethylene sheeting.

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 2022 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 Wednesday, August 31, 2022.

Insurance and Liability

- Exhibitors must acknowledge that neither the American Society of Nephrology, SPARGO, Inc., GES, the Orange County Convention Center nor the Government of Florida 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 31, 2022, 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.
- Insurance policy must be in force from the move-in date through the move-out date.

Rules and Regulations (continued)

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 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 Orange County Convention Center, the Government of Florida, 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 Orange County 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 Orange County 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.

Multi-Level Exhibits and Covered Booths Over 300 Square Feet

To construct a level or tier atop an exhibit or portion of an exhibit, with the intention of being occupied by one (1) or more

persons. Multi-Level Booths, regardless of square footage, and Covered Booths exceeding 300 sq. ft require additional approval and fire watch preparations prior to their acceptance on the exhibit hall floor by the OCCC.

Requests for construction of multi-level (regardless the size) or covered exhibits (larger than 300 sq. ft) must be reviewed by OCCC Event Management and the OCFR Department. To ensure success of an exhibit, please read and comply with the following guidelines for compliance with the requirements of the Life Safety Code (NFPA 101), as adopted by Florida Administrative Law, State Fire Marshal's Rules and Regulations, Chapter 4A-3, and the Standard Fire Prevention Code as adopted by Orange County, Florida: Plans should be submitted to Ronny Coombs at rcoombs@asn-online.org before exhibit construction begins and must adhere to the following:

- They must be scaled, signed, and dated by a registered architect or engineer.
- They must include the show name and dates.
- They must include exhibitor's name and assigned booth number.
- They must include directional information (i.e. indicate neighboring aisles and/or booth numbers.)
- They must indicate maximum exhibit height within the booth.
- They must include the rise and tread of the stairs.
- They must include the guardrail measurements.

The upper deck of multi-level exhibits, if larger than 300 sq. ft, shall meet the following requirements:

- The upper level may not have a "cover" of any kind (e.g., roof ceiling, tenting, lattice, fabric and plastic).
- Exhibits with an enclosed room or occupied second story must post notice at the bottom of the stairway, indicating maximum permitted occupancy (or total permitted weight load of the second level).
- If the second level is to be occupied and greater than three hundred (300)

sq. ft, two (2) stairways are required, remote from each other. If second level is to be occupied and less than three hundred (300) sq. ft, one (1) set of stairs is permitted. All stairs must be a minimum of three feet (3') in width, equipped with a handrail on at least one (1) side and constitute a "straight run" or be "squared off." Spiral stairs or winders are not permitted. Rise of steps shall be no higher than 7" and tread shall be no less than 11".

- Individual areas of upper decks or covered areas must be limited to dimensions that do not exceed one thousand (1,000) sq. ft.
- If the upper deck, or covered area, is greater than one thousand (1,000) sq. ft, a clear fire break (unobstructed aisle), of not less than ten feet (10') must be provided on all four (4) sides of each one thousand (1,000) foot area. To avoid transfer of fire to another area, the firebreak (unobstructed aisle) shall not contain displays, furniture, or other materials.
- The ten foot (10') clear space may be spanned by an overhead bridge or canopy which must not exceed four feet (4') in width. The bridge or canopy must be constructed of noncombustible materials.
- Exhibitor must install a single station and battery-operated smoke detector on the interior of each covered exhibit or structure regardless the square footage. The detector must sound an audible alarm and be installed per manufacturer's instructions.
- Exhibitor must provide a portable, dry chemical fire extinguisher for each level or each covered exhibit or structure. At least one (1) 2A, 10-BC portable fire extinguisher must be provided for each three hundred (300) sq. ft. Fire extinguishers must be mounted in a visible location, near exit doors, and be accessible at all times.
- Fire watch is required for all multi-level exhibits and any covered exhibit over 300 square feet.
- Extinguishing system is required.

Rules and Regulations (continued)

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 Inc. (BMI) at www.bmi.com or the American Society of Composers, Authors, and Publishers (ASCAP) at www.ascap.com.

Porter Service

In an effort to maintain a clean and organized exhibit hall, exhibitors who distribute giveaways or order catering 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.

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 Orange County 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. Exhibitors may also purchase individual security for their own booth and materials. An order form will be available in the [exhibitor service manual](#).

Please note that while the exhibit hall is closed to the attendees of Kidney Week 2022 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.

Shipping

GES must receive and process all shipments to Kidney Week 2022. Information on shipping methods and rates are included in the [exhibitor service manual](#).

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 (14' in areas with lower ceiling height) 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. ASN reserves the right to determine the appropriate amount of materials stored within any booth and require any excess materials be relocated and stored elsewhere at the exhibitors expense. 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.



A World Without Kidney Diseases

Priority Point System

Exhibit Booth Priority Point Allocation for ASN Kidney Week 2022

1 point	Awarded for each 100 square feet of exhibit space
25 Points	Awarded to Diamond Supporters
20 Points	Awarded to Platinum Supporters
15 Points	Awarded to Gold Supporters
10 Points	Awarded to Silver Supporters
5 Points	Awarded to Bronze Supporters



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. 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 Kidney Weeks will be used in determining exhibit hall placement for upcoming Kidney Weeks. For example: Priority Points accumulated during Kidney Week 2019, 2020 and 2021 will determine the exhibit hall placement for 2022.

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.

Loss of Priority Points may occur if an exhibitor fails to comply with ASN's posted exhibitor or corporate supporter rules and regulations.

For more information regarding the Priority Point system, please contact ASN Senior Coordinator for Meeting 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.



2022 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

Support & Sponsorship Opportunities

Kidney Week is the ideal time to reach practicing physicians, allied health professionals, scientists, and administrators in the field of nephrology. These medical professionals, as well as medical offices, dialysis units, and research laboratories (molecular, cellular, physiologic, and pathologic) need your products and services.

Don't miss this opportunity to reach the top nephrology professionals globally. Kidney Week is the largest annual gathering of the kidney community in the world.

Why partner with ASN?

Access

As the leading professional society in nephrology, ASN offers you direct access to those who buy your products and services for use in their own office, medical facility, or laboratory. ASN members recommend or prescribe products for their patients, including the following:

- Pharmaceuticals
- Food supplements
- Laboratory equipment
- Electrophoresis supplies
- Cell culture materials
- Dialyzers and dialysate
- General chemicals, growth factors, hormones, enzymes, cytokines, antibodies
- Computers and software
- Journals and books
- Market research and consulting services

Visibility

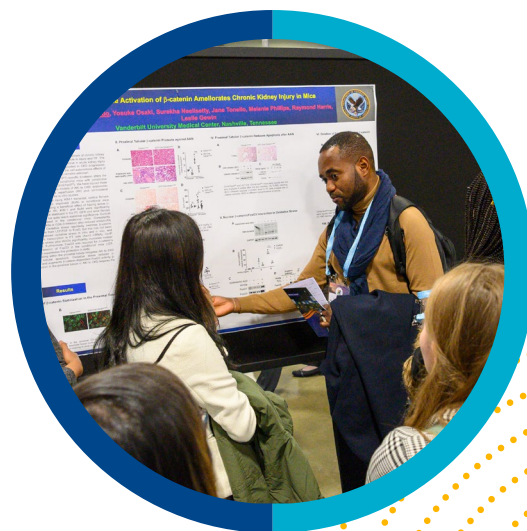
By supporting ASN, your company or product will gain a high level of visibility unavailable through other channels.

Networking

ASN Kidney Week offers an unparalleled opportunity to interact and network with leaders in nephrology. These leaders include nephrology fellowship training program directors, clinicians, and researchers as well as nephrologists-in-training (such as medical residents and fellows). In the United States and the rest of the world, the attendees at Kidney Week make product decisions on a daily basis.

More Information

The ASN Corporate Support Catalog of promotional and educational support opportunities will be distributed in May 2022. All 2021 exhibitors are included on the distribution list. To be added to this list or if you have any questions, please contact Kara Page, ASN Vice President of Business Development, at kpage@asn-online.org.



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

Advertising Opportunities:



Journal of the American Society of Nephrology (JASN)

JASN continues to maintain one of the highest impact factors 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



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 18,000 print recipients monthly. This must read news magazine examines trends in medicine, industry, and policy affecting all practitioners in nephrology and provides important information supporting the work of

kidney specialists. www.kidneynews.org



Kidney 360

Kidney360 is a general interest kidney journal, and represents ASN's entry into the Online Only, Open Access publishing realm with content from all disciplines of kidney science. Kidney360 will consider a broad array of original investigations, meta-analyses, and reviews in domains including basic,

translational, clinical, epidemiologic, health policy, population science, and global health research.

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 submitting a written request to ASN. Further instructions will be available by email request to meetings@asn-online.org in June 2022.

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. 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

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Advertising - Kidney Week

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Support/Sponsorship Opportunities

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Nov. 3-6 | Orlando, FL

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