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About ASN

ASN leads the fight against kidney disease by educating health professionals, sharing new knowledge, advancing research, and advocating the highest quality care for patients.

ASN Members
• 15,300+ members from more than 110 countries.
• 64% live in the United States.
• 80% have earned an MD, DO, or equivalent; 15% have earned a PhD; and 10% have earned both.
• 80% hold an academic appointment; a majority of this group (60%) hold full-time faculty appointments.
• More than 32% care for patients.
• 62% engage in clinical research.
• Nearly 100% of the nephrology fellows in the United States are members.

Accreditation Statement
The American Society of Nephrology is accredited by the Accreditation Council for Continuing Medical Education (_ACCME) to provide continuing medical education for physicians.
ASN abides by all requirements of the ACCME Standards for Commercial Support of Continuing Medical Education.

Ethical Codes of Conduct
ASN supports the ethical codes of conduct on interactions with healthcare professionals including, but not limited to, Advanced Medical Technology Association (AvaMed) Code of Ethics on Interaction with Health Care Professionals; the American Medical Association (AMA) Gifts to Physicians or Patients Code; 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 2016 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 applies 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 AvaMed Codes and those that have not. Giveaway requests must be submitted in writing for ASN approval to rwilson@asn-online.org by September 15, 2016.

Rules and Regulations
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, 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 without ASN's written approval. In addition, companies may not coordinate promotional or educational items or events directly with the city, county, state, hotels, ASN vendors, or other contractors without ASN's written approval. Noncompliance with these regulations will result in the loss of Kidney Week 2016 priority points by the exhibiting company.

Partnering with ASN
Access the nephrology community:
• Support ASN education, leading educational opportunities provided at meetings and via enduring material (in print and web based).
• Advertise in the premier publications in the field.
• Exhibit at the annual meeting—ASN Kidney Week, the largest, most exciting, and influential gathering of kidney professionals in the world.
• Support promotional opportunities throughout the year.

Contacting ASN
Support/Promotional Opportunities
Kara Page
Director of Development
American Society of Nephrology
Phone: 202-640-4647
Fax: 202-330-5636
Email: kpage@asn-online.org

Exhibit Sales
Darnella Bradley
ASN Sales Account Manager
SPARGO, Inc.
Phone: 703-995-3883
Email: darnella.bradley@spargoinc.com

Exhibit Logistics
Rasheena Wilson
Meetings and Exhibits Coordinator
American Society of Nephrology
Phone: 202-400-2481
Fax: 202-478-2157
Email: rwilson@asn-online.org

Ancillary Events and Meetings
ASN Meetings
Phone: 202-640-4660
Fax: 202-478-2157
Email: meetings@asn-online.org

Advertising in ASN Publications
Kim Boyd
National Sales Manager
The Walchli Tauber Group, Inc.
Phone: 443-512-8899 ext. 104
Email: kim.boyd@wt-group.com
# ASN Corporate Support Program

Support ASN activities throughout the calendar year and gain recognition through the Society’s corporate support program.

## 2016 Recognition Chart

<table>
<thead>
<tr>
<th>Categories of Support</th>
<th>Diamond Level</th>
<th>Platinum Level</th>
<th>Gold Level</th>
<th>Silver Level</th>
<th>Bronze Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary pre-meeting registrant list</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verbal acknowledgement and plaque presentation during a plenary session</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgement included in plenary session opening slides</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgement included in opening slides of general session rooms</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Recognition on registration area signage</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in the 2017 Preliminary Program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in the Onsite Program and ASN Kidney News</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Advanced selection of priority hotel room blocks and exhibit booth placement in 2017</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary 24-hour hold on ancillary meeting space in 2017</td>
<td>2 rooms</td>
<td>1 room</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Full Registration(s)</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Priority Points awarded for future exhibit booth space assignments</td>
<td>25</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td>5</td>
</tr>
</tbody>
</table>

## 2016 Levels of Support

<table>
<thead>
<tr>
<th>Level of Support</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>$400,000+</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Platinum</td>
<td>$300,000 – $399,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gold</td>
<td>$200,000 – $299,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Silver</td>
<td>$100,000 – $199,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bronze</td>
<td>$50,000 – $99,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**2015 Corporate Supporters**

The ASN Corporate Support Program recognizes supporters year round for their generous contributions to the Society. Through this program, supporters help ASN lead the fight against kidney disease. ASN gratefully acknowledges the following companies for their contributions in 2015.

### Diamond Level
- Amgen
- Fresenius Medical Care
- Hospira
- Mallinckrodt Pharmaceuticals
- Relynda

### Platinum Level
- Keryx Biopharmaceuticals, Inc.
- OPKO Renal
- Sanofi Renal

### Gold Level
- Alexion Pharmaceuticals, Inc.
- AstraZeneca
- Genentech, A Member of the Roche Group
- Merck
- ZS Pharma

### Silver Level
- Baxter Healthcare Corporation
- Raptor Pharmaceuticals

### Bronze Level
- Akebia Therapeutics, Inc.
- Rockwell Medical Inc.
- Shire

*As of September 10, 2015*
ASN Kidney Week 2016

49th Annual Meeting and Scientific Exposition
November 15–20 (Exhibit Dates November 17–19)
McCormick Place, Chicago, IL

ASN Kidney Week remains the world’s largest meeting devoted to the latest advances in kidney care, research, and education.

Join 13,000 participants at the world’s preeminent kidney event—ASN Kidney Week 2016.

Statistics from the 2015 annual meeting (as of October 1):

- Approximately 13,000 participants from over 100 countries
- 175+ exhibiting companies
- 170 educational sessions
- 17 educational symposia
- 13 early programs
- 10 exhibitor spotlights

Right of First Refusal (based on support from Kidney Week 2015)

The right of first refusal on the following items expires Friday, January 29, 2016. All other items are available on a first-come, first-served basis.

Abstracts2View CD, Attendee Lounge Support, Cyber Package, Exhibit Hall Aisle Banners, Exhibit Hall Refreshment Breaks, Guide to Educational Symposia, Hotel Key Cards, Kidney Week Podcasts, Mobile App, Online Abstracts2View with Program Builder, Onsite Program, Plenary Session Support, Preliminary Program, President’s Dinner, Shuttle Buses, and Welcome Reception

Promotional Opportunities
(Company Specific)

Please note: opportunities are subject to change and offered on a limited basis

Convention Center Banners
Drive traffic to your exhibit booth with a four-color banner, prominently displayed in McCormick Place. Banners may not be product specific.

$25,000 per banner or $45,000 for two (premium double-sided banners – 4 available outside exhibit hall)

$15,000 per banner or $25,000 for two (convention center banners)

Sky Bridge Banners
Line the sky bridge from the West to South Wings of the Convention Center with seven double-sided banners to drive traffic to your booth or provide a targeted message to participants. Banners may not be product specific.

$30,000 for seven banners

Column Wraps
Wrap convention center columns with a targeted message to participants. Columns are located in main transit areas inside the convention center and may not be product specific.

$10,000 for two (Round)
$15,000 each or $20,000 for two (Four-sided Rectangular)

Escalator Runners
Line the space between escalators with a message of your choice. The runners may not be product specific.

$20,000 for sole support of two escalator runners (two total available)

Kidney Week Podcasts
Support three innovative podcasts during Kidney Week. Downloaded repeatedly during the meeting, these podcasts present engaging discussions of a wide range of topics of interest to kidney professionals.

Benefits:
- Verbal acknowledgement prior to and after each podcast.
- Acknowledgement on the ASN Podcast website.

$20,000 for sole support of all three Kidney Week podcasts

Light Boxes
Encourage participants to visit your exhibit booth as they travel throughout the convention center. Light boxes may not be product specific.

$20,000 for two double-sided light boxes
Mobile App
Access Kidney Week in the palm of your hand. The app provides participants on-the-go access to meeting information, including sessions, speakers, abstracts, and exhibitors.
Benefits:
- Company logo on the opening splash page
- Company banner on the menu (landing) page
- Full page ad accessible from clicking the company banner
- Convention Center signage provided by ASN
- Company logo included in the exhibitor listing*
- Ability to provide handouts on your company’s exhibitor page*
- Exhibitor directory row highlighted*
*Additional exhibitors may also purchase these opportunities to enhance the user experience
$65,000 for support of all items and sole support of the first four items

Speaker Ready Room
Reach the nearly 800 nephrology leaders who serve as Kidney Week faculty where they check in, upload presentations, and congregate during the meeting. Entrance signage is included.
$7,500 for sole support of the Speaker Ready Room

Twitter Walls
Located in both the exhibit hall and the convention center, two digital walls will display participant tweets throughout Kidney Week #KidneyWk #ASN50
Benefits:
- Digital banner acknowledgement on both walls.
- Acknowledgement on Kidney Week signage and materials.
$15,000 for sole support

Water Stations
Provide participants a convenient way to stay refreshed during the conference. Water stations are placed throughout the convention center and can be customized with wraps that display your company’s logo and booth number. Customized wraps and mats are the responsibility of the supporter.
$30,000 for sole support (rights only)

Window Clings
Display your message on the windows of the convention center. These single-sided window clings are guaranteed to be noticed in the busy halls of the convention center. Clings may not be product specific.
$15,000 per location (five locations possible)

Cyber Center
Increase your company’s visibility at the hub of the meeting’s activity—where participants check email, review abstracts, complete meeting evaluations, and plan their daily activities at Kidney Week.
Support fee includes:
- Supporter’s website as the Cyber Center homepage (may be product specific).
- Company logo printed on Cyber Center kiosks.
- Company logo on Cyber Center signage.
- Company logo and booth number as wallpaper on each computer desktop.
$35,000 for sole support

Power Stations
Help participants charge their cell phones, computers, and other electronic gadgets at a series of power stations throughout the convention center and the exhibit hall. This opportunity allows supporters to gain recognition throughout the convention center.
Benefits:
- Company logo printed on all Power Station kiosks.
$20,000 for sole support

Wi-Fi Service
Assist in providing Kidney Week participants internet access throughout the conference. Complimentary Wi-Fi service is available in McCormick Place including the educational session rooms, hallways, and the exhibit hall. With 13,000 participants at Kidney Week, your company website will be accessed again and again each time attendees connect to the Wi-Fi service on their laptops.
Benefits:
- Company website as the Wi-Fi homepage.
$35,000 for sole support

ASN’s Cyber Package
Connect continually with participants every time they check email, surf the web, and charge their electronic gadgets. Priced separately, support of ASN’s Cyber Center, Wi-Fi Service, and Power Stations total $90,000. Support all three, and be participants’ go to electronic source at Kidney Week.
Support of the ASN Cyber Package allows the supporter to construct a separate cyber area in their exhibit booth to attract participants.
$70,000 for sole support of the Cyber Center, Wi-Fi Service, and Power Stations

General Support
Become a supporter of Kidney Week by providing an unrestricted grant to ASN. ASN accepts unrestricted grants in the form of general support at any monetary level. Please contact ASN Director of Development Kara Page at 202-640-4647 or kpage@asn-online.org for more information.
Promotional Opportunities
(Product Specific)

Attendee Lounge Support
Display customized signage and printed materials in the attendee lounges spread throughout the exhibit hall. Signage may be product specific, and must read: Attendee lounge support provided by: company or product logo. Printed materials are up to the discretion of the supporter.
$15,000 for sole support of three lounges

Convention Center MiniMap
Display your company and/or product logo and booth number on this pocket-size fold-out map of McCormick Place including the exhibit hall. Opened often to help participants maneuver through the busy convention center, a map is included in each meeting bag. Your company and/or product logo and booth number (up to four-color) is printed on both sides of the map cover.
$35,000 for sole support

Exhibit Hall Aisle Banners
Add your company and/or product logo, exhibit booth number, or message to the bottom of each numbered aisle banner in the exhibit hall. With 13-15 aisles, participants will be constantly reminded of your location on the exhibit floor. These double-sided banners hang below the numbered aisle banners throughout the exhibit hall.
$30,000 for sole support of all banners

Exhibit Hall Refreshment Breaks
Gain additional exposure in the exhibit hall by supporting a refreshment break. Cups, napkins, or cup holders with your company or product logo can be provided (at corporate supporter’s expense). Exhibit Hall signage is included in the support fee. Signage may be product specific.
Schedule: Thursday, November 17, Friday, November 18, and Saturday, November 19
$20,000 for sole support of all three days

Exterior Convention Center Banners
Welcome participants to Kidney Week with a banner hung outside the convention center. Exterior banners are adjacent to the shuttle bus drop off area and may be product specific.
$30,000 large banner (one available)
$20,000 banners (two available)

Video Booth
Housed within one of ASN’s past, present, and future booths on the exhibit floor, the ASN Video Booth will record participants’ perceptions about the field of nephrology.
• Acknowledgement on Kidney Week signage and materials.
$15,000 for sole support

TheHeadShotLounge™
Engage with participants as they line up at the TheHeadShotLounge™ to receive a professional headshot immediately printed and emailed to them at the meeting. The lounge area is equipped with a professional photographer and makeup artist to ensure a memorable experience for each participant.
Benefits:
• Company and/or product logo acknowledgement on signage.
• Company and/or product logo printed on each picture.
• Ability to participate in the operation of the lounge.
• Company and/or product logo acknowledgement on email communications to each participant.
• Outfitting lounge staff in company and/or product logo attire (paid and provided by the supporter).
$55,000 for sole support

Hotel Key Cards
Customize hotel key cards with your company’s logo in full color. Participants cannot miss your company’s support of Kidney Week with this opportunity. Cards are distributed at two ASN hotels. Production and distribution costs are included in the support fee. Hotel key cards may be product specific.
$35,000 for sole support

Hotel Room Drops
Send a targeted message to Kidney Week participants before they head to McCormick Place each day. This exclusive sole-supported room drop allows one company per day to provide participants staying at three ASN Hotels a promotional piece of its choice. The room drop may be product specific and will be delivered outside each participant’s hotel room. Production and shipping costs are the responsibility of the supporter.
Available Dates: Tuesday, November 15, Wednesday, November 16, Thursday, November 17, Friday, November 18, and Saturday, November 19
$20,000 for sole support – Tuesday (approximately 1,175 rooms)
$30,000 per day for sole support – Wednesday, Thursday, Friday, or Saturday (approximately 2,600 rooms)

Shuttle Buses
Support the transport of thousands of Kidney Week participants, who rely on ASN Shuttle Buses, between their hotels and the convention center each day. This unique opportunity provides exposure beyond the confines of the convention center.
Benefits:
• Company logo on bus schedules and signage located at the hotels and convention center.
• A sign, which includes the company logo, in the bus window indicating the route.
• Additional promotional opportunities, such as vinyl ribbons and full bus wraps, are available at cost to the corporate supporter. Vinyl ribbons and bus wraps may be product specific.
$50,000 for sole support (rights only)
Advertising Opportunities

Kidney Week Onsite Program
Help supply 13,000 participants with everything they need to know about Kidney Week by supporting the Kidney Week Onsite Program. In addition to a comprehensive list of sessions, the program includes general meeting information, an exhibitor listing, and a day-at-a-glance schedule.
Benefits:
• Inside front and back covers for placement of a four-color advertisement.
$60,000 for sole support

Guide to Educational Symposia
This complement to the Onsite Program includes a detailed schedule of the meeting’s educational symposia and is included in every participant meeting bag.
• Back cover for placement of a four-color advertisement.
$25,000 for sole support

Preliminary Program
Contribute to the first and primary source of information regarding the program for Kidney Week 2016. ASN distributes the Preliminary Program in June 2016 to more than 15,000 ASN members and potential Kidney Week attendees.
Benefits:
• Back cover for placement of a four-color advertisement.
$25,000 for sole support

Receptions and Special Events

Welcome Reception
To commemorate ASN’s 50th anniversary, the society will host a one-hour welcome reception for all Kidney Week participants in the exhibit hall the evening of Thursday, November 17 from 6:30 p.m. – 7:30 p.m. This celebratory event will provide participants an additional unopposed hour to engage with exhibitors as they explore the exhibit hall.
Benefits:
• Acknowledgement on invitation materials.
• Acknowledgement on event signage and welcome banner (can be product specific).
• Acknowledgement in Kidney Week materials.
• The ability to brand cocktail napkins with company or product logo (at supporter’s expense).
$50,000 for sole support

Trainees’ Reception
Welcome the fellows-in-training, residents, graduate students, and medical students who participate in Kidney Week to Chicago. Trainees will meet, network, and celebrate with colleagues, ASN leadership, and training program directors. Approximately 600 participants will be in attendance.
Benefits:
• Acknowledgement on the invitation and event signage.
• Five complimentary invitations to the event.
$15,000 for sole support

President’s VIP Dinner
Join ASN President Raymond C. Harris, MD, FASN in celebrating the success of Kidney Week 2016. This invitation-only event recognizes the Society’s members who make the meeting happen. Attendance at the President’s Dinner ranges from 100 – 120 participants and includes the Society’s current leadership, past presidents, committee chairs, and award recipients.
President’s Dinner Date: Friday, November 18
Benefits:
• Acknowledgement on invitation and event signage.
• Verbal recognition at the President’s Dinner.
• Five complimentary invitations.
$25,000 for sole support
Educational Products

Abstracts2View™ CD
Increase traffic at your company’s exhibit booth by supporting the ever-popular Abstracts2View™ CD. Each compact disk (CD) details the program and includes a full copy of each abstract, allowing each participant to access this information well after the meeting. The supporter is provided with 8,000 CDs to distribute from its exhibit booth, while participants are provided with vouchers in their meeting bags to exchange for the CD.

Benefits:
• Company logo listed on the cover and title page of the CD.
• Recognition in the Onsite Program.

$80,000 for sole support

Online Abstracts2View™ with Program Builder
Provide Kidney Week participants with the first opportunity to view the accepted abstracts online with Abstracts2View™. Additionally, the program builder provides each attendee with the option to build customized schedules and download them to PDAs. Abstracts2View™ remains active for two years.

Benefits:
• Company logo listed on title page of Abstracts2View™.

$20,000 for sole support

Kidney Week On-Demand™
Drive traffic to your exhibit booth while providing participants access to nearly every session at Kidney Week. This opportunity allows ASN to broadcast Kidney Week educational sessions (over 200 hours of content) online after the meeting. Available for free online via access code only, participants are provided with vouchers in their meeting bags to exchange for individualized access codes available at one of five booths on the exhibit floor.

$35,000 per company
Scientific Programs

Learning Pathway Support
Receive week-long recognition at every session included in a learning pathway, while helping participants determine their session schedules for Kidney Week. ASN divides sessions among learning pathways or "tracks" that guide participants through the selection of more than 150 sessions offered throughout the week. Gain continual recognition in a targeted area of nephrology by supporting a Kidney Week pathway.

Past Pathways Include: Acute Kidney Injury, Bone and Mineral Metabolism, Cell and Transport Physiology, Chronic Kidney Disease, Development and Pediatrics, Diabetes and Metabolism, Dialysis, Genetic Diseases of the Kidney, Glomerular Diseases, Hypertension and Cardiovascular Disease, Novel Translational Approaches, Pathology, and Transplantation and Immunology.

Benefits:
• Company name listed in the Onsite Program under each session if support is secured prior to production.
• Company name included on all session signage and introductory slides in the pathway.

$5,000 per session in the pathway for sole support
$7,500 per session (individual session support also available)

State-of-the-Art Lectures – Plenary Sessions
Become part of the cutting-edge science that begins each day of the Annual Meeting. These four plenary sessions—which also feature State-of-the-Art Lectures—draw huge audiences—nearly 3,000 to 5,000 participants—daily. Your company can reach the majority of Kidney Week participants at the start of their day by supporting these State-of-the-Art Lectures.

Benefits:
• Company name listed in the Onsite Program, if support is secured prior to production.
• Company name included on session signage and introductory slides.
• Verbal acknowledgement during each session.

$30,000 for sole support of all four lectures

Early Programs
Help update nephrologists on the latest developments in research and treatment. Approximately 2,000 participants will arrive early in Chicago for these intensive one- and two-day reviews of specific topics within the field of nephrology.

Schedule: Tuesday, November 15 and Wednesday, November 16

Benefits:
• Company name included on session signage, syllabus materials, and introductory slides.

$15,000 per program for sole support
Educational Symposia

Help educate participants about a specific area in the field of nephrology. These one-hour programs, available for educational grant support, are held over breakfast or lunch. The Society develops program content, recruits faculty, develops syllabus materials, selects menus, arranges audiovisual requirements, and administers continuing medical education to participants.

ASN Services Included in Support Fee:

Program Development: ASN is an accredited CME provider. The Society’s Postgraduate Education and Program Committees develop the programs for Kidney Week, including the educational symposia.

CME Administration: ASN is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. ASN provides CME credit on an hour-by-hour basis. ASN Educational Symposia also provide CNE credit for nurses and CPE credit for pharmacists. Corporate supporters are required to sign a CME letter of agreement prior to the start of the program. Educational symposia are evaluated and results are shared with the corporate supporter after the conclusion of the program.

Speaker Management: ASN identifies and recruits all speakers and moderators for each educational symposium.

Meeting Space: Educational symposia are hosted in both the convention center and the Hyatt Regency which is connected to McCormick Place.

Catering: ASN selects and coordinates all menus. All meals are paid for by ASN and not the supporting company. A continental breakfast is served during all morning symposia, while box lunches are served during afternoon symposia.

Audiovisual Equipment: Each session room is set with an LCD projector and screen, computer, laser pointer, table and lavalier microphones, and a lighting package. All labor for set up, testing and removal of equipment is included in the fee along with the services of a technician.

Printed Materials: All educational symposia are listed in Guide to Educational Symposia and posted on the ASN website.

Signage: All session signage are of uniform design and are produced by ASN. Signs include the program title, date, time, location, and supporting company’s name. Signs are displayed in a designated area of the convention center, the hotel, and outside the session room door.

Available Dates and Times

Thursday, November 17, Friday, November 18, and Saturday, November 19

Morning Symposia: 6:45 a.m. - 7:45 a.m. (doors open and breakfast service begins at 6:30 a.m.)

Afternoon Symposia: 12:45 p.m. to 1:45 p.m. (doors open and lunch service begins at 12:30 p.m.)

All symposia are 60 minutes in length.

Registration: Educational symposia are available to fully paid Kidney Week registrants only, and all participants must display an official Kidney Week 2016 badge to enter them. Advance registration is not allowed for any session and seats are filled on a first-come, first-served basis. Corporate supporters receive complimentary admission for up to fifteen representatives to their supported symposium.

Onsite Management: ASN staff manages all meeting, program, and speaker logistics onsite.

Benefits

• Company name listed in Guide to Educational Symposia, if support is secured prior to production.
• Company name displayed with program on ASN’s website.
• Company name on session signage and syllabus materials.

Corporate Support Fees

$120,000 for sole support of a morning symposium (300 participants anticipated)

$152,500 for sole support of an afternoon symposium (500 participants anticipated)

(NOTE: The anticipated attendance for each educational symposium is a minimum. The number of planned participants can be increased by multiples of 100 for an additional fee.)

Contract and Payment

Unless otherwise noted in the ASN Letter of Agreement (LOA), payment is non-refundable and due in full once both parties have signed the LOA.
Additional Opportunities

Invitations
ASN allows mailed announcements prior to the event, at cost to the supporter. ASN assumes responsibility for distribution of invitations. This opportunity is available for grants confirmed by July 31, 2016.

Invitations: Mailed to up to 8,000 domestic registrants and ASN members

$15,000 (includes design, printing, mail handling, and postage)

Web Posting
Extend the reach of your supported educational symposium. ASN posts symposia to the ASN Learning Center online for 12 months following Kidney Week. This option allows participants to view the program after the conclusion of meeting. Please note: the web posting is not a continuing medical education (CME) activity.

The web posting includes:
- Synchronization of audio with presentation slides
- Hosting on the ASN website for 1 year

$7,500 for a 12-month posting

Level 5 Outcomes Measurement
ASN is committed to measuring the value and affect of continuing medical education (CME) activities to improve the quality of care for patients. ASN utilizes a vendor to measure the effect on nephrologists’ performance and decision-making patterns related to kidney disease. Following the completion of the symposium, participants are provided with patient case vignette(s) and surveyed based on the learning objectives and educational content.

Effectiveness is determined by comparing participant responses with a demographically similar control group to assess changes associated with participation in the activity. Appropriate statistical methods are used to compare participants and control non-participants to identify any significant differences. A report is provided summarizing the results of these analyses approximately 90 days after the conclusion of the symposium.

This opportunity is available for grants confirmed by July 31, 2016.

$20,000 support fee
ASN Exhibitor Spotlight

Gain direct access to your targeted audience by participating in the ASN Exhibitor Spotlight. Open to all fully registered Kidney Week participants, this unique opportunity provides exhibitors a forum for presenting information in a special theater on the exhibit floor during exhibit hall hours. To ensure an interactive learning environment, the ASN Exhibitor Spotlight is limited to twelve presentations total with a maximum of 75 participants each.

Rules and Regulations
All presentations are limited to 60 minutes in length. Each presentation is allotted a half hour for setup and a half hour for teardown. Only Kidney Week Exhibitors may present in the exhibitor spotlight and time-slots are filled on a first come, first served basis. Kidney Week 2016 planning committee members, ASN Councilors, and educational symposia faculty cannot participate as speakers in the exhibitor spotlight. The ASN Exhibitor Spotlight is not a continuing medical education (CME) activity. Presentations may be product specific.

ASN Services Included in the Presentation Fee:
Meeting Space: The exhibitor spotlight will be housed inside the exhibit hall in McCormick Place and open during exhibit hours only. ASN will provide seating for up to 75 participants. ASN is unable to add additional seating onsite if the capacity reaches more than 75 participants.
Catering: A continental breakfast will be served during the morning time slot. A boxed lunch will be served during the afternoon time slot. Catering is set up outside the Exhibitor Spotlight Theater.
Audiovisual Equipment: ASN will provide a complete audiovisual package, which includes: an LCD projector and screen, one presenter microphone, a sound system, and a dedicated audiovisual technician. The presenter is responsible for providing his/her own laptop. An audiovisual technician will be available a half hour prior to each presentation to assist with equipment. Additional a/v services (such as videotaping) may be coordinated only through ASN’s designated audiovisual provider and are subject to an additional fee.
Signage: Presentation signage will be placed outside the theater. All signage is uniform in design and will be produced by ASN to include the presentation title, date, time, and exhibitor logo. The exhibitor may advertise the title, date, time, and presenter of the presentation in their exhibit booth.
Registration: The ASN Exhibitor Spotlight is available to Kidney Week registrants only. All participants must display an official Kidney Week 2016 badge to enter the theater. Advance registration is not allowed for any presentation and seats are filled on a first come, first served basis. To ensure an interactive learning environment, the Exhibitor Spotlight is limited to a maximum of 75 participants.
Pre-show Mailing List: ASN will provide one pre-show mailing list on request for the distribution of one mailer to Kidney Week registrants prior to the annual meeting. All mailers must be approved by ASN.
Participant Data Collection: ASN staff does not collect participant information at the door. Companies may rent lead retrieval scanners or use sign in sheets to collect participant information. Lead retrieval rentals are available in the exhibitor service manual starting in August 2016.

Onsite Management: ASN staff will manage all meeting logistics related to the exhibitor spotlight theater including food and beverage, signage, and A/V. The exhibitor is responsible for the distribution of any materials and the collection of participant data.

Benefits
- Presentation title, date, time, and exhibitor name listed in Onsite Program and the Kidney Week edition of Kidney News, if confirmed prior to production.
- Presentation title, date, time, and company logo displayed on signage throughout the exhibit hall.
- Presentation schedule listed on the ASN website.

Presentation Fee
$35,000 per 60-minute presentation

Contacting ASN
Kara Page
Director of Development
American Society of Nephrology
Phone: 202-640-4647
Fax: 202-330-5636
Email: kpage@asn-online.org
Private Exhibitor Spotlights

Engage participants with a presentation of your choice over a reception or dinner. Limited to 75 participants, this invitation only event provides companies an opportunity to engage invited guests off site after Kidney Week Program hours.

**Dates and Times**
Wednesday, November 16, Thursday, November 17, Friday, November 18, and Saturday, November 19

<table>
<thead>
<tr>
<th>Setup Time</th>
<th>Presentation Time</th>
<th>Teardown Time</th>
</tr>
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<tbody>
<tr>
<td>5:00 p.m. – 7:00 p.m.</td>
<td>7:00 p.m. – 10:00 p.m.</td>
<td>10:00 p.m. – 11:00 p.m.</td>
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**Rules and Regulations**
ASN will allow two private, invitation only exhibitor spotlights per night. Time-slots are filled on a first come, first served basis.

Kidney Week 2016 planning committee members, ASN Councilors, and educational symposia faculty cannot participate as speakers in the exhibitor spotlight.

The ASN Exhibitor Spotlight is not a continuing medical education (CME) activity. Presentations may be product specific. Supporters may not provide CME to participants.

Supporters cannot publicly advertise private exhibitor spotlights to Kidney Week participants and ASN will not publicize the activity. The ASN mailing list cannot be used to generate attendance. RSVPs cannot be collected from more than 75 attendees.

**Logistics**

**Meeting Space:** All private exhibitor spotlights will be held in the Palmer House Hilton located at 17 East Monroe St, Chicago, IL. The meeting space rental is included in the support fee.

**Catering:** Supporters will work directly with the hotel on all catering needs. The hotel will bill the supporter directly for all catering related expenses. Since the spotlight is limited to 75 participants, the food and beverage order cannot exceed 75 guests.

**Audiovisual Equipment:** Supporters will work directly with ASN’s dedicated A/V provider, Freeman A/V, on all audiovisual needs. Freeman A/V will bill the supporter directly for all audiovisual related expenses.

**Signage:** Supporters may produce signage for immediately outside the door of the event. Supporters may not place signage in other areas of the hotel, convention center, or their exhibit booth.

**Registration:** Participation is limited to 75 participants and supporters must register participants prior to Kidney Week. Supporters may not publicize the event to potential attendees at Kidney Week. Please note that no more than 75 guests will be able to access the room onsite. Due to Kidney Week programming, guests may not arrive prior to 6:45 p.m.

**Participant Data Collection:** ASN staff does not collect participant information at the door. Supporters may rent lead retrieval scanners or use sign in sheets to collect participant information. Lead retrieval rentals are available in the exhibitor service manual starting in August 2016.

**Onsite Management:** The supporter is responsible for all onsite management.

**Presentation Fee**
$40,000

**Contacting ASN**

Kara Page  
Director of Development  
American Society of Nephrology  
Phone: 202-640-4647  
Fax: 202-330-5636  
Email: kpage@asn-online.org
Additional Opportunities – Kidney Week

Exhibiting
49th Annual Meeting and Scientific Exposition
November 15–20 (Exhibit Dates November 17–19)
McCormick Place, Chicago, IL

Exhibitors at Kidney Week present advances in treatment, research, and cutting-edge technology to more than 13,000 physicians, scientists, and other healthcare professionals from the United States and more than 100 other countries.

ASN exhibitors meet with influential decision makers to:
- Generate new sales leads
- Interact with nephrology professionals worldwide
- Build visibility in a competitive marketplace
- Strengthen customer relationships and add new customers
- Introduce new products and services
- Give product demonstrations
- Conduct market research

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 2016 will earn priority points. 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 ASN Kidney Weeks will be used in determining exhibit hall placement for upcoming ASN Kidney Weeks. For example, priority points accumulated during ASN Kidney Week 2013, 2014 and 2015 will determine the exhibit hall placement for 2016.

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.

Mergers and Acquisition
ASN will calculate priority points for the company name stated on the exhibitor contract or corporate support letter of agreement. If companies have since merged or been acquired, the resulting company may choose to use the highest 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.

Contacting ASN

Exhibit Sales
Darnella Bradley
ASN Sales Account Manager
SPARGO, Inc.
Phone: 703-995-3883
Email: darnella.bradley@spargoinc.com

Exhibit Logistics
(including priority points)
Rasheena Wilson
Meetings and Exhibits Coordinator
American Society of Nephrology
Phone: 202-400-2481
Fax: 202-478-2157
Email: rwilson@asn-online.org
Ancillary Events and Meetings

ASN Kidney Week will bring together 13,000 participants, November 15–20, 2016, in Chicago, IL. ASN allows groups to host various events in conjunction with the annual meeting:

- Sales/Business Meetings
- Investigator/Consultant Updates
- Advisory Board Meetings
- Roundtables
- Social Functions (Breakfasts, Lunches, Dinners, and Receptions)
- Other Activities (as approved by ASN)

ASN does not allow groups to host educational, Continuing Medical Education (CME), or speaker programs as ancillary events during Kidney Week.

The Society requires all activities held in conjunction with Kidney Week be coordinated through the ASN offices. This ensures ASN is aware of every activity, so the society can better assist participants in planning their agendas or finding a specific activity, while ensuring the primary focus of Kidney Week remains quality continuing education for participants.

ASN requests groups respect the educational focus of the meeting by coordinating all outside activities through the Society. ASN staff will work with you to schedule your activity in a timely manner. Not adhering to these guidelines may result in a loss of exhibitor priority points.

For all activities, the organizer will take full responsibility for the event or meeting and hold harmless the American Society of Nephrology, its officers, agents, contractors, and employees from any and all liability and costs associated with the activity.

The ancillary event guidelines and online application form will be available on the ASN website in June 2016.

Contacting ASN

Phone: 202-640-4660
Fax: 202-478-2157
Email: meetings@asn-online.org
Additional Opportunities 2016

2016 Activities

50th Anniversary Website
Launching in 2016, ASN’s 50th Anniversary Website will commemorate the past, present, and future of the society and nephrology with a timeline of images, quotes, podcasts, videos, and more. Limited to one supporter, this opportunity provides constant recognition to one company throughout the year.

Benefits:
• Premiere company acknowledgement on the website.
• Link to supporter’s website (company website only).
• Acknowledgement on website promotions to the ASN membership.
• Acknowledgement in Kidney Week materials.
$25,000 for sole support

Podcasts
Available bi-monthly and downloaded throughout the year, ASN’s six podcasts span the spectrum of nephrology and include engaging discussions with prominent nephrologists and ASN leaders.

Benefits:
• Verbal acknowledgement prior to and after each podcast.
• Acknowledgement on the ASN Podcast website.
$20,000 for sole support of all six podcasts

Kidney Week Activities

Twitter Walls
Located in both the exhibit hall and the convention center, two digital walls will display participant tweets throughout Kidney Week. #KidneyWk #ASN50

Benefits:
• Digital banner acknowledgement on both walls.
• Acknowledgement on Kidney Week signage and materials.
$15,000 for sole support

Video Booth
Housed within one of ASN’s past, present, and future booths on the exhibit floor, the ASN Video Booth will record participants’ perceptions about the field of nephrology.

Benefits:
• Acknowledgement on Kidney Week signage and materials.
$15,000 for sole support

Welcome Reception
To celebrate ASN’s 50th anniversary, the society will host a one hour welcome reception for all Kidney Week participants in the exhibit hall the evening of Thursday, November 17 from 6:30 p.m. – 7:30 p.m. This event will provide participants an additional unopposed hour to engage with exhibitors as they explore the exhibit hall.

Benefits:
• Acknowledgement on invitation materials.
• Acknowledgement on event signage and welcome banner in the exhibit hall (can be product specific).
• Acknowledgement in Kidney Week materials.
• The ability to brand cocktail napkins with company or product logo (at supporter’s expense).
$50,000 for sole support

In 1966, 18 visionary leaders founded ASN to advance and disseminate knowledge about nephrology. In 2016, the society is 15,500 members strong and continues to be the largest professional organization of kidney professionals in the world.

Join us in celebrating the society’s 50th Anniversary by supporting anniversary specific items throughout 2016.
ASN Board Review Course & Update
July 30 – August 4, 2016
Fairmont Chicago
Chicago, IL

The ASN Board Review Course & Update (BRCU) focuses on key information needed to prepare for the ABIM Nephrology Board Certification and Maintenance of Certification (MOC) Examinations. ASN structures and schedules BRCU to maximize participants’ readiness for these examinations. Held Saturday, July 30 – Thursday, August 4 at the Fairmont Chicago in Chicago, IL, this six-day intensive course attracts 400 nephrologists and fellows a year.

Attendance
Anticipated Meeting Attendance: 400
Anticipated Industry Spotlight Attendance: 300

Industry Spotlights
The three Industry Spotlights held during BRCU will provide three companies an opportunity to present a presentation of their choice to an audience of up to 300 participants. Held throughout the week, these 45 minute presentations may be product specific in nature.

Tentative Time Slots
Saturday, July 30: 12:15 p.m. – 1:00 p.m.
Sunday, July 31: 11:45 a.m. – 12:30 p.m.
Monday, August 1: 12:15 p.m. – 1:00 p.m.

Presentation Fee
$75,000.00

Rules and Regulations
All presentations are limited to 45 minutes in length. Each presenter is allotted a half hour for setup. BRCU faculty and chairs may not be involved with or present an industry spotlight presentation.

The industry spotlight is not a continuing medical education (CME) activity.

The industry spotlight title may not include a product name.

Industry spotlight presentations are held over lunch. Lunch is included in the BRCU registration fee paid by participants. Lunch is not paid for by the industry spotlight supporter.

ASN Services Included in the Presentation Fee:

Meeting Space: All Industry Spotlights are held in a separate room from the BRCU program.

Audiovisual Equipment: ASN will provide a complete audiovisual package, which includes: a LCD projector and screen, a podium and podium microphone, a sound system, and a dedicated audiovisual technician. The presenter is responsible for providing his/her own laptop. An audio visual technician will be available prior to each presentation to assist with equipment.

Signage: Presentation signage will be placed outside the room. All signage is uniform in design and will be produced by ASN to include the presentation title, date, time, and company logo.

Onsite Management: ASN staff will manage all meeting logistics onsite.

Email: ASN will send an email to all pre-registrants listing the industry spotlight presentation titles, dates, times, and supporting companies.

Mailing Lists: ASN will provide a post-registrant list by request after the meeting. This list will contain contact information and mailing addresses only, not email addresses. Each company may use this list to send one mailer to participants after the meeting.

Registration: Only BRCU registrants and industry spotlight supporters may attend the presentation. Participants do not pre-register for the industry spotlight.

Benefits of Support
- Acknowledgement on BRCU signage
- One complimentary registration
- Acknowledgement on the BRCU page of the ASN website
- Support funds apply towards the 2016 ASN Corporate Support Program

EDUCATIONAL GRANT SUPPORT
ASN accepts educational grant support of the ASN Board Review Course & Update.

$15,000

Benefits of Support
- Company acknowledgement on BRCU signage
- One complimentary registration
- Company acknowledgement on the BRCU page of the ASN website
- Support funds apply towards the 2016 ASN Corporate Support Program

Contacting ASN
Kara Page
Director of Development
American Society of Nephrology
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Email: kpage@asn-online.org
Therapy May Cut Preterm Delivery from Preeclampsia

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Recently, however, researchers proposed one of the first preventive and therapeutic interventions that could reduce sFlt-1, from an average pre-apheresis sFlt-1 concentration of 14,265 pg/mL. The average percent reduction per treatment was 18% (range 7% to 33%). Pregnancy continued for only 3 days in 22 untreated women. In a broader intervention of synergistic agents, we and others are developing treatments that bind to sFlt-1. sFlt-1 is retained while the rest of the patient’s blood is then returned to the body.

The investigators evaluated the safety and effectiveness of apheresis treatment in 11 women with severe preterm preeclampsia. Pregnancy continued an average of 8 days for women initially treated with apheresis, compared with only 3 days for untreated women. Pregnancy continued for 8 days for women initially treated with apheresis, compared with only 3 days for untreated women. Pregnancy continued for 8 days for women initially treated with apheresis, compared with only 3 days for untreated women.

In an accompanying editorial, Thomas Easterling, president-elect of the American Society of Nephrology (ASN) wrote, “Based on recent advances in the understanding of the pathogenesis of the condition, we and others are developing treatments targeted at removing sFlt-1 from the maternal endothelium. The results of this study are promising and may represent a new treatment option for women with severe preterm preeclampsia.”

“Prolonging pregnancy in women with severe preterm preeclampsia can lead to serious health consequences for mother and baby, but it is not always possible,” he wrote. He noted that approximately 20,000 women per year, 0.5% of all deliveries, are diagnosed with severe preterm preeclampsia. “Apheresis may be an important component of a broader intervention of synergistic agents, but we hope this is the beginning of a new approach to improving outcomes for women and their babies,” he wrote.

The therapy was also effective in the United States and Germany that designed an open pilot study based on the knowledge that soluble FMS-like tyrosine kinase-1 (sFlt-1), which alters blood vessel growth, likely plays a role in the maternal endothelium.

“Approaches to Reduce FGF23 Levels in CKD Patients”

Homer W. Smith Address: Dotschko Kerjaschki

Robert W. Schrier Endowed Lectureship: Ravi I. Thadhani

Brave New World in Payment and Care Delivery

State-of-the-Art Lecture: Christopher J.L. Murray

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