

KIDNEY WEEK 2017

New Orleans, LA • Oct 31 - Nov 5

EXHIBITOR PROSPECTUS

Meeting Dates: October 31 – Nov. 5, 2017

Exhibit Dates: November 2 – 4, 2017

Ernest N. Morial Convention Center
New Orleans, LA

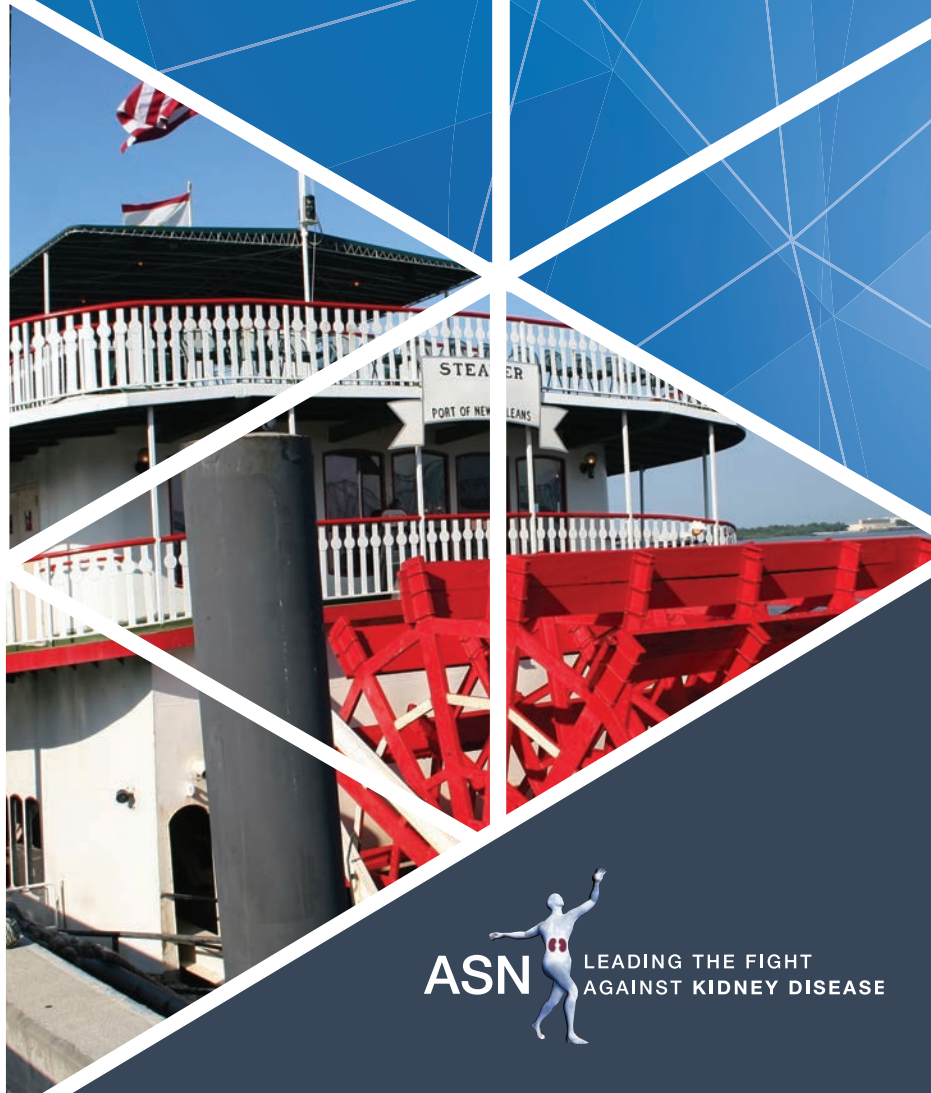




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ASN Contact Information

Exhibit Sales

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Advertising – Kidney Week Publications

Kim Boyd
The Walchli Tauber Group, Inc.
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015
Phone: 443-512-8899 *104
E-mail: kim.boyd@wt-group.com

Exhibit Logistics

Rasheena Wilson, ASN Meetings and Exhibits Coordinator
Phone: 202-400-2481
Fax: 202-478-2157
E-mail: rwilson@asn-online.org

Support/Sponsorship Opportunities

Kara Page, ASN Vice President of Development
Phone: 202-640-4647
Fax: 202-330-5636
E-mail: kpage@asn-online.org

American Society of Nephrology

1510 H Street NW, Suite 800
Washington, DC 20005
Phone: 202-640-4660
Fax: 202-637-9793
E-mail: email@asn-online.org
Website: www.asn-online.org

Why Exhibit?

The American Society of Nephrology (ASN) hosts ASN Kidney Week, the largest, most exciting and influential gathering of kidney professionals in the world. ASN invites you to exhibit at the 50th Annual Meeting & Scientific Exposition at the Ernest N. Morial Convention Center in New Orleans, LA. October 31 – November 5, 2017 (exhibit dates November 2 – 4).

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

Raise your profile in the nephrology community, and earn priority points for future years.

ASN reserves exhibit space using a priority points system for companies and organizations that have exhibited at ASN Kidney Week in the past or support ASN in other ways. ASN will hold Onsite Space Selection for ASN Kidney Week 2017 during ASN Kidney Week 2016. Your assigned appointment time will be communicated to you via email from SPARGO, Inc. Starting in mid-November 2016 space will become available on a first-come, first-served basis. Please read this prospectus carefully for detailed information about obtaining your exhibit space.

FREQUENTLY ASKED QUESTIONS

What is the address of the Convention Center?

Ernest N. Morial Convention Center
900 Convention Center Blvd
New Orleans, LA 70130

When will the ASN Scientific Exposition open?

Thursday, November 2, 2017
9:30 am – 2:30 pm

Welcome Reception

6:30 pm – 7:30 pm (unopposed time)

Friday, November 3, 2017

9:30 am – 2:30 pm

Saturday, November 4, 2017

9:30 am – 2:30 pm

Unopposed Exhibit Time

9:30 am – 10:30 am Daily
6:30 pm – 7:30 pm Thursday, Nov. 17

When can I set up and dismantle my booth?

Installation

Tuesday, October 31, 2017

8:00 am – 4:30 pm

Wednesday, November 1, 2017

8:00 am – 4:30 pm

Dismantling

Saturday, November 4, 2017

2:30 pm – 8:00 pm

Sunday, November 5, 2017

8:00 am – 12 noon

All exhibitors must adhere to the stated hours and complete installation no later than 4:30 pm on Wednesday, November 1, 2017.

Where will the exhibits be located and when will the floor plan be posted?

The ASN Kidney Week 2017 exhibits will take place in Halls H – I of the Morial Convention Center in New Orleans, LA. The floor plan will be posted on the ASN website at www.asn-online.org/kidneyweek and Spargo website <http://events.jspargo.com/asn17/Public> in November 2016.

Who is the general services contractor?

Global Experience Specialists (GES) is the official contractor for ASN. GES manages exhibit set-up, dismantling, furnishing, shipping and all other related services at the exposition.

How do I apply?

Complete the application, available in November 2016 on the Spargo website at <http://events.jspargo.com/asn17/Public>. ASN will not accept payment by credit card. Exhibit applications submitted after Friday, July 7, 2017 must be accompanied by full payment.

For Application Questions:

Call 800-564-4220

Fax / Email Application to: 703-563-2691
exhibitcontracts@spargoinc.com

Mail Check Payment to:

ASN Kidney Week 2017
P.O. Box 890658
Charlotte, NC 28289-0658

Overnight Check Payment to:

ASN Kidney Week 2017
BB&T Remittance Processing
Attn: Box 890658
5130 Parkway Plaza Boulevard,
Charlotte, NC 28217

What does my payment include?

Your payment includes the cost of the physical space rental only. Exhibitors are responsible for the costs of carpeting and furniture obtained through our general services contractor, Global Experience Specialists (GES).

Is carpet required?

Exhibitors must carpet their booths by 4:30 pm on Wednesday, November 1, 2017. There are no exceptions to this rule.

What are the show colors for the exhibit hall?

The carpet color will be blue jay and the pipe and drape will be navy, burgundy and white.

Are exhibitors required to register the individuals who will staff the booth?

Yes, all exhibitors are responsible for registering each individual attending the meeting. Exhibitor registration and housing links will be communicated to you via email.

How many badges are allotted to each company?

ASN allots four exhibit hall only badges per 100 square feet for exhibit space reserved, up to a maximum of 150 badges. Exhibitors may request additional exhibit-hall-only badges for a fee of \$125 per badge during the online registration process. Full-meeting badges are also available.

What are priority points?

The priority points system recognizes companies that support the Society and its activities. ASN encourages all new companies to participate. Priority points determine exhibit hall placement and help determine placement for group housing blocks.

Do I have priority points?

If you exhibited or provided support for ASN's Kidney Week in 2014, 2015 or 2016, you have accumulated priority points. Points earned for these 3 years will be added together to represent your priority point total that will be used to determine the assignment order for the Kidney Week 2017 meeting. Please contact Rasheena Wilson at rwilson@asn-online.org for your priority point standing.

What kinds of giveaways are permitted?

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 from Industry Ethical Opinion 8.06111**; 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 2017 to be in compliance. All exhibiting companies, regardless of tax status, must demonstrate compliance, to these and subsequent ethical codes. For more information, please review the Giveaways Section on Page 16.

Who is my primary contact for exhibition needs?

Please contact Rasheena Wilson rwilson@asn-online.org for all logistical aspects of the ASN Scientific Exposition.

How can I offer my feedback on my exhibiting experience with ASN?

Exhibitors interested in providing feedback to the Society should apply for a position on ASN's Exhibitor Advisory Committee. The committee may meet up to two times a year, including at ASN Kidney Week. A request for nominations will be emailed to all exhibitors in July 2017. Please contact Rasheena Wilson at rwilson@asn-online.org for further information.

GENERAL INFORMATION

Exhibit Venue

Ernest N. Morial Convention Center
900 Convention Center Blvd
New Orleans, LA 70130

2017 Booth Fees

In-line Space	\$35.50 per square foot
Island Space	\$43.50 per square foot
Non-Profit Space	\$1,000 (first booth only)

If required material are received by the due date, the booth fee includes:

- Complimentary listing of company name and booth number in Mobile App.
- Product description listed in the Mobile App.
- Complimentary exhibit hall only badges, full meeting badge(s) and guest passes.
- Complimentary final registration list.

General Services

Global Experience Specialists National Call Center

Phone (USA): 800-475-2098
Fax: (USA): 866-329-1437
International Calls: 702-515-5970
International Faxes: 702-263-1520
Website: www.ges.com/contact

Exhibit Dates and Times

Unopposed Exhibit Time: Daily: 9:30 am – 10:30 am

Installation

Tuesday, October 31, 2017	8:00 am – 4:30 pm
Wednesday, November 1, 2017	8:00 am – 4:30 pm

Exhibits Open

Thursday, November 2, 2017	9:30 am – 2:30 pm
Welcome Reception	6:30 pm – 7:30 pm (unopposed time)
Friday, November 3, 2017	9:30 am – 2:30 pm
Saturday, November 4, 2017	9:30 am – 2:30 pm

Dismantling

Saturday, November 4, 2017	2:30 pm – 8:00 pm
Sunday, November 5, 2017	8:00 am – 12:00 pm

* Times subject to change (exhibitors will be notified of changes in writing).

ASN and Global Experience Specialists will enforce the installation hours. All exhibitors must adhere to these hours and complete installation no later than 4:30 pm on Wednesday, November 1, 2017. Should special circumstances necessitate additional time, exhibitors must submit a written request at least 30 days in advance of the show's open date. Send special requests on or before Friday, September 29, 2017 to Rasheena Wilson, ASN Meetings and Exhibits Coordinator, at rwilson@asn-online.org.



IMPORTANT DATES & DEADLINES

Monday, November 14, 2016: Open Booth Placement Deadline

- Exhibit hall placement will be available on a first-come, first-served basis.

Wednesday, January 4, 2017: 50% Payment Deadline

- All booth contracts deposits of 50% are due.

June 2017 Annual Meeting Abstract Submission Deadline

Friday, July 7, 2017: 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. After this date all cancellations or downsizes are subject to a 100% fee.

Friday, July 14, 2017: Product Descriptions Deadline

- Due date for descriptions of organizations and products to appear in the Mobile App.

Wednesday, August 2, 2017: Ancillary Event Deadline

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

Tuesday, August 15, 2017: Exhibitor Group Housing Deadline

- Exhibitor Group Housing requests
- Names are due by Tuesday, August 15, 2017 or rooms without names will be cancelled.

Friday, August 25, 2017: Booth Layout, Exhibitor Appointed Contractor, Certificates of Insurance, Giveaways, and Presentation Form Deadlines

- Design layouts for island and multilevel booths (400 sq. ft. and larger)
- Exhibitor Appointed Contractor forms
- Certificates of Insurance from Exhibitor Appointed Contractors (400 sq. ft. and larger)
- Promotional Items Distribution request
- Booth presentation request (2,000 sq. ft. and larger)

Tuesday, September 26, 2017: Advanced Registration List Order Form Deadline

Friday, September 29, 2017: Exhibitor Individual Hotel Reservations/Installation Request Deadline

- Individual Exhibitor Hotel Reservations
- Exhibitor installation should be completed no later than 4:30 p.m. on Wednesday, November 1. If special circumstances necessitate additional time for installation, exhibitors must submit a written request should be completed and submitted by September 29, 2017 to Rasheena Wilson at rwilson@asn-online.org.

Thursday, November 2, 2017: Scientific Exposition / 2017 Space Selection

- ASN Scientific Exposition Opens
- ASN Kidney Week 2018 Priority Point Space Selection Appointments begin onsite at Kidney Week 2017.

Saturday, November 4, 2017:

- ASN Scientific Exposition Closes
- 2018 Priority Point Space Selection Appointments End onsite at Kidney Week 2017; remaining booth space becomes available on a first-come, first-served basis.

Please note dates are subject to change.



DEMOGRAPHICS

ASN Kidney Week Participants

Registration Categories	2014	2015	2016
	Philadelphia	San Diego	Chicago
ASN Members	3,204	3,090	3,153
Non Members	4,568	4,596	4,639
Physicians-in-Training	1,008	872	907
Faculty/VIP/Comp	910	873	902
Med Students/Residents and Travel Grants	974	1,041	1,331
Total Attendees	10,664	10,472	10,932
Total Exhibitors	1947	1,783	2,022
Press	38	35	24
Other Categories	210	227	207
Early Programs Only	243	175	167
Grand Total	13,102	12,692	13,352

Degree Level

	2014	2015	2016
MD	57%	38%	43%
PhD	13%	10%	17%
Other	30%	52%	40%

2016 Meeting Attendees Primary Specialty

Chronic Kidney Disease	18%	Transplantation & Immunology	6%
Dialysis	13%	Geriatric Nephrology	2%
Acute Kidney Injury	13%	Cell & Transplant Physiology	4%
Glomerular Disease	9%	Interventional	3%
Hypertension and Cardiovascular Disease	8%	Other	34%



SCIENTIFIC EXPOSITION SCHEDULE AT-A-GLANCE*

The Program Schedule for Kidney Week 2017 begins on **Thursday, November 2**. The Scientific Exposition Program Schedule impacts all aspects of the exposition, including exhibit booth installation, exhibit show hours, exhibit hall attendance and exhibit booth dismantling. Please read through the exhibit schedule carefully.

Tuesday, October 31

8:00 am – 4:30 pm	Exhibit Installation
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Wednesday, November 1

8:00 am – 4:30 pm	Exhibit Installation
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Thursday, November 2

9:30 am – 2:30 pm	Exhibits Open
9:30 am – 2:30 pm	Poster Sessions
9:30 am – 10:00 am	Refreshment Break in Exhibit Hall
9:30 am – 10:30 am	Unopposed Exhibit Hall Time
10:00 am – 12:00 pm	Poster Session – Authors Present
12:00 pm – 2:00 pm	Concession Lunch available in Exhibit Hall
6:30 pm – 7:30 pm	Welcome Reception in Exhibit Hall (unopposed exhibit time)

Friday, November 3

9:30 am – 2:30 pm	Exhibits Open
9:30 am – 2:30 pm	Poster Sessions
9:30 am – 10:00 am	Refreshment Break in Exhibit Hall
9:30 am – 10:30 am	Unopposed Exhibit Hall Time
10:00 am – 12:00 pm	Poster Session – Authors Present
12:00 pm – 2:00 pm	Concession Lunch available in Exhibit Hall

Saturday, November 4

9:30 am – 2:30 pm	Exhibits Open
9:30 am – 2:30 pm	Poster Sessions
9:30 am – 10:00 am	Refreshment Break in Exhibit Hall
9:30 am – 10:30 am	Unopposed Exhibit Hall Time
10:00 am – 12:00 pm	Poster Session – Authors Present
12:00 pm – 2:00 pm	Concession Lunch available in Exhibit Hall
2:30 pm – 8:00 pm	Exhibit Dismantling

Sunday, November 5

8:00 am – 12:00 pm	Exhibit Dismantling
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*Times subject to change (exhibitors will be notified in writing).



APPLYING FOR EXHIBIT SPACE

2017 Booth Fees

In-line Space	\$35.50 per square foot
Island Space	\$43.50 per square foot
Non-Profit Space	\$1,000 (first booth only)

Application Process

On-site Space Selection Appointments for Priority Point Holders

On-site Space Selection Appointments for Kidney Week 2017 exhibit space will be onsite at Kidney Week 2016 (November 17–19, 2016) in priority point order. You will be notified by SPARGO, Inc. in October 2016 with details regarding the exhibit space selection process. Appointments will start in October with ASN Diamond and Platinum Level Corporate Supporters and continue through November 19, 2016. Appointment times will be assigned based on priority point totals.

During the appointment, you will make your 2017 booth space selection from the live master floor plan and complete an online application for exhibit space. It is important that you or your designee arrive on time. Please allow 15–30 minutes for space assignment. Companies who miss their appointment time will forfeit the ability to select exhibit space according to the order in which the Exhibitor appears on the Priority Point selection list. If you and/or your designee are unable to make the appointment, you may stop by the sales office at a later time during show hours, or you may contact us prior to or after this year's event to make other arrangements.

Application

For companies who do not hold priority points with ASN, the floor plan will become available on a first-come, first-served basis starting in late November. Please complete a Space Application that can be found on the Spargo website <http://events.jspargo.com/asn17/Public>. ASN will not accept payment by credit card. Exhibit applications submitted after July 7, 2017 must be accompanied by full payment.

For Application Questions,
Call 800-564-4220

Fax / Email Application to:
703-563-2691
exhibitcontracts@spargoinc.com

Mail Check Payment to:
ASN Kidney Week 2017
P.O. Box 890658, Charlotte, NC
28289-0658

Overnight Check Payment to:
ASN Kidney Week 2017
BB&T Remittance Processing, Attn:
PO Box 890658
5130 Parkway Plaza Boulevard,
Charlotte, NC 28217.

Notification/ Exhibitor Service Manual

Exhibitors will receive email confirmations with their booth assignments immediately following their booth appointments. An online exhibitor service manual containing service order forms (furniture, shipping, drayage, lead retrieval, etc.) will be available on the Spargo website at <http://events.jspargo.com/asn17/Public> in July 2017.

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.



APPLYING FOR EXHIBIT SPACE CONTINUED

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. 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 rwilson@asn-online.org for ASN approval no later than Friday, August 25, 2017.

Multi-Level Booths

Multi-level booths may be permitted if approved by the Morial Convention Center's Fire Marshall at least two months prior to move-in, to allow sufficient time for any needed corrections. Plans must indicate if the exhibit is multiple-story and/or enclosed with a ceiling. Multiple-story booths cannot be located under passenger or utility truss ways. Booth plans must specify the maximum number of occupants, and must have a structural engineer's stamp certifying the maximum occupant load capacity. Certain booths may require Fire Watches, electrical ventilation, smoke detection devices, fire extinguishers, multiple exits, etc., as required by Fire Prevention Officials. Contact the MCC Public Safety Department for specific requirements for your exhibit.

A complete listing of regulations will be available in the service manual through Morial Convention Center or upon request at exhibitservices@mccno.com. Multi-level booth exhibitors must submit their final floor plan to Rasheena Wilson, ASN Meetings and Exhibits Coordinator, by Friday, August 25, 2017. ASN will forward these plans to the Morial Convention Center for approval. Send drawings by email to rwilson@asn-online.org.

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 and services must be educational in nature and directly relate 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 and/or services 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.

To obtain the \$1,000 rate, the exhibitor must submit proof of non-profit status [501(c) (3) form] with the Application to Exhibit. Please note: the \$1,000 discounted rate is non-refundable. Non-profit organizations will receive their booth assignment in July 2017. Booth assignments are selection on a first-come, first served basis. If the non-profit organization has a booth preference, then they can pay the inline rate for a booth of their choice. Otherwise, ASN selects the booth assignment.

Payment

Exhibitors must pay by check in US dollars drawn on a US bank. Checks should be made payable to ASN. The Application to Exhibit and 50% deposit must be mailed to:

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

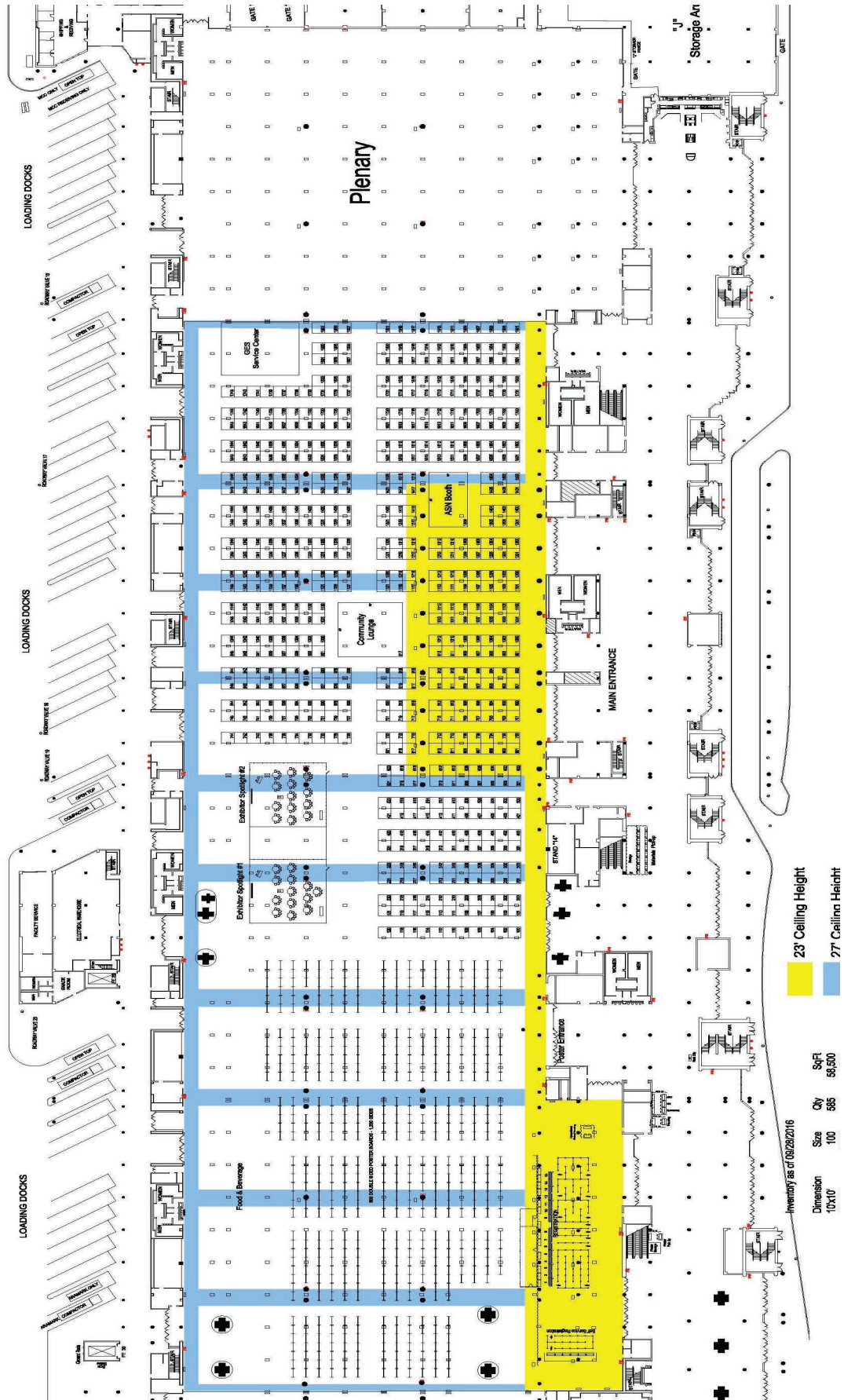
ASN Kidney Week 2017
BB&T Remittance Processing, Attn: PO
Box 890658
5130 Parkway Plaza Boulevard,
Charlotte, NC 28217.

- Applications received after July 7, 2017 must be accompanied by payment in full.

Booth Cancellation and Downsizing

All cancellations of exhibit space must be received in writing by ASN. 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 space prior to July 7, 2017, the exhibitor will incur a 50% cancellation penalty and the exhibitor will be eligible for a refund minus 50% of the total booth cost. Any cancellations received in writing on or after July 7, 2017 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.

EXHIBIT HALL FLOOR PLAN



REGISTRATION & HOUSING

Registration Location and Hours

Exhibitor registration will be located in the Ernest N. Morial Convention Center. Exhibitor registration hours are listed below:

Tuesday, October 31, 2017

10:00 a.m. – 5:00 p.m.

Wednesday, November 1, 2017

8:00 a.m. – 6:00 p.m.

Thursday, November 2, 2017

7:00 a.m. – 6:00 p.m.

Friday, November 3, 2017

7:30 a.m. – 5:00 p.m.

Saturday, November 4, 2017

7:30 a.m. – 4:30 p.m.

Exhibitor Housing

Exhibitors will have access to individual sleeping rooms at convention rates during ASN Kidney Week. An individual hotel reservation system will be available at a later date on the ASN website. All reservations require a deposit payment at the time of the reservation. Use of a credit card for the deposit payment will facilitate the reservation process. The 2-night deposit per reservation is nonrefundable after Tuesday, August 15, 2017.

Send all individual reservation requests to the ASN housing company by **Friday, September 29, 2017**. Reservations are processed on a first come first-served basis.

Exhibitor Group Housing Blocks

ASN must approve group room blocks (5 rooms or more) prior to the annual meeting. Send requests to ASN Headquarters in writing by **August 15, 2017**. Please note group blocks fill up quickly and requests may not be honored. Placement of group room blocks are determined by the following factors:

- 2016 Priority point standing
- 2016 Corporate Support Level
- Size of room block
- Date of submission of the housing request

Contact ASN Housing Center by email at asnhousing@spargoinc.com for questions and/or additional information.

Access to Exhibit Hall

Admission to the Exhibit Hall

Exhibitors may enter the exhibit hall one and a half (1 ½) hours prior to opening 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:

- Allotments are based on four 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 \$125 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 that will allow access to all educational/scientific sessions (including the exhibit hall) based on the following criteria:

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

In addition, exhibitors who are 2017 ASN Diamond, Platinum or Gold Corporate Supporters will receive an additional allotment of complimentary full-meeting registrations as follows:

- Diamond Level Supporters – Three complimentary full-meeting badges
- Platinum Level Supporters – Two complimentary full-meeting badges
- Gold Level Supporters – One complimentary full-meeting badge

ASN will only issue one company a maximum of five 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 June.

Guest Passes

ASN will provide each exhibitor two guest passes. These passes are for guests of exhibitors who need brief access to the exhibit hall. A guest pass allows entrance into the exhibit hall only when the hall is open. It does not allow entrance into the educational sessions. Guest passes are available onsite at the exhibitor registration counters. Guest passes are dated for one-time use only. ASN will not issue any additional guest passes.

Children

For safety reasons, ASN does not permit children 12 years of age or younger in the exhibit hall or scientific sessions. This rule applies to children of both attendees and exhibitors.

Hospitality Suites

ASN has reserved space for hospitality purposes. Only confirmed exhibitors are permitted to reserve these hospitality suites. Entertainment, meetings or similar activities are not permitted in hotel suites or in private or public facilities during hours that conflict with ASN-sponsored events. Suites may not be used exclusively for a meeting or social event. Any request for a suite within an official ASN meeting hotel must be submitted for approval to ASN using the Suite Reservation Form. All suite requests must have ASN leadership approval before they are assigned. Contact meetings@asn-online.org to obtain a suite reservation form.



EXHIBITOR SERVICES

Pre-Registration List

ASN offers exhibiting companies an exclusive opportunity to directly reach nephrology professionals by making the ASN Kidney Week 2017 annual meeting pre-registration list available for a rental fee. The list contains approximately 7,000 names and addresses of attendees who have registered for the 2017 annual meeting by **September 15, 2017**. The list is for a one-time use to promote the exhibit booth. The Pre-Registration List Order Form will be included in the exhibit service manual and available to all confirmed exhibitors.

Exhibitors must send a copy of the mailing piece to ASN for approval prior to obtaining the list. The deadline for submitting a request for the pre-registration list is Tuesday, September 26, 2017. ASN will deduct priority points if the mailing list is used for anything other than its one-time, pre-approved purpose. For more information regarding the mailing list, contact Rasheena Wilson at rwilson@asn-online.org.

International Shipping

Shipping instructions are provided in the online exhibitor services manual. Exhibitors who require international shipping to New Orleans should contact Global Experience Specialists (GES) 800-475-2098 (USA) or 702-515-5970 (international) for assistance, or geslogistics_international@ges.com.

Exhibitor Listings

Exhibitors may submit a 50-word product/company description online by going to the SPARGO, Inc. exhibition website. A product/company description of each confirmed exhibitors will be included in the Mobile App and must be submitted by July 14, 2017. Production 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

A link to the exhibitor service manual will be available on the ASN website at www.asn-online.org/kidneyweek in July 2017.

The online services manual will include information on 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. ASN will also provide order forms and rate schedules. Exhibitors who need special information before the service manual becomes available should contact Global Experience Specialists (GES) at 800-475-2098 (USA) or 702-515-5970 (international) or www.ges.com.

Final Registration List

For post-meeting follow-up activities, exhibiting companies will receive a complimentary final registration list containing approximately 12,000 names and addresses of the Kidney Week 2017 participants. The mailing list is for a one-time internal use only no mailings may occur from this list. ASN will deduct priority points if the mailing list is used for anything other than its one-time purpose and will bill a usage fee.

Lead Retrieval System

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

MEETING/EVENT SPACE REQUESTS

Ancillary Event Requests

Companies and non-profit organizations that are supporters of ASN may apply to hold ancillary meetings and events during ASN Kidney Week 2017.

ASN will assign meeting space on a first-come, first-served basis in August 2017. Social events, meetings or similar activities are prohibited in hotels or other public or provide facilities during hours that conflict with ASN-sponsored events (exceptions are made for exhibitors to hold internal sales and training meetings). Contracted hotels in New Orleans will not reserve meetings rooms or function space for anyone during the meeting dates without prior ASN approval. To obtain meeting space, participants must submit all meeting requests to ASN using the Ancillary Event Request Form. The Ancillary Event Request Form and Guidelines will be available on the ASN website at www.asn-online.org/kidneyweek in June 2017. The early deadline for requests for ancillary meetings and events is **August 2, 2017**. Send questions regarding ancillary meeting requests to meetings@asn-online.org.



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 Morial Convention Center.

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.

Educational Activity / Presentations in a Booth

A 2,000 square foot (minimum) booth is required for audience generating activities. An outline of the program, list of speakers, and a schematic of the booth (including dimensions, heights, etc.) showing the location of all booth activities must be submitted in writing to ASN to rwilson@asn-online.org by Friday, August 25, 2017. The presentation area must be centrally located within the booth. Presentations must meet the standards of ASN and compliment but not duplicate the ASN Scientific Program. Amplified sound is prohibited with booth presentation(s). ASN Kidney Week faculty members and planning committee members are prohibited from making booth presentations.

Giveaways

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 from Industry Ethical Opinion 8.06111; 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 2017 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 education (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 Friday, August 25, 2017.

Booth Installation and Dismantling Shipping

GES must receive and process all shipments to Kidney Week 2017. Information on shipping methods and rates will be included in the exhibitor services manual. Exhibitors are prohibited from sending advance freight to the Morial Convention Center. To ensure proper handling and receiving, do not address shipments for delivery to the Morial Convention Center prior to Tuesday, October 31. There are no provisions to accept freight at the convention center prior to this date.

Carpet and Show Colors

ASN will cover all visible aisle space within the exhibit area with blue jay carpeting and will supply exhibitors with navy, burgundy and white pipe and drape. Exhibitors must cover the entire 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.

Failure to Occupy Exhibit Space

Any space not occupied by **4:30 p.m. on Wednesday, November 1, 2017** 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.

Lighting

All island/multi-level booths may utilize special lighting. Lighting must be directly over or in the exhibitor's booth and cannot exceed 24 feet. Lighting cannot affect other exhibitors or block ASN aisle signs. ASN will not dim or turn off exhibition hall lighting to accommodate exhibitors' lighting requirements.



RULES & REGULATIONS CONTINUED

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 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.

Ceiling height restrictions apply in the exhibit hall, please refer to the floor plan for specific information.

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. 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.

Early Dismantling

ASN prohibits early dismantling. Exhibits officially close on **Saturday, November 4, 2017 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.

Cancellation of Exposition

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

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 Friday, August 25, 2017. 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 state of New Orleans. The certificate of insurance should name ASN, SPARGO, Inc., the Morial 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 be discarded if this information is not listed.

Federal and State Regulations

U.S. FDA Regulations

Exhibitors who have questions regarding drug promotion should contact the Food & Drug Administration (FDA) at 301-443-1544. Each exhibitor is solely responsible for compliance with the FDA rules and regulations.

Americans with Disabilities

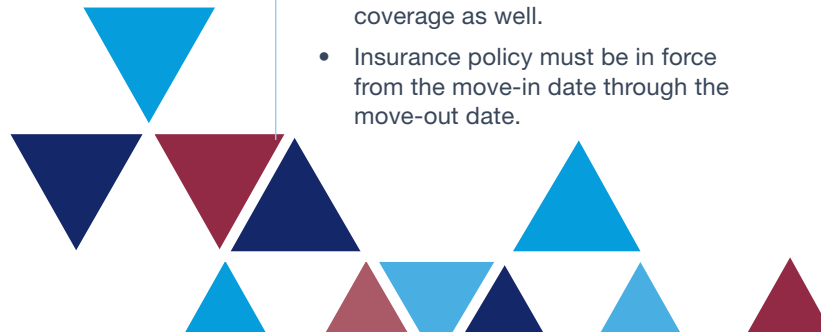
The representatives of each exhibiting company will be responsible for making their exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold the American Society of Nephrology harmless for any consequences of an exhibitor's failure in this regard.

Fire Regulations

All materials used in the exhibit area must be flameproof and fire resistant in order to conform to local fire ordinances. Crepe and/or corrugated paper, flameproof or otherwise, are not permitted. All aisles and exhibits must be clear at all items and fire stations and fire extinguisher equipment are not to be covered or obstructed.

Insurance and Liability Issues

- Exhibitors must acknowledge that neither the American Society of Nephrology, SPARGO, Inc., Global Experience Specialists (GES), nor the Morial Convention Center 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 Rasheena Wilson at rwilson@asn-online.org by August 25, 2017, 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 as well.
- Insurance policy must be in force from the move-in date through the move-out date.



RULES & 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 in order 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 Morial Convention Center, and Global Experience Specialists (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 Morial 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 Morial 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.

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.

Photography/Video Taping

Only the ASN photographer may take photographs and videotape in the exhibit hall. Details regarding the official photographer will be included in the exhibitor service manual. Press representatives should review the 2017 Press Guidelines for additional information on this policy. Exhibitors may use only the official ASN photographer to photograph their own booths and are prohibited from photographing or streaming other exhibitors' booths, exhibit hall and session rooms. Press guidelines are available at <http://www.asn-online.org/education/kidneyweek>.

This prohibition includes photographs taken with cellular phones. Individuals engaging in unauthorized activities will be subject to a loss of priority points and/or immediate removal from the exhibit hall.

Porter Service

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

Contests, Lotteries, Raffles and Games of Chance

Contests of any kind are prohibited on the exhibit hall floor at Kidney Week 2017.

Animals

ASN prohibits live animals on the exhibit floor, with the exception of authorized service animals.

Food and Beverage

Permission to serve food and beverages must be coordinated with the catering department of the Morial Convention Center. All food and beverages must be purchased through the Morial Convention Center. ASN prohibits the distribution of alcoholic beverages, popcorn machines and freshly baked items on the exhibit floor.

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 Morial 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.

Please note that while the exhibit hall is closed to the attendees of Kidney Week 2017 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.



PRIORITY POINT SYSTEM

Priority Point Allocation for ASN Kidney Week 2017

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
1 point	Awarded for each 100 square feet of exhibit space

2017 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

The priority points 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 2017 will earn priority points as listed above. 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 2014, 2015 and 2016 will determine the exhibit hall placement for 2017.

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.

For more information regarding the priority point system, please contact ASN Meeting and Exhibits Coordinator, Rasheena Wilson at rwilson@asn-online.org.

Mergers and Acquisitions

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.

A company that has merged with another company must notify Rasheena Wilson at rwilson@asn-online.org so that points can be reviewed and reassigned.



SUPPORT 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.

As a result, you cannot miss the opportunity to reach 13,000 meeting participants. Kidney Week is by far the largest annual gathering of the renal 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. ASN currently has more than 16,000 members and expects more than 13,000 participants at Kidney Week 2017.

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

For more information on support opportunities, please visit the ASN website at <http://www.asn-online.org/partnerships/> or contact ASN Director of Development Kara Page at 202-640-4647 or kpage@asn-online.org.



2016 EXHIBITOR AND SUPPORTER LIST (as of September 16, 2016)

◆ Diamond Supporter

■ Platinum Supporter

▲ Gold Supporter

* Silver Supporter

● Bronze Supporter

AbbVie ●

Acumen Physician Solutions
 Adaptec Medical Devices
 Alexion Pharmaceuticals, Inc. *
 Algorithme Pharma
 Alport Syndrome Foundation, Inc.
 AMAG Pharmaceuticals, Inc.
 American Board of Internal Medicine
 American College of Physicians/Annals of Internal Medicine
 American Kidney Fund
 American Nephrology Nurses' Association
 American Regent, Inc. ●
 American Renal Associates
 American Society for Apheresis (ASFA)
 AmeriWater
 Amgen ◆
 AMSA Renal Care
 Amyloidosis Foundation
 Aohua Medical Corp.
 Arbor Research/DOPPS
 Arkana Laboratories
 Artergraft, Inc.
 Asahi Kasei Medical America Inc.
 Ascend Clinical
 Associates of Cape Cod, Inc.
 Astute Medical, Inc.
 AtCor Medical, Inc. (USA)
 The Atypical HUS Foundation
 B. Braun Medical Inc.
 Baxter Healthcare Corporation *
 The Binding Site, Inc.
 BioPorto Diagnostics A/S
 BK Ultrasound
 C.R. Bard, Inc.
 Calmoseptine, Inc.
 Cardio Renal Society of America
 CardioMed Supplies Inc.
 CareDx, Inc.
 Cath Dry, Inc.
 Christopher Kidd & Associates, LLC
 Cincinnati Children's Hospital
 Cleveland Clinic Laboratories
 CMIC Holdings Co., Ltd.
 Coaction Group
 Crown Bioscience
 Cumberland Pharmaceuticals Inc.
 DaVita - Falcon
 DaVita - Nephrology Practice Solutions
 DaVita Healthcare Partners

Dialysis Clinic, Inc.

DynaMed Plus/EBSCO Health
 Elsevier
 Entia Biosciences
 ERA-EDTA
 Frenova Renal Research
 Fresenius Medical Care - Renal Pharmaceuticals ◆
 Fresenius Medical Care - Renal Technologies ◆
 Fresenius Medical Care - Services ◆
 G.I.A. Medical
 Genentech ●
 Home Dialyzors United
 Immucor, Inc.
 Immundiagnostik AG
 InBody
 Infian/Hill
 Infinite Trading Inc.
 Intelomed, Inc.
 International Society for Peritoneal Dialysis
 International Society of Nephrology (ISN)
 Jafron Biomedical Co., Ltd.
 The JAMA Network
 Japanese Society of Nephrology
 JMS North America
 Karger Publishers, Inc.
 KDIGO (Kidney Disease: Improving Global Outcomes)
 Keryx Biopharmaceuticals ▲
 Kibow Biotech, Inc.
 LSU Health, Department of Pathology
 Machaon Diagnostics, Inc.
 Mallinckrodt Pharmaceuticals ■
 Mar Cor Purification
 Mayo Clinic Referring Physician Office
 MedComp
 MediBeacon Inc.
 Medical Education Institute, Inc.
 Merck & Co., Inc. ■
 Merit Medical
 Metabolon
 MIMETAS B.V.
 National Kidney Foundation
 Nature Publishing Group
 NEJM Group
 Nephcure Kidney International
 Nephroceuticals
 NephroChoice
 Nephrology News & Issues
 Nephrology Nursing Certification Commission
 NIKKISO CO., LTD.
 Ningbo Tianyi Medical Appliance and Co., LTD
 Nipro Medical Corporation
 Novartis Oncology
 NxStage Kidney Care
 Nxstage Medical, Inc.
 Omeros Corporation

OPKO Renal ◆

Otsuka America Pharmaceutical, Inc.
 Outset Medical
 Oxalosis and Hyperoxaluria Foundation
 Oxford University Press
 Pentec Health
 Physician Software Systems, LLC
 Polycystic Kidney Disease Foundation
 PreventionGenetics
 Pure Life Renal
 Pursuit Vascular, Inc.
 Quality Dialysis
 Quidel Corporation
 Raptor Pharmaceuticals *
 Relypsa ◆
 Renal Research Institute
 Retrophin, Inc.
 Rockwell Medical ●
 Sandoz, Inc.
 Sanofi Renal ■
 Satellite Healthcare/Wellbound
 Sceptre Management Solutions, Inc.
 Spectra Clinical Research
 Syrian National Kidney Foundation
 Takeda Pharmaceuticals U.S.A. Inc.
 Terumo BCT
 Toray Medical Co., Ltd.
 Transonic Systems Inc.
 Transplant Genomics, Inc.
 U.S. Renal Care, Inc.
 UBS Financial Services, Inc.
 United States Renal Data System
 Vanderbilt Pathology Laboratory Services (VPLS)
 Vasc-Alert
 Viewics, Inc.
 Wako Chemicals USA, Inc.
 Wolters Kluwer
 Women In Nephrology
 World Kidney Day (WKD)
 World Kidney Fund (WKF)
 Yale Pathology Labs
 ZOLL Medical Corporation
 ZS Pharma ▲

Non-exhibiting Supporters:

AstraZeneca ■
 Akebia Therapeutics, Inc. ▲

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 –

Kim Boyd
National Sales Manager
The Walchli Tauber Group, Inc.
2225 Old Emmorton Road, Suite 201
Bel Air, Md. 21015
Phone: (443) 512-8899 ext. 106
Fax: (443) 512-8909
Email: kim.boyd@wt-group.com

Advertising Opportunities:



Journal of the American Society of Nephrology (JASN)

The Journal of the American Society of Nephrology (JASN) is the leading kidney journal in the world, referenced more than any other journal in the field, with an impact factor of 9.343. 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 a highly read journal in nephrology, and provides clinicians access to the most important clinical outcomes in kidney medicine, dialysis, metabolism and critical care medicine. With an impact factor of 4.613, CJASN offers essential information to practicing nephrologists and other kidney professionals. www.cjasn.org



ASN Kidney News

ASN *Kidney News* reaches more than 18,500 print recipients. This news magazine examines trends in medicine, industry and policy affecting all practitioners in nephrology and provides other information supporting the work of kidney specialists. <http://www.asn-online.org/publications/kidneynews/>

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 completing the Ancillary Meeting Request Form, after reviewing the Ancillary Meeting Guidelines (guidelines and request form are available through the ASN website at <http://www.asn-online.org/education/kidneyweek/2017/ancillary.aspx>) in June 2017.

For questions please email the ASN Communications Department at communications@asn-online.org. ASN does not guarantee that hotel space will be available. 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."

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.