

CORPORATE SUPPORT OPPORTUNITIES

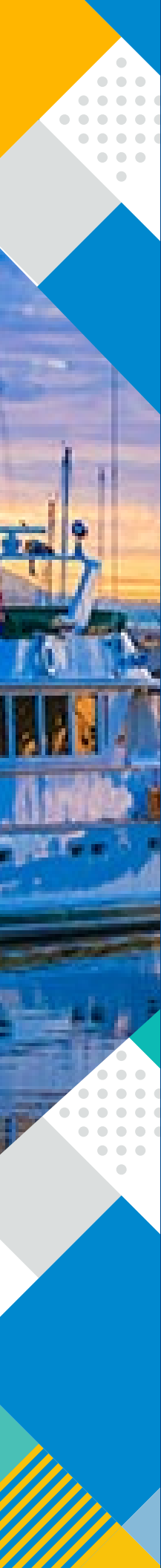
Early Programs
October 23

Annual Meeting Dates
October 24-27

Exhibit Dates
October 24-26

**KIDNEY
WEEK** **20
24**

October 23-27 | San Diego, CA



KIDNEY WEEK 2024

October 23-27 | San Diego, CA

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Trade Show Executive's
FASTEST
50 Honored as one of the
50 Fastest-Growing
Shows of 2023





AMERICAN SOCIETY OF NEPHROLOGY AT-A-GLANCE 2024

Since 1966, ASN has been elevating care by educating and informing, driving breakthroughs and innovation, and advocating for policies that create transformative changes in kidney medicine throughout the world. ASN has nearly 22,000 members representing 141 countries.

ASN Provides Its Members and the Kidney Community:

- **Education:** Continuing education through Kidney Week, Highlights, Board Review Course & Update, KSAP, nephSAP, core curricula, and other distance learning programs.
- **Publications:** ASN publishes three monthly journals, the *Journal of the American Society of Nephrology* (JASN, Impact Factor 13.6), *Clinical Journal of the American Society of Nephrology* (CJASN, Impact Factor 9.8), and the online-only, open access journal, *Kidney360* (Impact Factor 2.7). ASN also publishes a monthly newsmagazine *ASN Kidney News*. All four publications are available through www.asn-online.org.
- **Advocacy:** ASN advocates for policies that promote the highest quality patient care, increased funding for research, payment for therapies, and a commitment to medical education.
- **Information and Outreach:** ASN informs the kidney community of advances in care, research, and education through a variety of channels, and provides detailed data analyses to support the work of kidney professionals and advance ASN programs and initiatives.
- **Research Funding:** KidneyCure (the ASN Foundation) provides more than \$3 million annually in funding for nephrology educators and clinical and basic investigators.
- **Kidney Health Initiative (KHI):** A public-private partnership among ASN and the US Food and Drug Administration (FDA), KHI helps over 90 member organizations to catalyze innovation and the development of safe and effective patient-centered drugs and therapies for people living with kidney diseases.
- **Excellence in Patient Care (EPC):** EPC was established to focus on ASN's clinical priorities to ensure all people with kidney diseases receive the best evidence-based care possible. Initiatives include Diabetic Kidney Disease Collaborative (DKD-C), AKINow, Current and Emerging Threats (C-ET), Home Dialysis, Dialysis Access, the Adult Immunization Project, the Emergency Partnership Initiative, and many others.
- **Kidney Innovation Accelerator (KidneyX):** A public-private partnership between ASN and the US Department of Health and Human Services (HHS) to accelerate innovation in the prevention, diagnosis, and treatment of kidney diseases through prize competitions.

Leadership



Deidra C. Crews, MD, MS, FASN
President



Michelle A. Josephson, MD, FASN
Past President



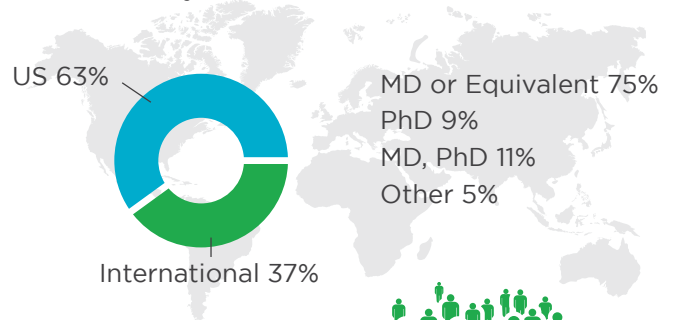
Prabir Roy-Chaudhury, MD, PhD, FASN
President-Elect



Tod Ibrahim
Executive Vice President

Membership

ASN has nearly 22,000 members in 141 countries.



37+ million
Americans have
kidney diseases.



KIDNEY WEEK 2024

October 23-27 | San Diego, CA

ASN has hosted the world's largest and most dynamic meeting of kidney professionals for 50+ years.

ASN Corporate Support Program

Support educational and/or promotional activities throughout the calendar year and gain recognition through the society's corporate support program. Support revenue is combined with exhibit booth revenue to determine a company's support level. KHI membership dues, Kidney Week ancillary events, and ASN publication advertising do not apply.

2024 Levels of Support

Diamond	Platinum	Gold	Silver	Bronze
\$400,000+	\$300,000 - \$399,999	\$200,000 - \$299,999	\$100,000 - \$199,999	\$50,000 - \$99,999

2024 Recognition Chart*

Categories of Support	Diamond Level	Platinum Level	Gold Level	Silver Level	Bronze Level
Kidney Week Recognition					
Verbal acknowledgment during the plenary sessions	✓				
Acknowledgment in plenary session opening slides	Company Logo				
Acknowledgment in opening slides of session rooms	Company Logo				
Recognition on registration area signage	Company Logo	Company Logo			
Recognition in Kidney Week edition of <i>Kidney News</i>	Company Logo	Company Logo	Name	Name	Name
Kidney Week Benefits					
Advanced selection of priority hotel room blocks in 2025	✓				
Advanced selection of exhibit booth space for 2025	✓	✓			
Complimentary 24-hour holds on ancillary meeting space in 2025	2 rooms	1 room			
Complimentary Full Registration(s) to in-person meeting in 2024	3	2	1		
Priority Points awarded for future exhibit booth space assignments	25	20	15	10	5
Annual Recognition					
Recognition in <i>JASN</i> , <i>CJASN</i> , and <i>Kidney News</i> (monthly journal distribution >13,000, <i>Kidney News</i> >18,000)	Company Logo	Company Logo			
Recognition on www.asn-online.org	Company Logo & Link	Company Logo & Link	Name & Link	Name & Link	Name & Link

*Benefits are subject to change.

Contact Kara Page at kpage@asn-online.org for more information.



CORPORATE SUPPORTERS 2023

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 diseases. ASN gratefully acknowledges the following companies for their contributions in 2023.

DIAMOND LEVEL



PLATINUM LEVEL



GOLD LEVEL

Mallinckrodt Pharmaceuticals
Novo Nordisk

SILVER LEVEL

Amgen
Ardelyx, Inc.
Baxter Healthcare Corporation
Fresenius Medical Care

Medtronic
Vera Therapeutics
Vertex Pharmaceuticals

BRONZE LEVEL

Apellis Pharmaceuticals
Aurinia Pharmaceuticals
Bayer
bioMérieux
Boehringer Ingelheim Pharmaceuticals, Inc.

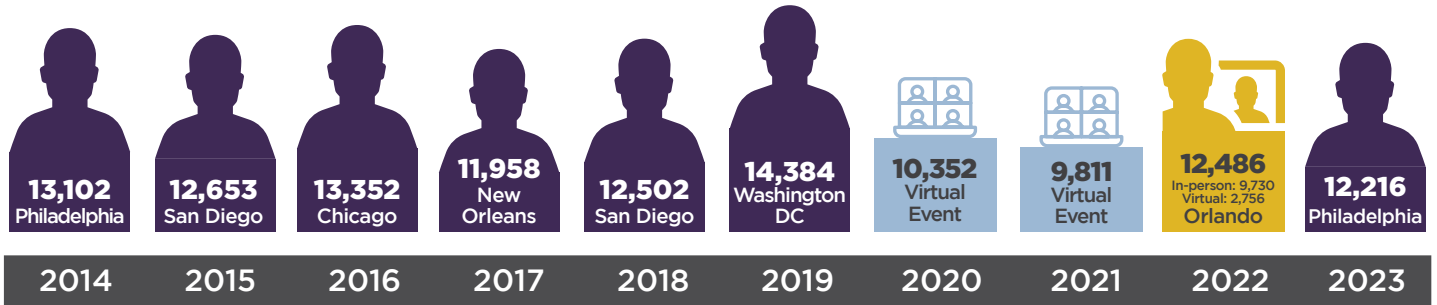
Diality
Lilly USA
Natera
Omeros

Kidney Week 2023 Demographics

Thank you to all our participants, partners, faculty, and supporters who helped make this event a success.

Attendance Through the Years

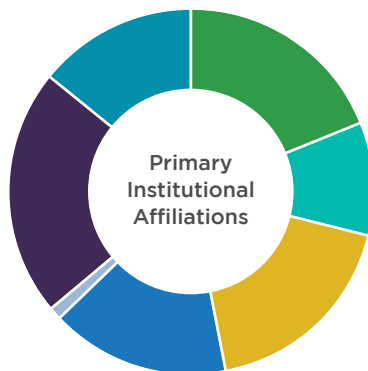
In-person Event Virtual Event Hybrid Event



Participant Registration Report

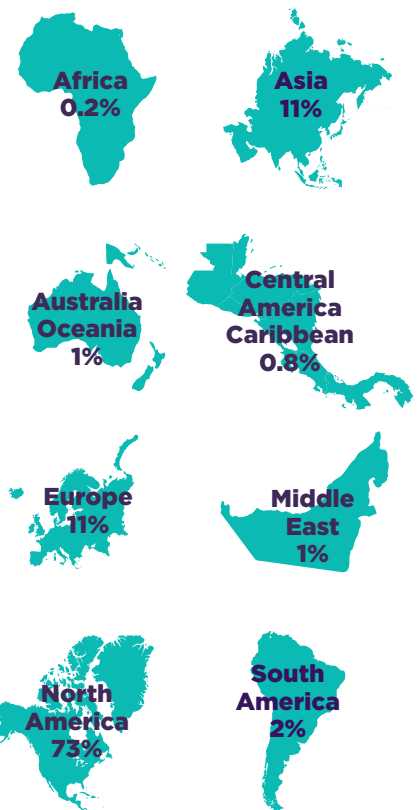


- ASN Member - 37%
- Fellow in Training - 8%
- Student - 13%
- Non-Member - 26%
- Exhibitor - 13%
- Other - 3%



- Academic Clinician/Educator - 14%
- Academic Scientist - 22%
- Government/VA - 1%
- Hospital-Based Physician - 16%
- Industry Researcher - 18%
- Private Practitioner - 10%
- Other - 19%

International Attendance 32%



Participant Area of Interest - Percent of Participants

(Multiple answers were permitted)

- | | |
|----------------------------------|---|
| Acute Kidney Injury - 40% | Genetic Diseases of the Kidneys - 21% |
| Bone & Mineral Metabolism - 15% | Glomerular Diseases - 37% |
| Cell & Transport Physiology - 9% | Hypertension & Cardiovascular Disease - 30% |
| Chronic Kidney Disease - 60% | Interventional Nephrology - 11% |
| Development & Pediatrics - 7% | Pathology - 11% |
| Diabetes & Metabolism - 24% | Transplantation & Immunology - 22% |
| Dialysis - 35% | Other - 11% |

Kidney Week 2023 Offered



156

Sessions

(Over 200 hours of content)



12

Exhibitor Spotlights



3,465

Poster Presentations

Posters:

18,352 ePoster views
55,385 abstract views

Early Programs:

7 Early Program Courses

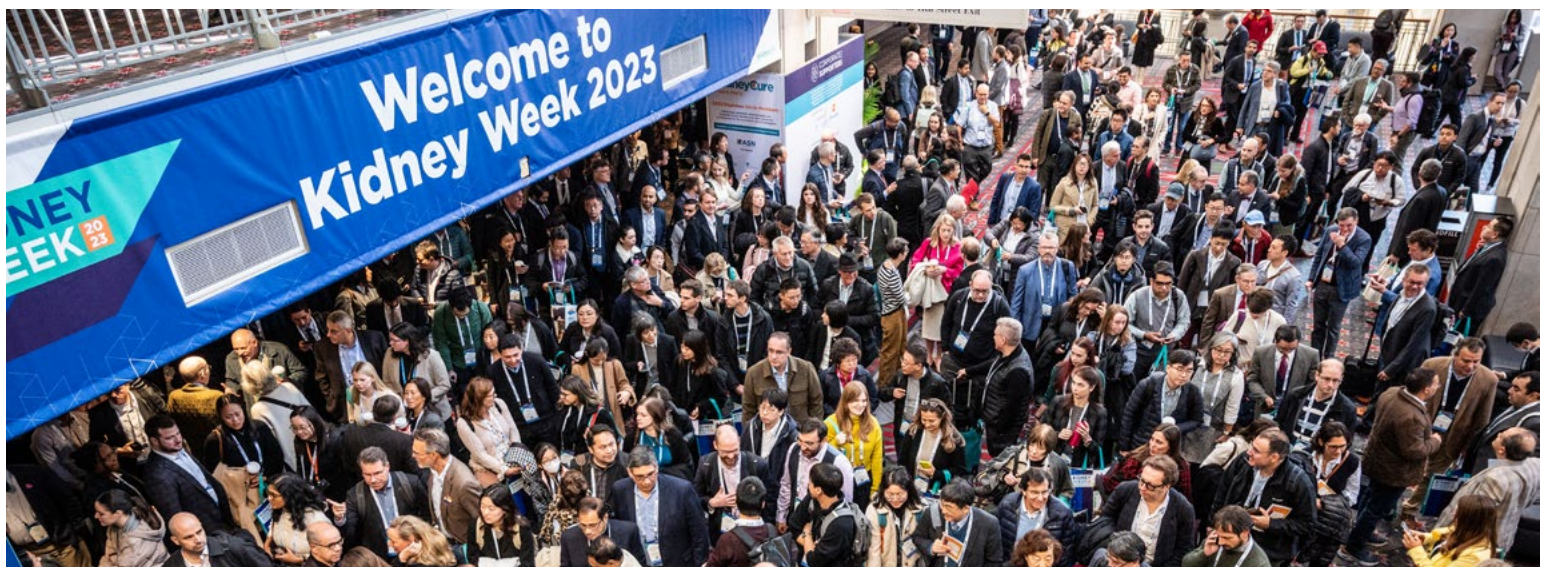
Exhibitors:

181 Exhibit Booths
165 Exhibiting Companies

Top Countries in Attendance



US
Canada
Japan
Germany
United Kingdom
Mexico
Philippines



Kidney Week 2024

ASN Kidney Week remains the world's largest meeting devoted to the latest advances in nephrology care, research, and education. Kidney Week 2024 will be held in-person October 23-27 (exhibit dates October 24-26) at the San Diego Convention Center in San Diego, CA. All sessions will be recorded and made available on-demand after the meeting. Kidney Week sessions will not be live-streamed.

Application Process

ASN will incorporate an application process for all Kidney Week promotional items included in the catalog. This application will become a contract upon the supporter's authorized signature and ASN's acceptance and countersignature. ASN accepts signatures from supporting companies only, not third-party representatives.

Payment

Invoices are issued within five days of a fully-executed contract. Payment is due within 60 days from the invoice date and/or prior to Kidney Week, whichever is sooner.

Artwork Requirements

Items that require the supporter to provide custom artwork must adhere to the artwork requirements below. These items are promotional in nature and not considered advertising. As such, they may not:

- Use comparative or qualitative language (e.g., item states that elixir X is the #1 sold elixir, elixir X is better than elixir Y, elixir is the first or only elixir),
- Be an endorsement (e.g., item states that elixir X is endorsed by someone),
- Include price information (e.g., item states that elixir X is cheaper than elixir Y, or it includes any pricing information on the product in general),
- Provide an incentive to purchase/sell/use a certain product or service (e.g., item states: buy 100ml of elixir X and get another 25ml for free).

ASN also requires each item has at least one reference to the supporter's exhibit booth or Kidney Week 2024.

Artwork Extensions and Late Fees

All artwork must be submitted to ASN for review by Friday, August 16. Once approved, supporters have until Friday, August 30, to submit the final artwork for production. ASN will grant a limited amount of artwork extensions on a case-by-case basis. If an extension is granted, any artwork submitted after the final deadline of Friday, August 30, will incur the following change/late fees:

- 15% change/late fee: August 31-September 15
- 25% change/late fee: September 16-30
- After September 30: Print deadlines have expired. Printing is no longer available.

The late fee is based on the individual support fee for that item. All artwork is subject to final approval by ASN, the San Diego Convention Center, and the Marriott Marquis San Diego Marina. ASN suggests submitting artwork as early as possible to allow for revisions if artwork is not approved. ASN is not liable in the event unapproved artwork is not able to be reproduced by the print deadline.

First Right of Refusal

Companies who supported the following items during Kidney Week 2023 have the first right of refusal on those items for Kidney Week 2024:

- Hotel Key Cards
- Mobile App Support
- Welcome Reception

All other promotional items in the catalog are first come, first served. ASN reserves the right to add items to the catalog at any time. All nomenclature, jargon, and titles for supported items are subject to change.

Cancellation Policy

Once the contract is signed by both parties, the support fee is binding and non-refundable. The support fee is still due to ASN if the supporter decides to cancel the contract after it is fully executed. In the event of cancellation of sponsorships due to fire, the elements, strikes, government, regulations, pandemic, or other causes beyond ASN's control and determined at ASN's discretion, ASN will not be held liable for failure to hold the meeting as scheduled, and ASN will determine the amount of the sponsorship fees to be refunded.

ASN closely monitors all situations globally and at any time may need to adjust the Kidney Week schedule, number of permitted participants, posted Health and Safety or any other policies, and/or cancel the in-person meeting. ASN is not liable for any cancellation fees or penalties your company/entity may incur as a result of changes to Kidney Week or full cancellation for any reason.

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 and supporters 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 can result in the loss of priority points by the exhibiting company, the inability to participate in the society's Corporate Support Program, and/or the ability to exhibit or sponsor items at future meetings.

Accreditation Statement

In support of improving patient care, the American Society of Nephrology is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

ASN abides by all requirements of the ACCME Standards for Integrity and Independence in Accredited Continuing Education.

Ethical Codes of Conduct

ASN supports the ethical codes of conduct on interactions with health care professionals including, but not limited to, the Advanced Medical Technology Association (AdvaMed) 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; the 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 Kidney Week 2024 to be in compliance. All exhibiting companies, regardless of tax status, must demonstrate compliance with these and subsequent ethical codes.

ASN 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.

Meeting Code of Conduct

All supporters, exhibitors, and participants must agree to follow ASN's Code of Conduct for all interactions related to Kidney Week 2024.

Health and Safety Policies

All participants must agree to follow ASN's posted Health and Safety Policies or other policies that ASN posts. Changes to these policies can occur at any time and will be posted on the ASN website and included in exhibitor newsletters.



KIDNEY WEEK 2024

**October 23-27 (Exhibit Dates October 24-26)
San Diego Convention Center**

Promotional Opportunities (Company Specific)

Company-specific items may not include product information, including product logos. All pictures below are examples only and may not depict actual items.

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

+ Charging Stations

Customize five charging stations throughout the convention center with artwork of your choice. Each station is double-sided and equipped to charge participants' cell phones, computers, and other electronic gadgets. Company specific artwork only.

\$25,000 for sole support

+ Column Wraps (A113, A114, C114, C118, or C119)

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.

\$25,000 per wrap

+ Convention Center Banners

Drive traffic to your exhibit booth with a banner, prominently displayed in high traffic areas of the convention center. Banners may not be product specific and are limited to one piece of artwork only (if double-sided). Both wall and hanging banners are available.

\$25,000 per banner

+ Digital Pathology Room Support

This room provides participants a hands-on review of the digital slides presented during the Renal Biopsy: Clinical Correlations 2024 session. Biopsy materials are available with renal pathologists onsite to direct the study of the cases and to provide individual instruction.

Benefits:

- Company logo listed on onsite signage.
- Company acknowledgment in the *Kidney Week Onsite Guide*.
- Company acknowledgment on the Renal Biopsy: Clinical Correlations 2024 webpage on the ASN website.

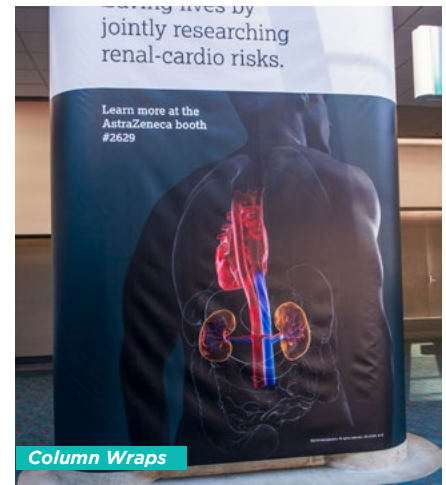
\$10,000 for sole support

+ Digital Banners (Lobby B, C, or D)

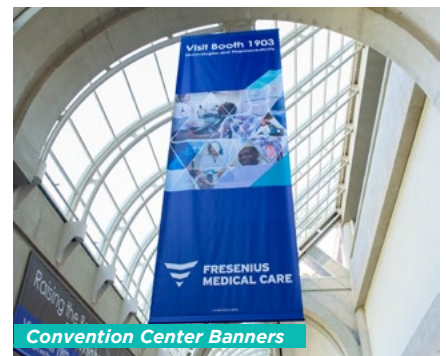
Catch the attention of participants with this vibrant, earth-friendly option. Banners are static and may not contain motion or sound. Support includes one side of the banner only and each side can be supported by up to two companies. Banners will rotate every 30 seconds and may not be product specific.

\$25,000

- HALL A**
Exhibits and Posters
- HALL B**
Exhibits and Posters
Main Exhibit Hall Entrance
- HALL C**
Registration
- HALL D**
Plenary Sessions
- UPPER-LEVEL WEST**
Session Rooms
- UPPER-LEVEL EAST**
Session Rooms



Column Wraps



Convention Center Banners



Digital Banners

Continued Promotional Opportunities (Company Specific)

+ ePosters Site

Help participants gain electronic access to the posters presented at Kidney Week. This interactive platform features viewing by categories; searching by names or keywords; bookmarking; and discussing via message boards or directly with authors. The 2023 site had over 15,000 ePoster views.

Benefits:

- Company logo on the ePoster site.
- Acknowledgment in the *Onsite Guide* and the Kidney Week posters page of the ASN website.

\$10,000 for sole support

+ Escalator Clings (Set B108-B109 or C116-C117)

Grab participants' attention as they ride up and down the escalators at the convention center with customized interior-only escalator clings. Clings may not be product specific.

\$35,000 per set of two clings

+ Escalator Runners (Hall D - ES22)

The only escalator runners available in the convention center run from the plenary session corridor up to session rooms.

\$25,000 for sole support of two runners

+ Glass Clings (U207 and U208)

These upper-level glass clings will be seen by participants as they flow to and from session rooms.

\$30,000 for both

+ Kidney Week On-Demand Booth Driver

Looking to drive participants to your booth? All Kidney Week sessions are recorded and made available on-demand after the meeting. But only participants who obtain an access code from one of three participating booths will have immediate access to this complimentary content. Participants receive a voucher in their meeting bag to exchange for a postcard at your booth. ASN produces and provides each supporter with 3,000 postcards.

\$20,000 per company (Three companies must participate for ASN to offer this opportunity.)

+ 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 acknowledgment prior to and after each podcast.
- Acknowledgment as the podcast supporter in Kidney Week Daily emails.

\$15,000 for sole support of all three podcasts

+ Kidney Week Mobile App - Right of First Refusal Item

The mobile app provides complete access to the Kidney Week program, including sessions, speakers, abstracts, exhibitors, and other general meeting information.

Benefits:

- Company logo on the opening splash page.
- Company banner on the menu (landing) page.
- Full page ad accessible from clicking the company banner. Ad can redirect to an outside webpage.
- Convention Center signage provided by ASN.
- Complimentary upgrade to [Featured Exhibitor Listing](#) within the mobile app.*

**Additional exhibitors may also purchase the Featured Exhibitor Listing to enhance the user experience.*

\$55,000 for support of all items and sole support of the first four items

+ Light Boxes

Light the way as participants travel the corridors of the convention center. Participants cannot miss your message directly in their sight line. Light boxes may not be product specific.

\$30,000 for two double-sided light boxes

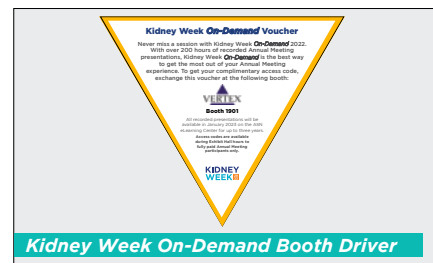
+ Nook Pod Branding NEW

Available throughout the convention center, these private pods provide participants with an area to relax, meet, or work. Support includes your custom artwork on the two outside panels and tabletop of two pods.

\$25,000 for support of two pods



Escalator Clings



Kidney Week On-Demand Booth Driver



Kidney Week Mobile App



Light Boxes



Nook Pod Branding

Continued Promotional Opportunities (Company Specific)

+ PM Refreshment Breaks **NEW**

Gain additional exposure in the center by supporting the afternoon refreshment breaks. Supporter can provide cups, napkins, and/or cup sleeves with your company logo and booth number to ASN for distribution (at supporter's expense). Breaks will be designated with signage with your company logo. Company specific branding only.

Schedule: Thursday, October 24, Friday, October 25, and Saturday, October 26

\$15,000 for sole support of all three days (rights only)

+ Social Media Walls

Located in the convention center, two digital walls will display participant social media posts throughout Kidney Week. #KidneyWk

Benefits:

- Company logo and booth number on both walls.

\$15,000 for sole support

+ Water Stations

Customize wraps and mats at water stations spread throughout the convention center and exhibit hall. ASN provides the water stations and water. All other costs are the responsibility of the supporter (design, production, and shipping of wraps and mats). ASN will distribute the items onsite.

\$25,000 for sole support (rights only)

+ Wi-Fi Service

Assist in providing Kidney Week participants internet access throughout the conference. Complimentary Wi-Fi service is available in the convention center including the educational session rooms, hallways, and the exhibit hall.

Benefits:

- Company logo and booth number on the splash page where participants connect to Wi-Fi. The splash page does not link to the supporter's website.
- Company recognition in the *Onsite Guide*, on introductory slides in all session rooms, and on convention center signage.

\$30,000 for sole support



Promotional Opportunities (Product Specific)

Product-specific items may be product specific, company specific, or both.

+ Attendee Lounge Support

Display your printed materials in three attendee lounges spread throughout the exhibit hall. ASN will designate each lounge with signage with your company and/or product logo. Printed materials are up to the discretion of the supporter.

\$20,000 for sole support of three lounges

+ Door Clings (DG01, DG02, DG03, DG04, DG05, DG06, or DG07)

Greet participants with a message of your choice on the exterior doors of the convention center. Clings may be product specific.

\$20,000 per set

+ 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 up to 20 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.

\$35,000 for sole support of all aisle banners

+ Educational Symposia Guide Ads

This guide includes a detailed schedule of the meeting's industry supported CE educational symposia and is included in every participant's meeting bag.

Benefits:

- Inside back cover and back cover for placement of a four-color advertisement.

\$25,000 for sole support

+ Exhibit Hall Refreshment Breaks

Gain additional exposure in the exhibit hall by supporting a morning refreshment break. Supporter can provide cups, napkins, and/or cup sleeves with your company or product logo to ASN for distribution (at supporter's expense). Breaks will be designated with signage with your company and/or product logo.

Schedule: Thursday, October 24, Friday, October 25, and Saturday, October 26

\$25,000 for sole support of all three days (rights only)

+ Headshot Lounge **NEW**

Brand the area participants receive a professional headshot with your company or product logo. Equipped with a professional photographer, participants receive a headshot emailed to them at the meeting.

Benefits:

- Company and/or product logo included on the hanging banner immediately over the lounge, lounge signage, and on headshot distribution emails.
- The ability to outfit lounge staff in company and/or product logo attire (paid and provided by the supporter).

\$20,000 for sole support

+ Onsite Guide

Help supply participants with important information about Kidney Week. Distributed to all participants, the guide provides general information for the Annual Meeting.

Benefits:

- Inside back cover and back cover for placement of a four-color advertisement.

\$35,000 for sole support

+ Shuttle Bus Support

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, bus wraps, and headrest covers are available at cost to the corporate supporter. Vinyl ribbons and bus wraps may be product specific.

\$30,000 for sole support (rights only to three buses)



Email Banners (Product Specific)

Product-specific items may be product specific, company specific, or both. All email banners can link to a supporter designated URL.

+ **Kidney Week Daily Email Banner (one per company limit)**

This daily email communication from ASN provides each participant with valuable information on Kidney Week.

Benefits:

- Custom banner included in each email (links to supporter's preferred website).

\$20,000 per day (Wednesday, Thursday, Friday, Saturday, Sunday, and Recap email)

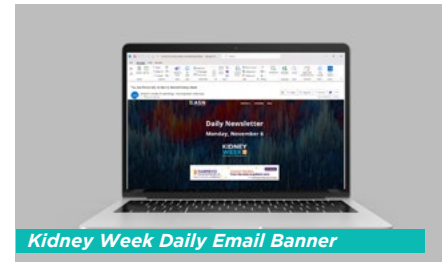
+ **Registration Email Banners**

Immediately reach participants after they register for Kidney Week. Registration will open in June and close in October. Banners link to supporter's preferred website.

Benefits:

- Custom banner included at the bottom of each registration confirmation email.
- Custom banner included in the Know-Before-You-Go email sent to all participants prior to Kidney Week.

\$40,000 for sole support



Kidney Week Daily Email Banner

Hotel Opportunities (Product Specific)

Product-specific items may be product specific, company specific, or both.

+ **Hotel Key Cards – Right of First Refusal Item**

Customize hotel key cards with your company/product logo and artwork in full color. Cards are distributed at two ASN hotels. Production and distribution costs are included in the support fee. Hotel key cards may be product specific.

\$45,000 for sole support

+ **Hotel Room Drops**

Send a targeted message to Kidney Week participants before they head to the convention center 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.

**\$35,000 per day for sole support
Wednesday – Saturday (3,500 rooms)**

\$25,000 for sole support Sunday (2,500 rooms)



Hotel Key Cards



Marriott Marquis San Diego Marina Opportunities (Product Specific)

Product-specific items may be product specific, company specific, or both.

The Marriott Marquis San Diego Marina serves as one of ASN's Co-Headquarter Hotels and is adjacent to the convention center. Thousands of participants stay at the Marriott or visit daily to attend ancillary events, meetings, and ASN educational symposia. All items in the Marriott may be product specific.

+ **Front Entrance Cling (MGC.01)**
\$30,000

+ **Entrance Column Wraps - 2 (MC.01, MC.02)**
\$30,000

+ **Lobby Banner (MB.01)**
\$35,000

+ **Lobby Reception Area Banners - 3 (MB.02, MB.03, MB.04)**
Three banners located over the hotel reception desk.
\$25,000

+ **Lobby Column Wraps - 2 (MC.03, MC.04)**
\$25,000

+ **Lobby Wall Cling (MB.05)**
\$40,000

+ **Elevator Clings**
North Tower - 4 (MEC.01) \$20,000
South Tower - 5 (MEC.02) \$25,000

+ **North Tower Column Wraps - 3 (MC.08, MC.09, MC.10)**
\$30,000

+ **North Tower Elevator Column Wraps - 2 (MC.06, MC.07)**
\$25,000

+ **North Tower Glass Railing Clings - 2 (MGC.03, MGC.04)**
\$30,000

+ **South Tower Wall Cling (MB.07)**
\$30,000

+ **South Tower Column Wraps - 2 (MC.11, MC.12)**
\$25,000

+ **South Tower Entrance Door Clings - 2 (MGC.05, MGC.06)**
\$25,000

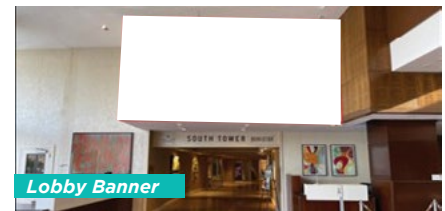
Artwork Requirements:

Along with adhering to ASN's Artwork Requirements (page 7), the Marriott Marquis San Diego requires:

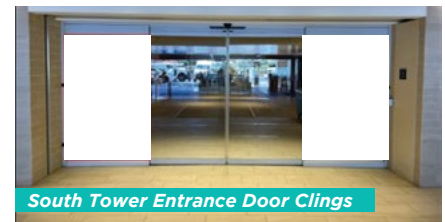
1. Hotel Approval: All graphics displayed at the Marriott must receive prior approval from hotel management. ASN recommends you submit your graphics with ample time for redesign should the graphics require adjustment to align with hotel policy.
2. Prohibition of Excessive Text: To create a welcoming and visually appealing atmosphere, the Marriott discourages the use of excessive text in designs. Excessive Prescription Information (PI) included on artwork will not be approved for production.
3. Non-Offensive Graphics: All designs and graphics should be tasteful and non-offensive. Determination of the appropriate nature of any graphic is at the discretion of ASN and the Marriott Marquis San Diego Marina.



Entrance Column Wraps



Lobby Banner



South Tower Entrance Door Clings



Lobby Wall Cling



Glass Railing Clings

Special Events

+ **ASN Diversity, Equity, and Inclusion Events** (Company Specific)



Annual Wesson-Himmelfarb Diversity and Inclusion Lunch

Hosted by ASN's Diversity, Equity, and Inclusion Committee, the annual Wesson-Himmelfarb event aims to connect diverse members of the ASN community and foster dialogue with the ASN Council and other leaders in the field around ongoing diversity, equity, and inclusion initiatives.

LGBTQ+ and Allies Member Reception

Hosted by ASN's Diversity, Equity, and Inclusion Committee, this hourlong reception includes approximately 75 participants and is open to all Kidney Week participants.

Benefits:

- Company acknowledgment on e-blast invitations, onsite signage, in opening remarks at both events, and in Kidney Week materials. This sponsorship does not include the ability to give remarks at either event.

\$25,000 sole support of both events

+ **Kidney Week Welcome Reception – Right of First Refusal Item** (Product Specific)

To welcome all Kidney Week participants to San Diego, the society will host a one-hour welcome reception in the exhibit hall the evening of Thursday, October 24. This celebratory event will provide participants an additional unopposed hour to engage with exhibitors and explore the exhibit hall.

Benefits:

- Custom tent cards on bars and food stations with your company or product logo/booth #.
- Food station or bar located near your exhibit booth (space permitting).
- Onsite signage with your company or product logo/booth # at exhibit entrances.
- Branded cocktail napkins with your company or product logo/booth #, if secured by July 2024.

\$55,000 for sole support

+ **President's VIP Dinner** (Company Specific)

Join ASN President Deidra C. Crews, MD, MS, FASN, in celebrating the success of Kidney Week 2024. 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, October 25

Benefits:

- Company acknowledgment on invitation and event signage.
- Verbal recognition by ASN President during dinner.
- Five complimentary invitations.

\$25,000 for sole support

+ **Trainee Events and Programs** (Company Specific)

FIT Bowl

Which nephrology fellows will reign supreme? The Fellows-In-Training (FIT) Bowl is a two-day, single-elimination tournament for nephrology fellows held in the exhibit hall. Watch teams compete for the ultimate bragging rights at Kidney Week.

Benefits:

- Company acknowledgment on the ASN website, onsite signage, and in Kidney Week materials.

\$15,000 for sole support

Kidney STARS Program

The Kidney Students and Residents Program (STARS) provides up to 250 participants the opportunity to interact with more than 100 fellows and faculty mentors during Kidney Week. Paired with a mentor, medical students, graduate students, and residents engage in a wide range of events during the week. These include guided tours of abstracts, networking activities, onsite mentoring, a Q&A with nephrology experts, and lunch with nephrology leaders, mentors, and patients.

ASN funds all F&B and participant travel. There is not a transfer of value to participants from the supporter.

This sponsorship does not include the ability to provide remarks at Kidney STARS events.

Benefits:

- Company acknowledgment on the ASN website, on onsite signage at Kidney STARS events, and in Kidney Week materials.
- Two invitations each to a networking activity, lunch, and Q&A session.

\$25,000 for sole support

Scientific Programs – Educational Grant Support

Accreditation Statement

In support of improving patient care, the American Society of Nephrology is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

ASN abides by all requirements of the ACCME Standards for Integrity and Independence in Accredited Continuing Education.

For information regarding educational grant support contact Kara Page at kpape@asn-online.org.

+ 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 approximately 200 sessions offered throughout the week. Gain continual recognition in a targeted area of nephrology by supporting a Kidney Week pathway.

Pathways: AKI and Critical Care; Bones, Stones, and Mineral Metabolism; CKD Non-Dialysis; Diabetic Kidney Disease; Dialysis; Fluid, Electrolyte, and Acid-Base Disorders; Genetic Diseases and Development; Glomerular Diseases; Hypertension and Cardiorenal Disorders; Kidney Transplantation; Pathology; and Pediatric Nephrology.

Benefits:

- Company name included on the ASN website under each session.
- Company name included on all session signage and introductory slides in the pathway.

\$5,000 per session in the pathway for sole support

+ Session Support

Approximately 200 sessions are held during Kidney Week, are available for grant support, and focus on:

- Late-breaking information related to basic, translational, and clinical research discoveries in specific areas within the field of nephrology; or
- Single areas of clinical or basic research.

Benefits:

- Company name included on the ASN website under each session.
- Company name included on session signage and introductory slides.

\$7,500 per session for sole support

+ Plenary Sessions

Become part of the cutting-edge science that begins each day of the Annual Meeting. Your company can reach the majority of Kidney Week participants at the start of their day by supporting these high-profile sessions. Each session includes a State-of-the-Art Lecture.

Benefits:

- Company name included on the ASN website and the *Onsite Program* under each plenary session.
- Company name included on introductory slides.
- Verbal acknowledgment during each session.

\$25,000 for sole support of all four sessions

+ Early Program Support

These day-long reviews of specific topics within the field of nephrology are held immediately prior to the annual meeting and require a separate registration fee for the participant. The complete schedule of Early Programs will be available on the ASN website starting in June 2024.

Benefits:

- Company name included on the ASN website on the Early Program page.
- Company name included on introductory slides.
- Company name included on signage.

\$15,000 per program for sole support

+ Educational Symposia

Accredited and administered by ASN, these one-hour programs are held at the Marriott Marquis San Diego Marina, adjacent to the convention center. The society develops program content, recruits faculty, selects menus, arranges audiovisual requirements, accredits the program, and administers continuing education credits to participants. Breakfast or lunch is provided and paid for by ASN. ASN does not utilize third parties to develop or administer educational symposia. All symposia are developed by the Kidney Week Education Committee and are submitted by ASN to industry for educational grant support.

For additional information contact Kara Page at kpape@asn-online.org.



Exhibitor Spotlights

Gain direct access to your targeted audience by presenting an Exhibitor Spotlight. This unique opportunity provides exhibitors a forum for presenting information of their choice in a custom-built theater on the exhibit hall floor. Seating is limited to 100 participants. This in-person only opportunity is not recorded, live-streamed, or available on-demand after Kidney Week.

Dates and Times

Thursday, October 24, Friday, October 25, and Saturday, October 26



Theater #1		
Setup Time	Presentation Time	Teardown Time
9:30-10:00 a.m.	10:00-10:45 a.m.	10:45-11:00 a.m.
11:30 a.m.-12:00 p.m.	12:00-12:45 p.m.	12:45-1:00 p.m.
Theater #2		
Setup Time	Presentation Time	Teardown Time
10:30-11:00 a.m.	11:00-11:45 a.m.	11:45 a.m.-12:00 p.m.
12:30-1:00 p.m.	1:00-1:45 p.m.	1:45-2:00 p.m.

Rules and Regulations

Exhibit Requirement

All Exhibitor Spotlight supporters must exhibit during the meeting in San Diego, CA.

Content

The ASN Exhibitor Spotlights are not continuing education (CE) activities. Presentations may be product specific and are determined by each supporter. ASN does not review slide sets or presentations. This in-person only opportunity is not recorded or available on-demand after Kidney Week. Titles are limited to 13 words.

Length

All presentations are limited to 45 minutes in length. Each presentation is allotted a half hour for setup and 15 minutes for teardown. Time slots are filled on a first-come, first-served basis. Exhibitor Spotlight theaters are not available outside the setup time for faculty slide reviews or run throughs.

Speakers

Kidney Week educational symposia faculty, Kidney Week Education Committee Members, and ASN Councilors cannot participate as speakers in the Exhibitor Spotlights. All speakers must be approved by ASN prior to being confirmed.

ASN Services Included in the Support Fee Meeting Space

The Exhibitor Spotlights are housed inside two theaters on the exhibit hall floor and open during exhibit hall hours only. ASN will provide seating for up to 100 participants. ASN is unable to add additional seating onsite but standing room is allowed in the theaters. Theater walls are acrylic and are see through in areas.

Room Set

Each theater will be set in crescent rounds for 100 participants and include a head table with three chairs, a podium, and an easel. Additional furniture including tables, chairs, podiums, etc. cannot be added to the room set, and the room set may not be adjusted onsite.

Continued ASN Exhibitor Spotlights

Catering

A boxed breakfast will be provided during the 10:00 a.m. timeslot. A boxed lunch will be provided during all other timeslots. Catering will not be accessible to non-exhibitor spotlight participants. ASN chooses the menus and provides a per-person cost to supporters after Kidney Week. The cost of the meal is included in the support fee.

Audiovisual Equipment

ASN will provide a complete audiovisual package, which includes: an LCD projector and screen, one laptop, one presenter microphone, a sound system, a slide advancer, and a dedicated audiovisual technician. An audiovisual technician will be available a half hour prior to each presentation to assist with equipment. **Due to the tight turnaround between spotlights, ASN is not able to accommodate any additional audiovisual requests (such as videotaping, recording, additional microphones, audience response, stronger Wi-Fi etc.) outside of the standard package this year. DO NOT book a spotlight if you need to videotape it.**

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 company logo. The supporter may advertise the title, date, time, and presenter of the presentation in their exhibit booth and with a poster immediately outside the door to the theater 30 minutes prior to their presentation. The exhibitor may not place additional signage in the convention center, hotels, etc.

Registration

The ASN Exhibitor Spotlight is available to fully registered Kidney Week participants only. All participants must display an official Kidney Week badge to enter the theater. Advance registration is not allowed for any presentation and seats are filled on a first-come, first-served basis.

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 kit.

Onsite Management

ASN staff will manage all meeting logistics related to the theater onsite including food and beverage, signage, and audiovisual equipment. The supporter is responsible for the distribution and collection of promotional materials during and after the spotlight. The supporter is solely responsible for the collection of participant data.

Application

A completed application is required to book an Exhibitor Spotlight timeslot. This application will become a contract upon the supporter's authorized signature and ASN's acceptance and countersignature. Please note, ASN accepts signatures from supporting companies only, not third-party representatives.

Presentation Fee

\$50,000 per 45-minute presentation



Invitation-Only Exhibitor Spotlights

Engage participants with a presentation of your choice over a reception or dinner. Limited to 50 or 100 participants, this invitation-only event provides companies an opportunity to engage invited guests offsite after Kidney Week program hours. **ASN highly recommends this activity for supporters who have a pre-determined guest list. ASN does not publicize this activity to participants or assist with event planning.**

Dates and Times

Wednesday, October 23, Thursday, October 24, Friday, October 25, and Saturday, October 26

Set-up Time	Presentation/Dinner Time	Tear-Down Time
3:00–6:30 p.m.	6:30–10:00 p.m.	10:00–11:00 p.m.

Time slots are filled on a first-come, first-served basis.

Rules and Regulations

Exhibit Requirement

All spotlight supporters must exhibit during the meeting in San Diego, CA.

Content Requirement

Spotlights are not continuing education (CE) activities.

Presentations may be product specific. Supporters may not provide CE to participants. This in-person only opportunity is not recorded by ASN or available on-demand after Kidney Week.

Speakers

Kidney Week educational symposia faculty, Kidney Week Education Committee Members, and ASN Councilors cannot participate as spotlight speakers. All speakers must be approved by ASN prior to being confirmed.

Logistics

Meeting Space

All Invitation-Only Exhibitor Spotlights will be held in the Manchester Grand Hyatt at 1 Market Place, San Diego, CA. The meeting space rental for one room is included in the support fee. The room will be set in rounds. Additional set up time or space may incur additional fees from the hotel.

Catering

Supporters will work directly with the hotel on all catering needs. The hotel will bill the supporter directly for all catering-related expenses.

Audiovisual Equipment

Supporters will work directly with 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.

Recruitment

ASN will provide the opt-in list of in-person meeting participants to the supporter to assist with recruitment starting in late September. ASN does not actively recruit participants for the spotlights and will not publicize these activities to participants. Spotlight recruitment is the responsibility of the supporter. Supporters must collect RSVPs and attendance is capped at 50 or 100 max onsite depending on the room.

Registration

Participation is limited to up to 50 or 100 participants max and supporters must register participants prior to Kidney Week. Only Kidney Week participants and company representatives may attend.

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 kit.

Onsite Management

The supporter is responsible for all onsite management and event planning.

Application

A completed application is required to book a timeslot. This application will become a contract upon the supporter's authorized signature and ASN's acceptance and countersignature. ASN accepts signatures from supporting companies only, not third-party representatives.

Participant Safety

Event organizers are responsible for ensuring their event is compliant with all legal requirements including but not limited to PPE enforcement, maximum attendance, room capacity, and social distancing guidelines. All participants must agree to follow ASN's posted Health and Safety Policies or other policies that ASN posts. Changes to these policies can occur at any time and will be posted on the ASN website and included in exhibitor newsletters.

Liability

The supporter will take full responsibility for the event/meeting and will hold harmless the American Society of Nephrology, its officers, agents, contractors and employees from any and all liability and costs associated with their Invitation-Only Exhibitor Spotlight. By supporting this activity, ASN is released from any and all liability including cancellation penalties and fees.

Presentation Fee

\$25,000 for up to 50 participants
\$40,000 for up to 100 participants

Additional ASN Opportunities

AKINow Support

AKINow was established in 2019 to address the rising incidence of acute kidney injury (AKI), which is estimated to affect more than 13 million hospitalized people every year around the world. AKI survivors have a higher risk of death, rehospitalization, recurrent AKI, CKD, and lower quality of life than patients discharged from the hospital without an AKI diagnosis. AKINow approaches its mission through the development of novel educational content and platforms; outreach to the kidney community and engagement with patient advocates; and dissemination of best practice information to both clinicians and individuals affected by AKI.

Areas of focus include:

- Continuation of the popular AKINow Journal Club.
- Panel discussions on building biorepositories.
- Collaborations for educational summits highlighting education for fellows.
- Early discharge planning: transitioning from hospital to outpatient care for AKI patients on dialysis (AKI-D).

Diabetic Kidney Disease Collaborative (DKD-C) Support

Diabetes is the leading cause of kidney disease worldwide. The condition also accounts for more than 40% of kidney failure in the US. With more than 100 million US adults living with diabetes or prediabetes, new treatments must be implemented urgently to stem the tide of diabetic kidney disease.

The Diabetic Kidney Disease Collaborative (DKD-C) was launched in 2019 with a mission to “work together to address the urgent and unmet needs in the diagnosis and treatment of people with diabetic kidney disease”.

In 2024, the DKD-C will apply its efforts to the following:

- Coordinating a two-pronged study of the cost-effectiveness of SGLT2 inhibitor treatment.
 - The first prong will study the implementation of SGLT2 inhibitors across a cohort of Veterans’ Administration patients with DKD.
 - The second will focus on SGLT2 inhibitor treatment amongst the employees with diabetes in a large US healthcare system.
 - These partnerships are aimed to support a *change in nephrology* toward upstream prevention and treatment, rather than late-stage reactionary care, through value-based approaches for people with, and at-risk for, kidney disease.
- Translation of the latest module, [“Your Kidneys and Your Health: Living with Diabetes”](#), into multiple languages, including Spanish, French, German, Italian, Portuguese, Russian, Turkish, and potentially Arabic.
- Confirm partnerships for the purpose of planning and preparing for the significant and rapid change in the treatment of kidney diseases.

Glomerular Disease Collaborative (GD-C) Support

Glomerular diseases (GD), excluding diabetic nephropathy, account for approximately 25% of the cases of kidney diseases worldwide. Given the magnitude of long-term morbidity from GD, particularly the frequent manifestation in younger patients, it is critical that they be diagnosed efficiently, and that management is optimized to control disease and prevent progressive kidney diseases.

ASN launched the Glomerular Diseases Collaborative (GD-C) in early 2024 to promote high-quality care for people with glomerular diseases and stimulate opportunities to address gaps in knowledge, training, continuing education, and awareness across the spectrum of glomerular diseases.

As a result of a year-long planning process, the GD-C will work to close gaps in care in four content areas:

1. Improving access to care by focusing on GD specialists and emerging therapies.
2. Promoting clinical knowledge to GD specialists and other nephrologists.
3. Increasing access to clinical trials, which includes engaging people with kidney diseases, informing nephrologists, and improving the infrastructure.
4. Conducting economic analyses.

A multi-disciplinary steering committee that includes nephrologists with expertise in pediatric and adult GD, as well as other specialties, will lead the ASN GD-C. This steering committee has the responsibility for further defining the scope of the initiative building from the strategic framework identified by a strategic advisory panel. Workgroups will be identified with a specific focus on solutions for healthcare professionals and people living with GD.

To learn more about support opportunities associated with AKINow, the DKD-C, or the GD-C, contact Senior VP of Business Development Kara Page at kpage@asn-online.org.

ASN Contact Information

Educational and Promotional Sponsorship Opportunities

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