



Corporate Support Opportunities

Early Programs
November 1

Annual Meeting Dates
November 2–5

Exhibit Dates
November 2–4

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AMERICAN SOCIETY OF NEPHROLOGY AT-A-GLANCE 2023

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 21,000 members representing 140 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 14.978), *Clinical Journal of the American Society of Nephrology* (CJASN, Impact Factor 10.671), and the new online-only, open access journal, *Kidney360*. ASN also publishes a monthly newsmagazine *ASN Kidney News*. The publications are available on a variety of platforms, and each has their own social media presence.
- **Advocacy:** ASN advocates for policies that promote the highest quality patient care, increased funding for research, 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 between 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 support kidney medicine and to provide strategic direction, coordination, and oversight of ASN Excellence in Patient Care's initiatives including NTDS, the COVID-19 Response Team, the Diabetic Kidney Disease Collaborative, AKINow, and 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



Michelle A. Josephson, MD, FASN
President



Susan E. Quaggin, MD, FASN
Past President



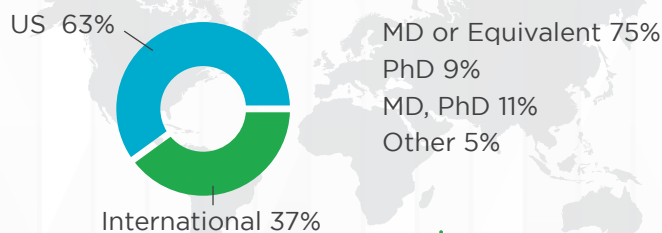
Deidra C. Crews, MD, MS, FASN
President-Elect



Tod Ibrahim
Executive Vice President

Membership

ASN has nearly 21,000 members in 140 countries.



37+ million
Americans have
kidney diseases.



**KIDNEY
WEEK** 2023
November 1-5 | Philadelphia, PA

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 does not apply.

2023 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
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2023 Recognition Chart*

Categories of Support	Diamond Level	Platinum Level	Gold Level	Silver Level	Bronze Level
Kidney Week Recognition					
Verbal acknowledgement during the plenary sessions	✓				
Acknowledgement included in plenary session opening slides	Company Logo				
Acknowledgement included 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 2024	✓				
Advanced selection of exhibit booth space for 2024	✓	✓			
Complimentary 24-hour holds on ancillary meeting space in 2024	2 rooms	1 room			
Complimentary Full Registration(s) to in-person meeting in 2023	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 kpape@asn-online.org for more information.



CORPORATE SUPPORTERS 2022

The ASN Corporate Support Program recognizes supporters year round for their generous contributions to the society. Through this program, supporters help ASN create a world without kidney diseases. ASN gratefully acknowledges the following companies for their contributions in 2022.

DIAMOND LEVEL

CSL Vifor



PLATINUM LEVEL



GOLD LEVEL

Akebia Therapeutics, Inc.
Mallinckrodt Pharmaceuticals
Nipro Medical Corporation
Vertex Pharmaceuticals

SILVER LEVEL

Alexion Pharmaceuticals, Inc.
Boehringer Ingelheim Pharmaceuticals, Inc.
Horizon Therapeutics
Natera

Novartis
Renalytix
Verici Dx

BRONZE LEVEL

ANI Pharmaceuticals, Inc.
Ardelyx
Aurinia Pharma U.S.
Bayer
CareDx
CVS Kidney Care

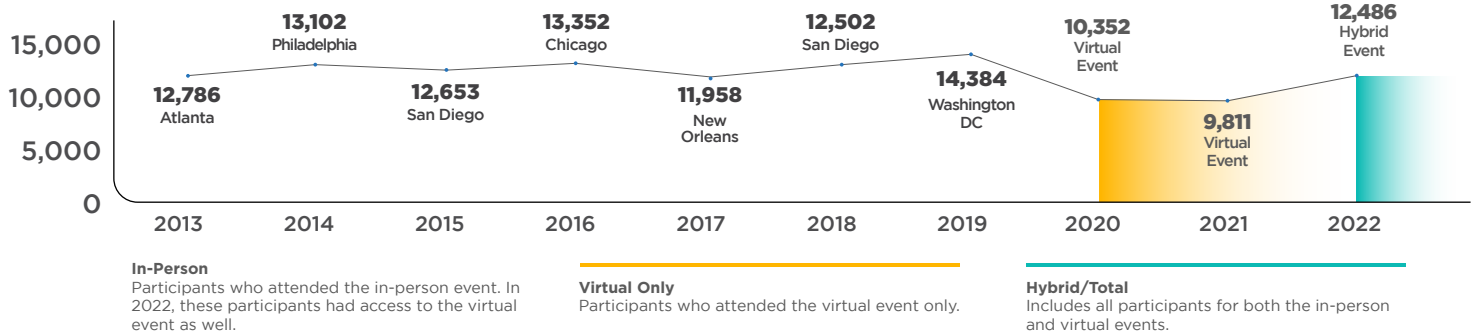
DaVita
Eurofins Transplant Diagnostics
Novo Nordisk
OPKO Renal
Sanofi

Kidney Week 2022 Demographics

ASN's first hybrid Kidney Week

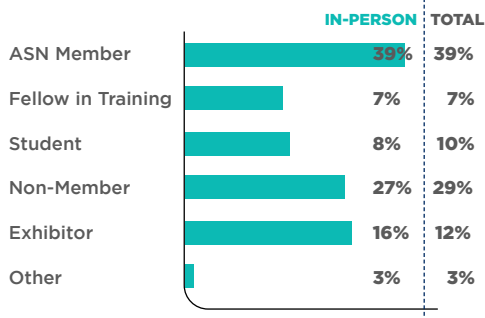
Thank you to all our participants, faculty, partners, exhibitors, and supporters who helped make this event a success.

Attendance Through the Years

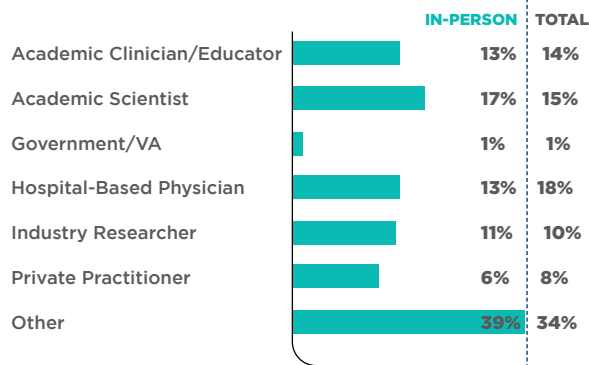


Participant Registration Report

Professional Participants



Primary Institutional Affiliation



Hybrid Attendance Breakdown



* All in-person participants had access to the virtual event. This number indicates the total attendees who accessed the virtual platform.

Participant Area of Interest - Percent of Participants

Multiple answers were permitted

Acute Kidney Injury	37%	Glomerular Diseases	34%
Bone & Mineral Metabolism	16%	Hypertension & Cardiovascular Disease	28%
Cell & Transport Physiology	8%	Interventional Nephrology	10%
Chronic Kidney Disease	57%	Pathology	11%
Development & Pediatrics	7%	Transplantation & Immunology	21%
Diabetes & Metabolism	24%	Other	9%
Dialysis	35%		
Genetic Diseases of the Kidneys	19%		

Top Countries in Attendance

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

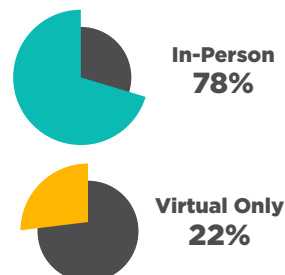
30% International In-Person



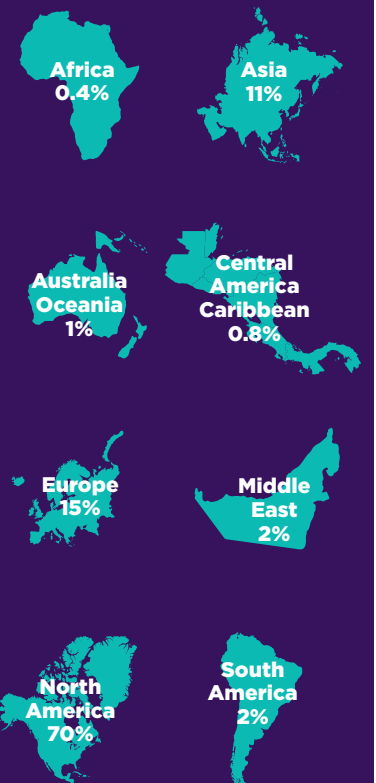
62% International Virtual



In-Person vs. Virtual



International Attendance 38%



Kidney Week 2022 Offered

133 In-person sessions
122 Virtual sessions
10 Live-streamed sessions
11 Educational Symposia

Posters

- 2,995 Posters
- 2,317 ePosters uploaded
- 26,610 ePoster Views
- 98,654 Abstract Views

Early Programs

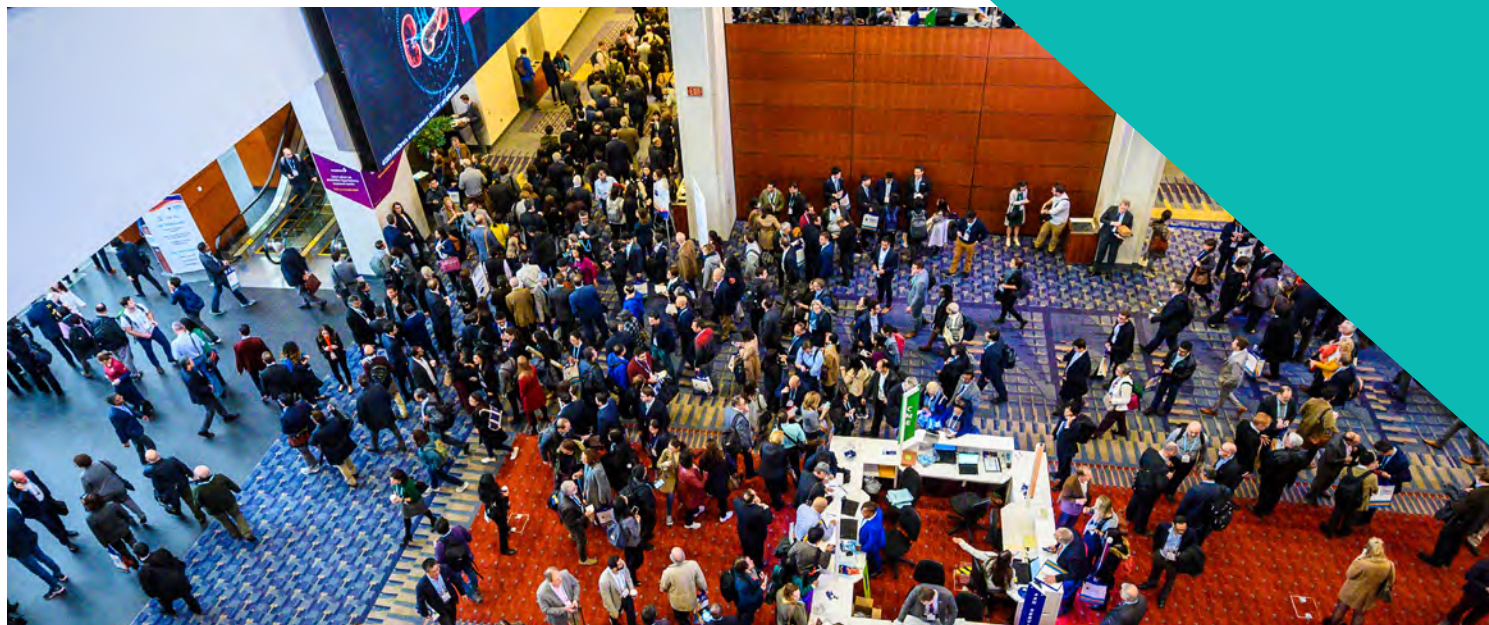
- 7 Early Program Courses
- 4 Virtual Only
 - 3 Hybrid

Exhibitors

- 183 Exhibit Booths
- 171 Exhibiting Companies

Virtual Event Metrics Platform

- 29% of participants accessed the virtual platform during the live meeting
- 47% of participants accessed the virtual platform between Oct. 19 - Dec. 22
- 23,707 Total Unique Session Views



Kidney Week 2023

ASN Kidney Week remains the world's largest meeting devoted to the latest advances in nephrology care, research, and education. Kidney Week 2023 will be held in-person November 1-5 (exhibit dates November 2-4) at the Pennsylvania Convention Center in Philadelphia, PA. All sessions will be recorded and made available on-demand after Kidney Week. All in-person participants who obtain a Kidney Week On-Demand access code from a supporting company's booth will have complimentary access to the on-demand content.

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. Please note, ASN accepts signatures from supporting companies only, not third-party representatives.

First Right of Refusal

Companies who supported the following items during Kidney Week 2022 have the first right of refusal on those items for Kidney Week 2023:

- 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 portion of the meeting. ASN is not liable of any cancellation fees or penalties your company/entity may incur as a result of changes to Kidney Week or full cancellation for any reason.

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 or elixir X is better than elixir Y),
- 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 have at least one reference to the supporter's exhibit booth or Kidney Week 2023.

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 2023 to be in compliance. All exhibiting companies, regardless of tax status, must demonstrate compliance to 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 2023.

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 2023

**November 1-5 (Exhibit Dates November 2-4, Halls B-D)
Pennsylvania 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.



Cell Phone Sanitizer and Charging Lockers

Brand three lockers with artwork of your choice (company specific only). Participants charge their cell phones in individual lockers located around the convention center.

\$20,000 for sole support of three lockers

Charging Stations

Add your company logo and booth number to five charging stations throughout the convention center. Each station is equipped to charge participants' cell phones, computers, and other electronic gadgets.

\$15,000 for sole support

City Light Pole Banners

Welcome participants to Philadelphia by placing your company logo at the bottom of a city light pole banner. Hung on the light poles along Market Street, each double-sided banner includes a welcome to Kidney Week message along with your logo. Logos may not exceed a 15-inch square or 12x18-inch rectangle.

\$20,000 for sole support of 20 banners (logo inclusion only)



Convention Center Banners (Eight available)

Drive traffic to your exhibit booth with a hanging banner, prominently displayed along the corridors of the convention center. Banners may not be product specific.

\$25,000 per banner (double-sided)

Convention Center Bridge Mini Banners (Two sets available)

Line the bridge between the session rooms and the exhibit hall with four custom banners of your choice. Placed in a row along the walls, these single sided banners are 10" wide x 4'9" high and may not be product specific.

\$20,000 for four mini banners



Escalator Clings and Runners (Seven sets available)

Grab participants' attention as they ride up and down the escalators at the convention center with customized escalator clings. Clings may not be product specific. Each set includes two clings and one squirrel runner.

\$30,000 per set



Hand Sanitizer Stations

Brand the front and sides of five hand sanitizer stations throughout the convention center with a message of your choice.

\$25,000 for sole support



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 four participating booths will have immediate access to this complimentary content.

Participants receive vouchers in their meeting bag to exchange for a postcard at your booth. ASN produces and provides each supporter with two thousand postcards.

**\$25,000 per company
(Four company maximum)**

Kidney Week Podcasts

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

Benefits:

- Verbal acknowledgement prior to and after each podcast.
- Acknowledgement as the podcast supporter in Kidney Week Daily emails.

\$20,000 for sole support of all three podcasts

Kidney Week Mobile App - Right of First Refusal Item

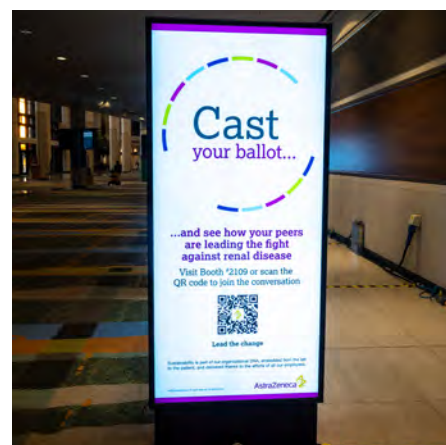
The mobile app provides complete access to the Kidney Week program, including sessions, speakers, abstracts, exhibitors, and other general meeting information.

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*

\$50,000 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



Interactive Photo Booth

Watch participants engage at this fun and interactive photo booth. One kiosk will be located in the convention center lobby Thursday-Saturday and the ASN Communities Lounge during the Welcome Reception on Thursday night.

Benefits:

- Option to design one of the three photo frames available for photos.
- Company logo in the photo distribution emails.
- Company logo on kiosk.

\$20,000 for sole support

Continued Promotional Opportunities (Company Specific)



Twitter Walls

Located in the convention center, two digital walls will display participant tweets 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.

\$15,000 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



Window Clings (Two sets available)

These single-sided window clings stretch more than five feet high and are guaranteed to be noticed in the busy lobby outside the exhibit hall. Clings must be transparent and may not be product specific.

\$20,000 per set

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



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 12-18 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

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, Friday, and Saturday

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



Exterior Column Signs (Three available)

Wrap an exterior column of the convention center with a four-sided sign. Columns are adjacent to the shuttle bus drop off, where thousands of participants are dropped off daily. Column signs may be product specific.

\$30,000 per four-sided column sign

Exterior Convention Center Banners (Two available)

Welcome participants to Kidney Week with a banner hung outside the convention center. Exterior banners are located near the convention center entrance and shuttle bus drop off and may be product specific.

\$30,000 per banner

Educational Symposia Guide Ads

This guide includes a detailed schedule of the meeting's 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.

\$20,000 for sole support

Exterior Door Clings (Four sets available)

Greet participants with a message of your choice as they enter the convention center. Clings must be transparent and may be product specific.

\$25,000 per set (convention center entrances)

\$20,000 one set available (shuttle bus drop off)



Onsite Guide Ads

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.

\$30,000 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 and full bus wraps, are available at cost to the corporate supporter. Vinyl ribbons and bus wraps may be product specific.

**\$25,000 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).

\$15,000 per day (Wednesday, Thursday, Friday, Saturday, Sunday, and Recap email)

Registration Email Banners

Immediately reach participants after they register for Kidney Week. Advanced registration will open in July 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.

\$35,000 for sole support

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 three ASN hotels. Production and distribution costs are included in the support fee. Hotel key cards may be product specific.

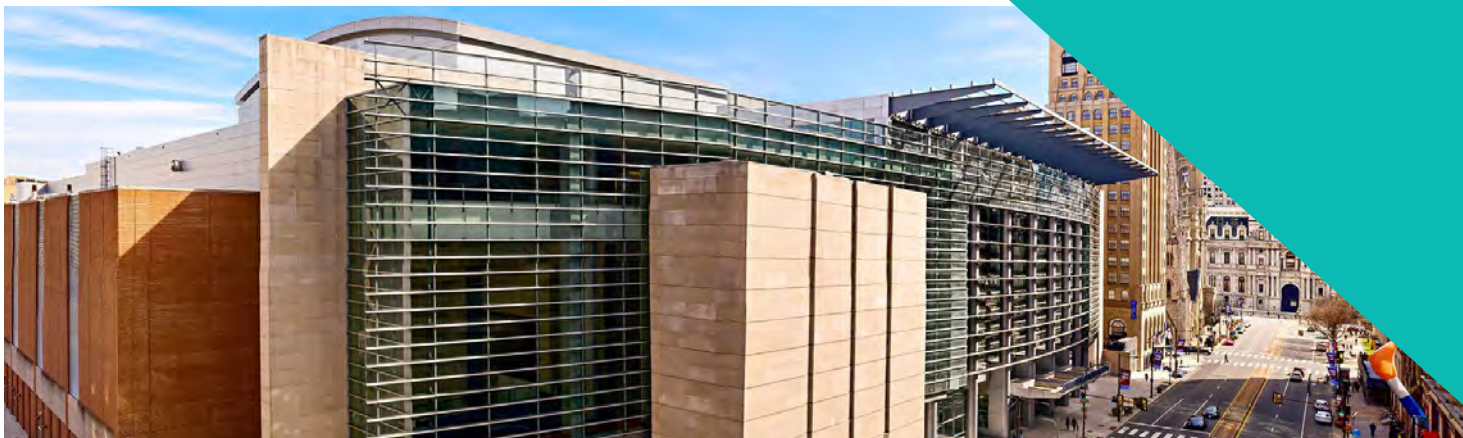
\$40,000 for sole support

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 four ASN Hotels a promotional piece of its choice (approximately 2,450 rooms). The room drop may be product specific and will be delivered outside each participant's hotel room. Production and shipping costs are the responsibility of the supporter.

Available Dates: Wednesday, Thursday, Friday, and Saturday

\$30,000 per day for sole support



Philadelphia Marriott Downtown Opportunities (Product Specific)

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

The Philadelphia Marriott Downtown serves as one of ASN's Co-Headquarter Hotels and is connected via skybridge to the convention center. Thousands of participants will 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.

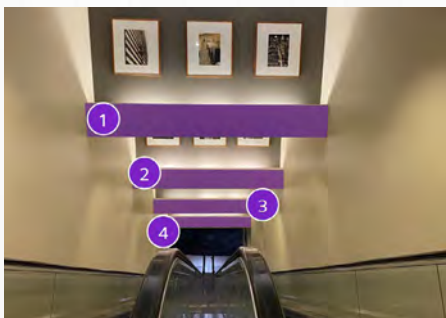
Main Lobby Interior Glass Clings

These clings adhere to the interior panels of the main exit area of the Marriott.

\$25,000 (six double-sided interior panels framing the main exit doors)

Escalator Clings (Two sets available)

\$25,000 per set (four inside panels each)



Escalator Headers

Brand the four descending headers leading to the lobby with a message of your choice.

\$15,000 for all four

Interior Elevator Wall Panels (Two sets available)

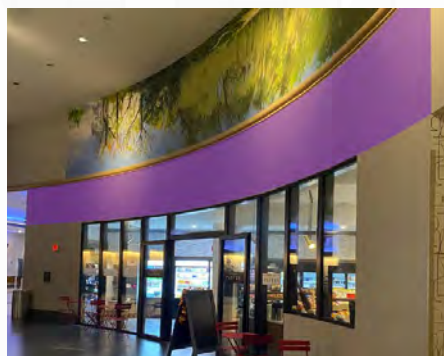
Brand the inside back wall of each elevator in the Marriott with these panels measuring over 6' wide and 5' high.

**\$25,000 (6 elevators on 12th St.)
\$20,000 (5 elevators on 13th St.)**

Level Three Column Wrap

Wrap four sides of a rectangular column participants pass as they enter and exit the escalator on the third floor.

\$15,000 for sole support



Lobby Area Banner

\$25,000 (located over Center City Pantry)

Lobby Area Wall Cling

Brand the entire wall around the Daily Events monitor in the Marriott Atrium Lobby where attendees will view all events occurring throughout the hotel each day.

\$30,000

Lobby Level Elevator Clings (12th and 13th St. Elevators)

\$35,000 for sole support of exterior clings of seven elevators

Lobby Level Column Wraps (Three sets available)

\$25,000 per set of two - main lobby

\$30,000 per set of two - atrium area

There is a three per company max limit on items on pages 14 and 15 through April 30.



Revolving Door Glass Clings

These clings adhere to the stationary part of the revolving doors at the main hotel entrance.

\$30,000 for eight panels



Skybridge Column Wrap

Wrap the rectangular column on the skybridge with a message to attendees.

\$15,000 for sole support



Skybridge Window Clings

Catch participants attention as they walk from the convention center to the Marriott daily by placing your branded message on the window clings inside the Marriott skybridge.

\$40,000 for sole support of 14 clings total



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 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 acknowledgement 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.

\$20,000 for sole support of both events



Kidney Week Welcome Reception – Right of First Refusal Item

(Product Specific)

To welcome all Kidney Week participants to Philadelphia, the society will host a one-hour welcome reception in the exhibit hall the evening of Thursday, November 2. 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 August 2023.

\$50,000 for sole support

President's VIP Dinner

(Company Specific)

Join ASN President Michelle A. Josephson, MD, FASN, in celebrating the success of Kidney Week 2023. This invitation-only event recognizes the society's members who make the meeting happen. Attendance at the President's Dinner ranges from 100-120 participants and includes the society's current leadership, past presidents, committee chairs, and award recipients. *President's Dinner Date: Friday, November 3*

Benefits:

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

\$30,000 for sole support

Trainee Events and Programs (Company Specific)

FIT Bowl Support

Which nephrology training team 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 acknowledgement 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 (Kidney STARS) provides up to 300 participants the opportunity to interact with more than 100 fellow 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. Sponsorship does not include the ability to provide remarks at Kidney STARS events.

Benefits of support:

- 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

Karen L. Campbell, PhD, Travel Support Program

Named for ASN's former Executive Director, Karen L. Campbell, PhD, this program helps nephrology fellows in North America attend Kidney Week. Up to 80 recipients receive complimentary registration to the meeting along with \$1,000 in travel support. All participants are required to be available to serve as mentors to the ASN Kidney STARS Program.

Benefits of support:

- Company acknowledgment on the ASN website and in emails to recipients.
- Two invitations each to the Kidney STARS breakfast, lunch, and Q&A.

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

Scientific Programs — Educational Grant Support Only

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 150 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

More than 150 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 Session Support

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 acknowledgement 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 2023.

Benefits:

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

\$15,000 per program for sole support

Educational Symposia

Accredited and administered by ASN, these one-hour programs are held at the Philadelphia Marriott Downtown, connected 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.

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

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.

Endowed Lectureship Program

Endowed lectureships recognize individuals who have made a significant impact on or dedicated their lives to the kidney community. Each lectureship has a general area of focus that align with the honoree's interests. These lectureships are presented annually to an audience of approximately 250 or more nephrologists, researchers, and trainees at Kidney Week. This tenth and final lectureship will debut at Kidney Week 2024 if funded.

Benefits:

- Ability to name the lectureship (lectureships are named for individuals, not companies).
- Recognition announcement during a plenary session at Kidney Week 2023.
- Company recognition in Kidney Week materials (annually starting in 2024), including:
 - Kidney Week session page on the ASN website.
 - Kidney Week Onsite Guide.
 - ASN video proceeding the lecture.
- Funds apply to ASN's 2023 Corporate Support Program.

\$200,000 to endow one lectureship in perpetuity at Kidney Week (payment may be made over two years)

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



ASN Exhibitor Spotlight

Gain direct access to your targeted audience by presenting an ASN Exhibitor Spotlight during Kidney Week. 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 75 participants. This in-person only opportunity is not recorded or available on-demand after Kidney Week.

Dates and Times

Thursday, November 2, Friday, November 3, and Saturday, November 4

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

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 Philadelphia, PA.

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 by ASN or available on-demand after Kidney Week.

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 75 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 75 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.

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
\$40,000 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, November 1, Thursday, November 2, Friday, November 3, and Saturday, November 4

Setup Time	Presentation Time	Teardown Time
3:00–7:00 p.m.	7:00–10:00 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 Philadelphia, PA.

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 Philadelphia Marriott Downtown, connected to the convention center. 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 October. 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 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. Please note, 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
\$20,000 for up to 50 participants
\$40,000 for up to 100 participants



Additional ASN Opportunities

AKINow Support

Acute kidney injury (AKI) affects one in five hospitalized patients and is associated with poor short- and long-term clinical and patient-centered outcomes. Among those who survive to discharge, significant gaps in documentation, education, communication, and follow-up have been observed. The burden of AKI is reflected in high patient morbidity and mortality and the considerable financial burden to health care system.

In 2018, ASN established AKINow with a mission to promote excellence in the prevention, treatment, and recovery of AKI by building a foundational program that transforms the delivery of AKI care, reduces morbidity and mortality, and improves long-term outcomes.

AKINow priorities for 2023 include:

- creating a centralized, open access multi-omics database to accelerate translation of research findings to clinical practice;
- establishing a one-day translational research curriculum course for entry-level researchers, with an emphasis on recruiting students from underrepresented populations;
- developing an online journal club to promote discussion about current AKI-related topics;
- creating survivorship care plans to facilitate transition from the hospital to outpatient care for patients recovering from AKI.

To learn more about support opportunities associated with AKINow, contact Kara Page at kpage@asn-online.org.

Diabetic Kidney Disease Collaborative Support

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

In anticipation of the development of new therapies for people with diabetic kidney disease, ASN launched the Diabetic Kidney Disease Collaborative (DKD-C) in 2019. The DKD-C works to increase coordination among primary care physicians, nephrologists, pharmacists, patients, cardiologists, and other specialists to deliver appropriate therapies to people living with diabetic kidney disease.

In fall 2022, the DKD-C Task Force released an online education module, “Management of Chronic Kidney Disease in People with Diabetes” on the [ASN website](https://asn.org). This module is intended to educate health care providers about the appropriate management of individuals with chronic kidney disease and diabetes. The DKD-C is now focused on adapting the module to become a patient-focused resource.

In addition, DKD-C is now developing a partnership with large health care systems to conduct a cost-effectiveness analysis of the economic impact of appropriate SGLT2 inhibitor treatment. The outcome of this analysis could lead to implementation of appropriate preventive strategies; improved outcomes for individuals with diabetes, cardiovascular, and kidney diseases; and decreased costs for health care systems and employers.

To learn more about support opportunities associated with the DKD-C, contact Kara Page at kpage@asn-online.org.

Diversity, Equity, And Inclusion Initiative

ASN Loan Mitigation Pilot Program

ASN is devoted to promoting diversity, equity, inclusion and justice to enhance the nephrology profession and the lives of the millions of people with kidney diseases through improved health care, research, and education. A diverse and inclusive ASN will foster innovation, creativity, and sensitivity to advance health for all people living with kidney diseases and serve as a model for organizations dedicated to health equity and justice.

The current nephrology workforce does not match the diversity of its patient population. Individuals underrepresented in medicine are out of proportion to the makeup of the US population despite the disproportionately higher adjusted prevalence of kidney failure in underserved populations and despite evidence suggesting improved patient satisfaction and outcomes with race-concordant patient-provider encounters.

Student debt represents a major barrier for trainees who want to become nephrologists. In 2019, the median debt for graduate medical school students was \$200,000. The average four-year cost for public school students was \$250,222. For private school students, the cost was \$330,180.

Launched in 2021, the ASN Loan Mitigation Pilot Program is a five-year pilot program aimed to decrease the loan burden of those entering the field of nephrology, while also increasing

interest in the specialty. The program focuses on individuals historically underrepresented in medicine. For the first two cohorts, “underrepresented in medicine” has been defined as those who self-identify as African American/Black, Hispanic/Latinx, American Indian/Alaskan Native, or Native Hawaiian/Pacific Islander.

ASN will select six candidates for Cohort 3 of the program, and each will receive \$50,000 towards the repayment of eligible student loans over the course of three years. ASN also provides supplemental funding to cover the tax burden of receiving these funds. Eighteen recipients total will be awarded funding over the three cohorts of the program. The total budget for each cycle is \$300,000, exclusive of the supplemental funding.

Six recipients per cohort at \$50,000 each over three years:

Cohort 1: July 1, 2022-June 30, 2025

Cohort 2: July 1, 2023-June 30, 2026

Cohort 3: July 1, 2024-June 30, 2027

The kidney community bears the responsibility of diversifying its workforce. ASN is seeking industry partners to help offset the financial burden of pursuing a career in nephrology.

For additional information on this program, including how to contribute, contact Kara Page at kpage@asn-online.org.

ASN Contact Information

Educational and Promotional Sponsorship Opportunities

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