



AMERICAN SOCIETY OF NEPHROLOGY

Kidney Week 2011

EXHIBITOR PROSPECTUS

KIDNEY WEEK 2011: November 8-13

EXHIBIT DATES: November 10-12

Pennsylvania Convention Center
Philadelphia, Pennsylvania



Kidney Week 2011



ASN Kidney Week 2011
Pennsylvania Convention Center
Philadelphia, PA
Exposition: November 10–12, 2011
Meeting: November 8–13, 2011

ASN Contact Information

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ASN recently changed the name of its annual meeting to ASN Kidney Week (formerly Renal Week). This name change aligns the annual meeting with the ASN mission to lead the fight against kidney disease.

Why Exhibit at ASN Kidney Week?

The American Society of Nephrology (ASN) invites you to exhibit at the 44th Annual Meeting & Scientific Exposition during Kidney week, the largest gathering of kidney professionals in the world. ASN Kidney Week will convene at the Pennsylvania Convention Center in Philadelphia, PA November 8–13, 2011 (exhibit dates November 10–12).

ASN Kidney Week offers an exciting venue to present advances in treatment, research, and cutting-edge technology, and to educate kidney professionals about your organization's contributions to the fight against kidney disease. Engage with more than 12,000 physicians, scientists, and other healthcare professionals from all 50 United States and over 100 countries.

As an ASN Exhibitor you will:

- Target influential decision makers
- Interact with nephrology professionals from all over the world
- Build visibility for your company in a competitive marketplace
- Expand your prospect base and strengthen customer relationships
- Introduce new products and services
- Generate new sales leads
- Give product demonstrations
- Conduct market research

Exhibit at ASN Kidney Week, raise your profile in the nephrology community, and earn priority points for future years.

ASN reserves exhibit space using a priority point system for companies and organizations that have exhibited at ASN Kidney Week in the past or that support ASN in other ways. After the priority point deadline of February 25, space is available on a first-come, first-served basis. Please read this prospectus carefully for detailed information about obtaining your exhibit space.

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Frequently Asked Questions

What is the address of the convention center?

Pennsylvania Convention Center
1101 Arch Street
Philadelphia, PA 19107

When will the ASN Scientific Exposition be open?

Thursday, November 10
9:30 a.m.– 2:30 p.m.

Friday, November 11
9:30 a.m.– 2:30 p.m.

Saturday, November 12
9:30 a.m.– 2:30 p.m.

Daily Unopposed Exhibit Time

9:30 a.m.–10:30 a.m.

When can I set up and dismantle my booth?

Installation

Tuesday, November 8
8:00 a.m.– 5:00 p.m.

Wednesday, November 9
8:00 a.m.– 5:00 p.m.

Dismantling

Saturday, November 12
2:30 p.m.– 9:00 p.m.

Sunday, November 13
8:00 a.m.– 12:00 noon

All exhibitors must adhere to the stated hours and complete installation no later than 8:00 a.m. on Thursday, November 10, 2011.

Who is the general services contractor?

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

How do I apply?

Complete the application available on the Scherago International website at: www.scherago.com.

The application and a 50% deposit

must be mailed to the address listed on the application. Payment by credit card or wire transfer is not accepted. After May 12, 2011, full payment is required with completed application.

Please note, the address change on the application. Do not send payments directly to ASN. Make check payable to Scherago International/ASN Meeting.

What does my payment include?

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

Is carpeting required?

Exhibitors must carpet their booths by Thursday morning, November 10, 2011, at 8:00 a.m. There are no exceptions to this rule.

What are the show colors for the exhibit hall?

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

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

Yes, all exhibitors are responsible for registering each individual attending the meeting. Exhibitor registration and housing will be available on the ASN website at www.asn-online.org.

How many badges are allotted to each company?

ASN allots four exhibit-hall-only badges per 100 square feet of exhibit space reserved, up to a maximum of 150 badges. Exhibitors may request additional exhibit-hall-only badges for a fee of \$50 per badge during the online registration process. Full-meeting badges are also available.

What are priority points?

ASN designed the priority point system to recognize companies that support the Society and its activities and to encourage new companies to participate. Priority points determine exhibit hall placement

and help determine placement for group housing blocks. Details are listed on page 16.

Do I have priority points?

If you are a returning exhibitor, you have acquired priority points. Please contact ASN Exhibit Coordinator Betty Kiddy at bkiddy@smithbucklin.com or 202-367-2412 for your priority point standing.

What kind of giveaways are permitted?

ASN supports the ethical codes of conduct on interactions with healthcare professionals including, but not limited to, Advanced Medical Technology Association (AdvaMed) **Code of Ethics on Interaction with Health Care Professionals**; the American Medical Association (AMA) *Gifts to Physicians from Industry* Ethical Opinion 8.0611; the Pharmaceutical Research and Manufacturers of America (PhRMA) **Code on Interactions with Healthcare Professionals**; and other ethical guidelines and standards that describe the appropriate relationships between physicians and industry. ASN refers exhibitors to these ethical guidelines and expects all exhibitors at Kidney Week 2011 to be in compliance.

Who is my primary contact for exhibition needs?

Betty Kiddy manages all logistical aspects of the ASN Scientific Exposition. Betty can be reached at bkiddy@smithbucklin.com or 202-367-2412.

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

ASN encourages exhibitors interested in providing feedback to the Society to apply for a position on ASN's Exhibitor Advisory Committee. The committee meets three times a year, including Kidney Week. Nomination forms will be emailed to all exhibitors in August 2011. Please contact Kara Davis at kdavis@asn-online.org for further information.

General Information

Exhibit Venue

Pennsylvania Convention Center
1101 Arch Street
Philadelphia, PA 19107

2011 Booth Fees

In-line Space	\$33 per square foot
Island Space	\$41 per square foot
Nonprofit Space	\$750 (first booth only)

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

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

Exhibit Dates and Times

Unopposed Exhibit Time:

Daily: 9:30 a.m. – 10:30 a.m.

Installation

Tuesday, November 8 8:00 a.m. – 5:00 p.m.
Wednesday, November 9 8:00 a.m. – 5:00 p.m.

Exhibits Open

Thursday, November 10 9:30 a.m. – 2:30 p.m.
Friday, November 11 9:30 a.m. – 2:30 p.m.
Saturday, November 12 9:30 a.m. – 2:30 p.m.

Dismantling

Saturday, November 12 2:30 p.m. – 9:00 p.m.
Sunday, November 13 8:00 a.m. – 12:00 p.m.

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

ASN and Global Experience Specialists Exposition Services will enforce the installation hours. All exhibitors must adhere to these hours and complete installation no later than 8:00 a.m. on Thursday, November 10, 2011. Should an exhibitor have special circumstances and need additional time for installation, a written request must be sent at least 30 days in advance of the show's open date to Betty Kiddy, Exhibits Coordinator, at bkiddy@smithbucklin.com.

General Services

Global Experience Specialists
Exposition Services National
Call Center

Phone (USA): 800-475-2098

Fax (USA): 866-329-1437

International Calls: 702-515-5970

International Faxes: 702-263-1520

Website: www.ges.com/contact

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. This rule also applies to non-exhibiting companies. Exhibitors and non-exhibitors may not distribute literature in the convention center, hotels, or any public area. In addition, companies may not coordinate promotional or educational items or events directly with the city, county, hotels, ASN vendors, or other contractors without ASN's written approval. Noncompliance with these regulations will result in the loss of Kidney Week 2011 priority points by an exhibiting company and Future Kidney Week benefits (aka access to room hotel blocks) by non-exhibiting companies.

Important Dates & Deadlines

Friday, March 18: Open Booth Placement

Exhibit hall placement opens to all organizations on a first-come, first-served basis.

Friday, May 20: Final Payment Deadline

Exhibit applications submitted after this date must be accompanied by payment in full.

Wednesday, June 8: Annual Meeting Abstract Submission Deadline

Friday, July 8: Contracts/Refunds/Product Descriptions

- Descriptions of organizations and products are due.
- Last day to cancel exhibit contract and receive a refund (less processing fee); requests received after this date will not be eligible for a refund.
- Last day to downsize booth space and request a refund; requests received after this date will not be eligible for a refund.

Friday, August 5: Ancillary Meeting Request Early Deadline

Wednesday, September 14: Early Exhibitor Registration Deadline

Friday, September 30: Exhibitor Group Housing Deadlines, Layout, Contractor, Insurance, Promotional Items, and Presentation Deadlines

- Exhibitor Group Housing Requests due.
- Design layouts for island and multilevel booths (400 sq. feet and larger) due.
- Exhibitor Appointed Contractor forms due.
- Certificates of Insurance from exhibitor appointed contractors (400 sq. feet and larger) due.
- Promotional Items Distribution request due.
- Booth presentation request due.

Friday, September 30: Individual Exhibitor Hotel Reservations Deadline

Thursday, November 10: ASN Scientific Exposition Opens

Saturday, November 12: ASN Scientific Exposition Closes



Participant Information

Who Attends ASN Kidney Week?

Registration Categories	2010	2009	2008
	Denver	San Diego	Philadelphia
ASN Members	3,078	2,903	4,476
Non Members	5,292	5,222	4,721
Physicians-in-Training	692	738	1,247
Other Categories	1,063	1,081	18
Total Attendees	10,125	9,944	10,462
Total Exhibitors	2,227	2,370	2,690
Press	38	44	48
Other Categories	395	331	516
Grand Total	12,785	12,689	13,716

Exhibitor Product Categories

Association/Non-Profit	17%
Biotech	9%
Dialysis Provider	6%
Laboratory	5%
Medical Equipment Manufacturer	23%
Medical Publisher	6%
Pharmaceutical Company	20%
Other*	14%

* Including, but not limited to Food/Nutrition Companies, Health Care Facilities/Systems, Market Research, Medical Education, Research and Computer Support.

2010 Meeting Attendees Primary Specialty

Acute Renal Failure	11%
Basic Science	9%
Chronic Kidney Disease	27%
Clinical Science	8%
Dialysis	18%
Glomerular Disease	9%
Hypertension	5%
Transplantation	8%
Other	5%

Degree Level

	2010	2009
MD	55%	58%
MD, PhD	9%	12%
PhD	9%	11%
Other	23%	19%

Scientific Exposition Schedule At-A-Glance*

The Program Schedule for Kidney Week 2011 begins on **Thursday, November 10**. Poster sessions take place in the exhibit hall to direct attendees through the exhibits. The Scientific Program Schedule impacts all aspects of the exposition, including exhibit booth installation, exhibit show hours, exhibit hall attendance and exhibit booth dismantling. Please read through the exhibit schedule carefully.

Tuesday, November 8

8:00 a.m. – 5:00 p.m. Exhibit Installation

Wednesday, November 9

8:00 a.m. – 5:00 p.m. Exhibit Installation

Thursday, November 10

9:30 a.m. – 2:30 p.m. Exhibits Open

9:30 a.m. – 10:00 a.m. Refreshment Break in Exhibit Hall

9:30 a.m. – 10:30 a.m. Unopposed Exhibit Hall Time

10:00 a.m. – 12:00 p.m. Poster Session – Authors Present

12:00 p.m. – 2:00 p.m. Concession Lunch available in Exhibit Hall

Friday, November 11

9:30 a.m. – 2:30 p.m. Exhibits Open

9:30 a.m. – 10:00 a.m. Refreshment Break in Exhibit Hall

9:30 a.m. – 10:30 a.m. Unopposed Exhibit Hall Time

10:00 a.m. – 12:00 p.m. Poster Session – Authors Present

12:00 p.m. – 2:00 p.m. Concession Lunch available in Exhibit Hall

Saturday, November 12

9:30 a.m. – 2:30 p.m. Exhibits Open

9:30 a.m. – 10:00 a.m. Refreshment Break in Exhibit Hall

9:30 a.m. – 10:30 a.m. Unopposed Exhibit Hall Time

10:00 a.m. – 12:00 p.m. Poster Session – Authors Present

12:00 p.m. – 2:00 p.m. Concession Lunch available in Exhibit Hall

2:30 p.m. – 9:00 p.m. Exhibit Dismantling

Sunday, November 13

8:00 a.m. – 12:00 p.m. Exhibit Dismantling

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

Application to Exhibit

Application Process

Step 1: Application

Complete the application available on the ASN website at www.asn-online.org/kidneyweek. The application and 50% deposit must be mailed to the address listed on the application. ASN will not accept payment by credit card. Exhibit applications submitted after May 20, 2011 must be accompanied by payment in full.

Step 2: Placement

Booth assignments will be made first to those companies with priority points that submitted the Application to Exhibit and 50% deposit by the Priority Point deadline date of February 25, 2011. Companies and organizations with priority points that submit their forms and payment after Friday, February 25, will not receive priority placement.

Step 3: Notification

Exhibitors will receive email confirmation with their booth assignments after April 25, 2011. ASN will send all correspondence, including booth placement notification, to the exhibitor contact by email. An online exhibitor service manual containing service order forms (furniture, shipping, drayage, lead retrieval, etc.) will be available on the ASN website at www.asn-online.org/kidneyweek in August.

Booth Configurations

A standard booth size is 10'x10'. All exhibit backgrounds must conform to the standards set by the Healthcare Convention Exhibitors Association, as follows:

Standard 10'x10' Booth

- No side rails or counters may exceed three feet in height.
- Backgrounds are limited to eight feet in height and must not protrude more than 5 feet from the back wall.
- No exhibit construction can exceed the height of the side rail except in the back one-half of the booth, as noted above.
- The Exhibitor must drape the reverse side of any wing panel extending from the back wall of the display to avoid a raw exposure to a neighboring booth and/or to an aisle. If the exhibitor does not comply, ASN will have the decorator drape the area at the exhibitor's expense.
- Corner booths may eliminate the outside three-foot side rail if desired.
- ASN does not permit storage of any kind behind an exhibitor's booth. If the exhibitor does not comply, ASN will have the storage removed at the exhibitor's expense.
- Additional pipe and drape will be required for those booths that have exposed areas between the back wall of their structure and the back wall of the booth.

Island Exhibit Space

An island is 400 square feet (20' x 20' or larger) of exhibit space surrounded by aisles on all sides. Island booths should be constructed to allow access from all sides with "transparency" that is an open sight line enabling an attendee to view the surrounding exhibit area through the island booth.

The maximum height of an island booth is 20 feet. The top of the booth's structure and signage must not extend more than 20 feet from the exhibit hall floor and cannot block visibility of ASN signs or other exhibitor's booths. ASN will not grant variances.

An island booth that is 400 square feet or more must submit a detailed drawing of the booth to ASN for approval no later than September 23, 2011. Drawings must be submitted to Betty Kiddy, Exhibits Coordinator, at bkiddy@smithbucklin.com.

Multi-Level Booths

Multi-level booths may be permitted if a certified structural drawing is approved by the Pennsylvania Convention Center's Fire Marshall at least ninety (90) days in advance of the first move-in day, to allow sufficient time for any needed corrections. The convention center also requires one 2A10BC-type fire extinguisher on each level of the display, which must be easily available and unobstructed from view. All areas under multi-level booths must be equipped with a UL-approved, battery-operated smoke detector attached to the ceiling or understructure. No ceilings are allowed on the top most level.



Application to Exhibit continued

Decks designated to hold over 10 people require a second staircase for emergency evacuations.

All stairways must be at least three feet in width and must be equipped with a handrail on at least one side. Exhibitors must submit their final floor plan to Betty Kiddy, Exhibits Coordinator, by September 23, 2011. ASN will forward these final plans to the Philadelphia Convention Center for approval. Send drawings by email to bkiddy@smithbucklin.com.

Booth Sharing

ASN prohibits the sharing of booth space, except when sharing the space with divisions of the same company or between companies co-marketing a product or service.

Booth Relocation

ASN reserves the right to reconfigure the floor plan at any time prior to the annual meeting. If a booth assignment changes, ASN will send a notification prior to the annual meeting.

Eligibility

ASN is committed to providing a quality exposition. For ASN to accept an exhibit application, products and services must be educational in nature and directly relate to nephrology, medicine, or research.

ASN reserves the right to accept or reject a potential exhibitor based on its assessment of whether that organization's products and/or services are relevant to ASN members and meeting participants. ASN will review all exhibits on site.

Non-Profit Organizations

ASN encourages non-profit organizations to exhibit at the discounted rate of \$750. Non-profit organizations will be assigned booth space at the discretion of ASN and are limited to one 10'x10' booth space. Exhibitors may purchase additional booths at the regular, published rates.

To obtain the \$750 rate, the exhibitor must submit proof of non-profit status [501(c) (3) form] with the Application to Exhibit. Please note: the \$750 discounted rate is non-refundable.

Payment

Exhibitors must pay by check in US dollars drawn on a US bank. ASN will not accept credit card payments.

The Application to Exhibit and 50% deposit must be mailed to:

Scherago International/ASN Meeting
525 Washington Blvd, Ste. 3310
Jersey City, NJ 07310

- ASN will not accept faxed documents, wire transfers, or credit card payments.
- ASN will not consider applications unless the Application to Exhibit and 50% deposit are received together.
- Applications received after May 20, 2011 must be accompanied by payment in full.

Booth Cancellation

The deadline date to cancel booth space is July 8, 2011. ASN will subtract an administrative fee of 10% for all booths less than 2,000 sq. ft. Due to the amount of time and potential revenue loss, refunds less an administrative fee of 25% will be made for booths 2,000 sq. ft. or larger. After this date, there will be no refunds for booth space cancellations. ASN will make no exceptions. ASN will make refunds at the conclusion of the show (after November 14, 2011).

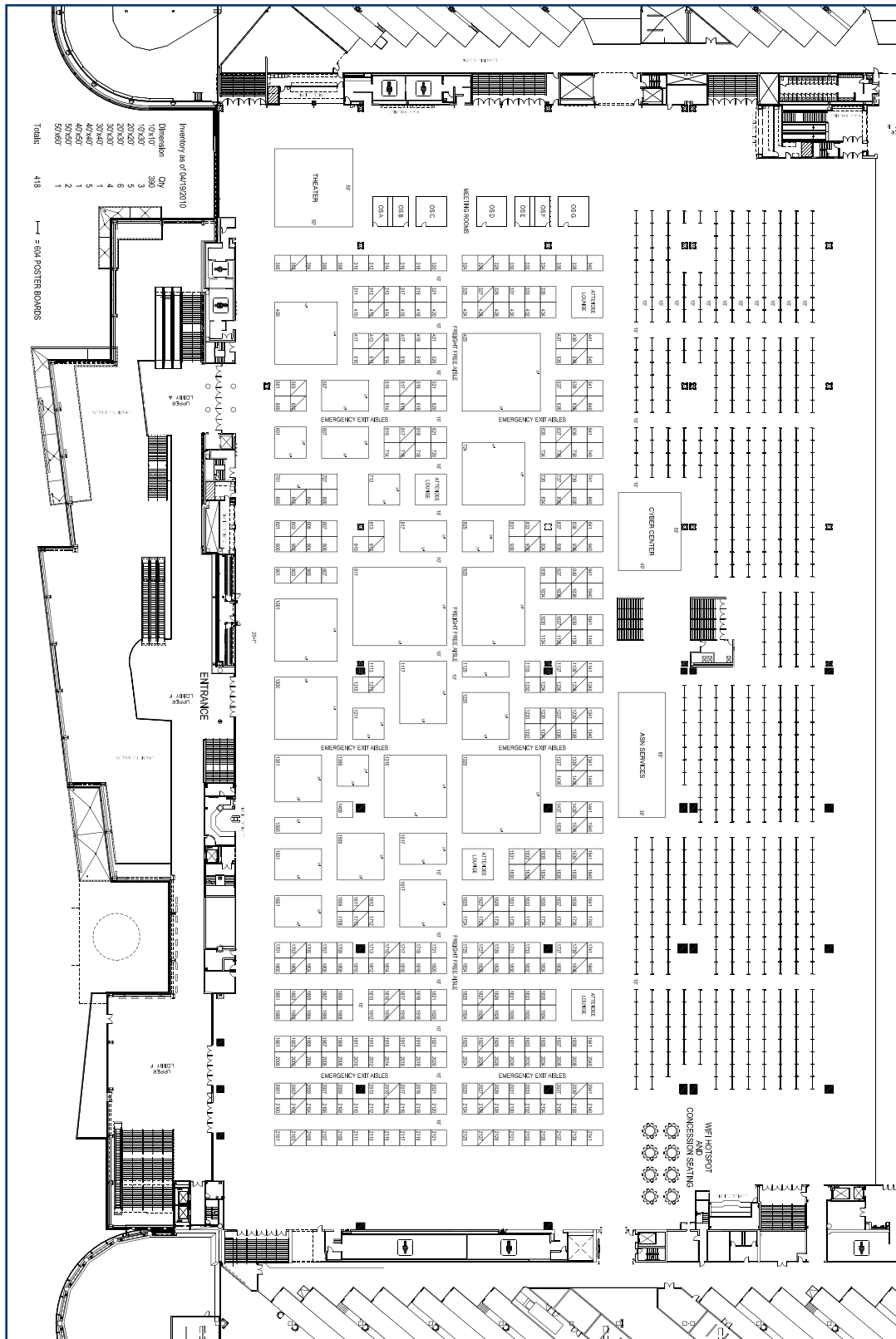
Downsizing of Booth Space

The deadline date to downsize booth space is July 8, 2011. ASN will subtract an administrative fee of 10% for all booths less than 2,000 sq. ft. Due to the amount of time and potential revenue loss, refunds less an administrative fee of 25% will be made for booths 2,000 sq. ft. or larger. After this date, there will be no refunds for booth space downsizing. ASN will make no exceptions. ASN will make refunds at the conclusion of the show (after November 14, 2011).

ASN also reserves the right to reconfigure or eliminate the attendee lounges shown on the exhibit hall floor plan if necessary.



Exhibit Hall Floor Plan



ASN Kidney Week 2011
 Pennsylvania Convention Center
 Exhibit Halls: A, B, C
 November 8-13, 2011

Registration & Housing

Registration Location and Hours

Exhibitor registration will be located in the Grand Hall of the Pennsylvania Convention Center. Exhibitor registration hours are listed below.

Tuesday, November 8

10:00 a.m. – 6:00 p.m.

Wednesday, November 9

8:00 a.m. – 6:00 p.m.

Thursday, November 10

7:00 a.m. – 6:00 p.m.

Friday, November 11

7:30 a.m. – 4:30 p.m.

Saturday, November 12

7:30 a.m. – 2:30 p.m.

Admission to the Exhibit Hall

Exhibitors may enter the exhibit hall two hours prior to opening each day. All exhibitors and persons visiting the exhibits are required to wear a badge. Attendees with non-exhibitor badges are not allowed in the hall before or after show hours.

Exhibit-Hall-Only Badges

Exhibit-hall-only badges allow access to the exhibit hall only and do not allow entry into the educational sessions. A limited number of complimentary exhibit-hall-only badges are given to each exhibitor based on the following criteria:

- Allotments are based on four badges per 100 square feet up to a maximum of 150 badges.
- Exhibitors may request additional exhibit hall-only badges for an additional fee of \$50 per badge.

Full-Meeting Badges

ASN recognizes how valuable exhibitors are to the success of its annual meetings. Therefore, ASN will offer complimentary full-meeting badges that will allow access to all education/scientific sessions (including the exhibit hall) based on the following criteria:

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

In addition, those exhibitors who are 2011 ASN Corporate Supporters and have paid their exhibit booth, promotional and educational support fees in full by **September 30, 2011**, will receive an additional allotment of complimentary full-meeting registrations as follows:

Diamond Level Supporters – Three complimentary full-meeting badges

Platinum Level Supporters – Two complimentary full-meeting badges

Gold Level Supporters – One complimentary full-meeting badge

ASN gives any one company a maximum of five complimentary full-meeting badges.

ASN encourages exhibitors to pre-register all confirmed exhibit personnel by the deadline to avoid long lines and name changes on site. Exhibitor registration forms will be available on the ASN website in June. ASN will mail badges in advance if requested. Badges can also be picked up on site.

Guest Passes

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

Children

For safety reasons, ASN does not permit children 12 years of age or younger in the exhibit hall. This rule applies to children of both attendees and exhibitors. ASN will provide information regarding childcare services later.

Exhibitor Housing

Exhibitors will have access to individual sleeping rooms at convention rates during ASN Kidney Week. An individual

hotel reservation form will be available once a booth contract is completed. All reservations require a deposit payment at the time of the reservation. Use of a credit card for the deposit payment will facilitate the reservation process.

Send all individual reservation requests to the ASN housing company by **September 30, 2011**. Reservations are processed on a first-come, first-served basis. Please remember that hotels near the convention center sell out quickly.

Exhibitor Group Housing Blocks

ASN must approve group room blocks (10 rooms or more) prior to the annual meeting. Send requests to ASN Headquarters in writing by **September 30, 2011**. Please note group blocks fill up quickly and requests may not be honored. Placement of group room blocks are determined by the following factors:

- 2010 Priority point standing
- 2010 Corporate Support Level
- Size of the room block
- Date of submission of the housing request

Contact ASN Housing at 202-367-1146 or by email at asnmeetings@smithbucklin.com to receive a copy of the form and/or additional instructions. The rules and regulations governing group blocks are detailed on the Group Block Reservation Form.

Suites/Meeting Rooms/Function Space

ASN has reserved space for hospitality purposes. Only confirmed exhibitors are permitted to reserve these hospitality suites. Entertainment, meetings, or similar activities are not permitted in hotel suites or in private or public facilities during hours that conflict with ASN-sponsored events. Any request for a suite within an official ASN meeting hotel must be submitted for approval to ASN using the Suite Reservation Form. All suite requests must have ASN leadership approval before they are assigned. Suite Reservations forms will be available on the ASN website later.

Exhibitor Services

Advance Registration List

ASN offers exhibiting companies an exclusive opportunity to directly reach their target market – nephrology professionals – by making the ASN Kidney Week 2011 annual meeting advance registration list available for rental. The list contains approximately 7,000 names and mailing addresses of attendees who have registered for the 2011 annual meeting by the advance registration deadline of September 14, 2011. The list is for a one-time use to promote the exhibit booth. The Advance Registration List Order Form will be included in the exhibitor service manual and available to all confirmed exhibitors.

Exhibitors must send a copy of the mailing piece to ASN for approval prior to obtaining the list. The deadline for submitting a request for the advance registration list is October 23, 2011. ASN will deduct priority points if the mailing list is used for anything other than its one-time, pre-approved purpose. For more information regarding the mailing list, contact Betty Kiddy at bkiddy@smithbucklin.com.

Customs Forwarding

Shipping instructions are provided in the online exhibitor service manual. Exhibitors who require information regarding customs brokers in Philadelphia should contact GES Exposition Services at 800-475-2098 (USA) or 702-515-5970 (international) for assistance.

Exhibitor Listings

Exhibitors may submit a 50-word product/company description online by going to the ASN website at www.asn-online.org/kidneyweek. A product/company description of each confirmed exhibitor will be included in the Onsite Program and other Kidney Week 2011 publications, provided material is received by the deadline date. This opportunity to advertise your products and services is complimentary.

Exhibitor Service Manual

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

The online service manual will include information on shipping, furniture, booth accessories, lead retrieval, drayage rates, utility specifications and charges, carpet rental and cleaning, signs, security, telephones/Internet, audio/visual equipment, computer rental, photography services, and floral services. ASN will also provide order forms and rate schedules. Exhibitors who need special information before the service manual becomes available should contact GES Exposition Services at 800-475-2098 (USA) or 702-515-5970 (international).

Final Registration List

For post-meeting follow-up activities, exhibiting companies will receive a complimentary final registration list containing approximately 12,000 names and mailing addresses of the Kidney Week 2011 participants. Exhibitors must use the mailing list only for educational purposes. The list is also for a one-time use only. ASN will deduct priority points if the mailing list is used for anything other than its one-time purpose.

Lead Retrieval System

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



Rules & Regulations

ASN is committed to providing the highest quality annual meeting possible. It is agreed and understood that the policies for exhibitors are part of a contract between the exhibitor and ASN and that submission of the application for exhibit space constitutes the exhibitor's agreement to abide by these regulations. In addition, exhibitors must follow policies and guidelines of the Pennsylvania Convention Center.

Ancillary Meeting Requests

Companies and nonprofit organizations that are supporters of ASN may apply to hold ancillary meetings during ASN Kidney Week 2011.

ASN will assign meeting space on a first-come, first-served basis beginning in late August. Social events, meetings, or similar activities are prohibited in hotel rooms or other private or public facilities during hours that conflict with ASN-sponsored events (exceptions are made for exhibitors to hold internal sales and training meetings). Contracted hotels in Philadelphia will not reserve meeting rooms or function space for anyone during the meeting dates without prior ASN approval.

To obtain meeting space, participants must submit all meeting requests to ASN using the Ancillary Meeting Request Form. The Ancillary Meeting Request Form and Guidelines are available on the ASN website at www.asn-online.org/kidneyweek. The early deadline for requests for ancillary meetings is August 5, 2011. Send questions regarding ancillary meeting requests to asnmeetings@smithbucklin.com.

ASN Name or Logo

The American Society of Nephrology name and logo are the exclusive property of and trademarked by the American Society of Nephrology. No one may use the American Society of Nephrology's name, insignia, logo, acronym, or any reference to Kidney Week without the express written permission of ASN. ASN reserves the right to review all mailings and other promotional items and activities employed to publicize any approved ancillary meeting or participation in Kidney Week. ASN must approve all brochures, invitations, announcements, posters, agendas, speaker descriptions,

evaluations, postcards and other promotional items prior to printing.

Booth Installation and Dismantling

Shipping

GES Exposition Services must receive and process all shipments to the ASN Exposition. Information on shipping methods and rates will be included in the exhibit service manual. Exhibitors are prohibited from sending advance freight to the Pennsylvania Convention Center. To ensure proper handling and receiving, do not address shipments to the Pennsylvania Convention Center. The Pennsylvania Convention Center has no provision to accept shipments for our exposition at any time.

Carpet and Show Colors

ASN will cover all visible aisle space within the exhibit area with blue jay carpeting and will supply exhibitors with navy, burgundy, and white pipe and drape. Exhibitors must cover the entire area of their exhibit booth. ASN will provide the order form for carpeting in the exhibitor service manual. At the discretion of ASN and at the expense of the exhibitor, the decorator will carpet exhibit booths that are not appropriately carpeted.

Failure to Occupy Exhibit Space

Any space not occupied by **5:00 p.m. on Wednesday, November 9, 2011** will be forfeited by the exhibitor. ASN may reassign or use this space without refund. Exhibitors who anticipate delays setting up booths must receive prior approval by ASN. All booths must be staffed during exposition hours.

Lighting

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

It is the responsibility of the exhibiting contact persons to notify their contractors and agents of the height restrictions or hanging signs and lighting.

Signs

For an island booth, the top of a sign suspended from the exhibit hall ceiling or attached to the exhibit booth must not exceed 20 feet from the exhibit hall floor and cannot block the visibility of ASN signs or other exhibitors' booths. Exhibitors must suspend hanging signs directly over the island booth and not over the aisles. No part of any exhibitor signs may be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture.

Storage

Fire regulations in most exhibit facilities prohibit storing product literature, empty packing containers, or packing materials behind back drapes or under draped tables. However, exhibitors may store a limited supply of literature products appropriately within the booth area so long as these do not impede access to utility services, create a safety problem, or appear unsightly. Accessible storage for exhibitor materials will be available from the official decorator for a fee. Upon request, the official decorator will deliver storage items to the exhibitor's booth.

Early Dismantling

ASN prohibits early dismantling. Exhibits officially close on Saturday, November 12, at 2:30 p.m. All exhibitors must staff their booths until that time. Exhibitors that leave before closing will be subject to priority-point reduction and possible exclusion from future annual meetings.

Cancellation of Exposition

In the event of cancellation of exhibits due to fire, the elements, strikes, government regulations, or other causes beyond ASN's control, ASN will not be held liable for failure to hold the exposition as scheduled, and ASN will determine the amount, if any, of the exhibit fees to be refunded.

Rules & Regulations continued

Exhibitor Appointed Contractor (EAC)

Exhibitors planning to use a contractor other than the official contractor to supervise the set-up and dismantling of exhibits must notify ASN Exhibit Management in writing by September 30, 2011. EACs working with booths that are 400 square feet or larger submit an original and valid certificate of insurance by September 30, 2011 that includes commercial general liability, products liability coverage, and broad property damage endorsement with combined and single limits of liability not less than \$1 million per occurrence and a \$2 million aggregate limit. The certificate must also include coverage for workers' compensation and employer's liability in commercially reasonable limits as otherwise required by the laws of the state of Colorado. The certificate of insurance should name ASN and SmithBucklin Corporation and GES Exposition Services as additional insured. Certificates of Insurance must indicate the exhibiting company that they are representing in the description area of the certificate. Certificates will be discarded if this information is not listed.

Federal and State Regulations

U.S. FDA Regulations

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

Americans with Disabilities

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

Fire Regulations

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

Insurance and Liability Issues

- Exhibitors must acknowledge that neither the American Society of Nephrology, GES Exposition Services, nor the Pennsylvania Convention Center shall be obligated to maintain property, liability, or business interruption insurance covering the exhibitor. It is the sole responsibility of the exhibitor to obtain such insurance at its own expense.
- Exhibitors with booths that are 400 square feet or larger must submit an original and valid certificate of insurance to Betty Kiddy, ASN Exhibits Coordinator, at bkiddy@smithbucklin.com by September 30, 2011, which must include: commercial general liability, product liability coverage, and broad property damage endorsement with combined and single limits of liability not less than a \$1 million per occurrence limit and a \$2 million aggregate limit.
- Commercial general liability shall name ASN as an additional insured and provide a certificate of insurance evidencing the same.
- Exhibitors shall also maintain workers' compensation and employers' liability insurance in commercially reasonable amounts and as otherwise promulgated by state law.
- Exhibitors shall carry commercial automobile insurance, including hired and non-owned liability coverage as well.
- Insurance policy must be in force from the move-in date through the move-out date.

International Exhibitors

The FDA requires exhibitors to comply with all current FDA guidelines that pertain to the promotion of prescription drugs that are not commercially available within the U.S., but may be promoted in the exhibit hall for the benefit of non-U.S. participants. Exhibitors should ensure that any depiction of an investigational product in a commercial exhibit remains within the limitations of the host country's governing regulations regarding display of investigational products. Exhibitors that have chosen to promote products to non-U.S. participants should incorporate international areas within their booths that are not accessible to U.S. participants in order to comply with FDA guidelines. Please note that for island

booths any walls used to partition off these international areas must include four foot breaks for every 12 feet of solid wall, and walls must not obstruct the attendees' view of the surrounding exhibit area.

Limitations and Liability

Exhibitors agree to protect, save, and keep the American Society of Nephrology, the occupied hotels, the Pennsylvania Convention Center, and GES Exposition Services forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, its employees, or agents. The exhibitor also agrees to strictly comply with the applicable terms and conditions contained in the agreement between the American Society of Nephrology, the occupied hotels, the Pennsylvania Convention Center, and GES Exposition Services regarding the exposition premises.

Further, the exhibitor shall at all times protect, indemnify, save, and keep harmless the American Society of Nephrology, the occupied hotels, the Pennsylvania Convention Center, and GES Exposition Services against and from any and all loss, cost damage, liability, or expense which arises out of, from, or by reason of any act or omission of exhibitor, its employees or agents.

Music Licensing

ASN does not obtain ASCAP or BMI licensing that will allow the use of copyrighted, recorded music in your booth. Exhibitors interested in playing copyrighted music must obtain the proper licensing from Broadcast Music Inc. (BMI) at www.bmi.com or American Society of Composers, Authors, and Publishers (ASCAP) at www.ascap.com.

Photography/Video Taping

Only the ASN photographer may take photographs and videotape in the exhibit hall. Details regarding the official photographer will be included in the exhibitor service manual. Press representatives should review the 2011 Press Guidelines for additional information on this policy. Exhibitors may use only the official ASN photographer to photograph their own booths and are prohibited from photographing other exhibitors' booths.

Rules & Regulations continued

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

Porter Service

In an effort to maintain a clean and organized exhibit hall, exhibitors who will be distributing giveaways must order porter service. Porter service includes monitoring the exhibit booth to empty wastebaskets and collectively empty boxes throughout show hours. Empty boxes may not be placed in the exhibit hall aisles, behind or adjacent to columns, or in trashcans in the exhibit hall for removal during show hours. The order form for porter service will be provided in the exhibitor service manual. Standard wastebasket emptying does not include removal of empty boxes. If an exhibitor does not properly handle empty boxes, ASN will remove the boxes at the exhibitor's expense. The order form for porter service will be provided in the exhibitor service manual.

Promotional Activities

ASN recognizes that promotional activities encourage a steady flow of traffic to the exhibit booths. It is imperative that exhibitors display professionalism and consideration for their fellow exhibitors; therefore, interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's booth. Canvassing or distributing promotional materials outside the exhibitor's rented booth space is not permitted. Exhibitors may not distribute literature in the convention center, hotels, or any public area.

Sale of Goods and Services

The sale of goods or services of any kind is prohibited. Order taking is permitted. However, the exhibitor agrees not to deliver any goods and/or services until after the conclusion of the exposition. Furthermore, the exhibitor agrees not to conduct or permit the receipt of legal tender or anything of value for machinery, equipment, goods, and/or services.

Contests, Lotteries, and Raffles, and Games of Chance

Contests, lotteries, raffles and games of chance must comply with the guidelines of the American Medical Association (AMA) that state: "The contest must be open to all meeting attendees and be conducted in a professional manner." Prizes must be educational in nature and moderate in value. Notification of winners, semi-finalists, and runners-up, must take place after the conclusion of Kidney Week 2011.

Contests of any kind must first be approved in writing by ASN. Exhibitors intending to conduct contests, lotteries, raffles, or games of chance must complete the Request for Approval of Giveaway Form. ASN must receive this form by **September 30, 2011**.

Educational Activity/Presentation in a Booth

A 2,000 square foot (minimum) booth is required for audience generating activities. An outline of the program, a list of speakers, and a schematic of the booth (including dimensions, heights, etc.) showing the location of all booth activities must be submitted in writing to ASN by Friday, September 30, 2011. The presentation area must be centrally located within the booth. Presentations must meet the standards of ASN and compliment but not duplicate the ASN Scientific Program. ASN Kidney Week faculty members are prohibited from making booth presentations.

Food and Beverage

Permission to serve food and beverages must be coordinated with the catering department of the Pennsylvania Convention Center. All food and beverages must be purchased through the Pennsylvania Convention Center. ASN prohibits the distribution of alcoholic beverages.

Giveaways

ASN supports the ethical codes of conduct on interactions with healthcare professionals including, but not limited to, Advanced Medical Technology Association (AdvaMed) **Code of Ethics on Interaction with Health Care Professionals**; the American Medical Association (AMA) *Gifts to Physicians from Industry* Ethical Opinion

8.0611; The Pharmaceutical Research and Manufacturers of America (PhRMA) **Code on Interactions with Healthcare Professionals**; and other ethical guidelines and standards that describe the appropriate relationships between physicians and industry. ASN refers exhibitors to these ethical guidelines and expects all exhibitors at Kidney Week 2011 to be in compliance.

Security

ASN will provide security protection for the perimeter area of the exhibit hall on a 24-hour basis during the entire exhibit period, including move-in and move-out. Neither ASN, the Pennsylvania Convention Center, nor GES Exposition Services is liable for any of the exhibitors' property. It is recommended that each exhibitor purchase a portal-to-portal rider available on the exhibitor's own insurance policy, as protection against loss, theft, fire, damage, etc.

Please note that while the Exhibit Hall is closed to the attendees of the ASN Exposition during non-show hours, the individuals who participate in poster presentations may be required to enter the hall both before and after show hours in order to prepare for their poster session. While we must allow the poster presenters admittance to the hall during these times when the hall is closed, we will provide them with special instructions to access their poster boards without passing through the exhibit booth areas, and we will increase our security coverage during these times.



Priority Point System

Priority Point Allocation for ASN Kidney Week 2011

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

The priority point system recognizes companies that support ASN activities and encourages new companies to participate. ASN assigns priority points for participation as an exhibitor and/or supporter. Companies and organizations participating in ASN Kidney Week 2011 will earn priority points as listed above. Points are maintained on a three-year cumulative basis and determine exhibit hall placement and placement for group housing blocks. Hotel placement is also determined by group size and date of submission of the request.

Priority points will be accumulated over three year cycles. Only points accumulated during the past three ASN Kidney Weeks will be used in determining exhibit hall placement for upcoming ASN Kidney Weeks. For example: priority points accumulated during ASN Kidney Weeks 2009, 2010 and 2011 will determine the exhibit hall placement for 2012.

Priority points are also earned based on corporate support throughout the calendar year. Please note: companies at the Diamond and Platinum level of support are assigned exhibit space on priority basis, regardless of number of accumulated points.

For more information regarding the priority point system, please contact ASN Exhibit Coordinator, Betty Kiddy, at bkiddy@smithbucklin.com or 202-367-2412.

Mergers and Acquisition

ASN will calculate priority points for the company name stated on the exhibitor contract or corporate support letter of agreement. If companies have since merged or been acquired, the resulting company may choose to use the highest points of any of the previous companies. Points will not be combined.

Companies belonging to a parent company with other divisions participating at ASN cannot reserve exhibit space using the parent company's points unless they are participating under the parent company name.

A company that has merged with another company must notify Betty Kiddy, ASN Exhibits Coordinator, at bkiddy@smithbucklin.com so that points can be reviewed and reassigned.



Support Opportunities

How Can My Organization Access the Nephrology Community?

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

As a result, you cannot miss the opportunity to reach nearly 13,000 meeting participants. Kidney Week is by far the largest annual gathering of the renal community in the world.

Why partner with the ASN?

Access

The American Society of Nephrology (ASN) can assist your organization in gaining access to the renal community in a manner unparalleled by any other organization. As the leading professional society in the field of nephrology, ASN offers you direct access to those who buy your products and services for use in their own office, medical facility, or laboratory. The Society's members also recommend or prescribe products for their patients, including the following:

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

Visibility

Through a corporate affiliation with ASN, your company or product will gain a high level of visibility unavailable through other channels. ASN currently has more than 13,000 members and expects nearly 13,000 participants at Kidney Week 2011.

Networking

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

More Information

For information on support opportunities, please visit the ASN website at <http://www.asn-online.org/partnerships/> or contact ASN Associate Director of Business Development Kara Davis @ 202-503-6562 or kdavis@asn-online.org.



2010 Exhibitor List

- ◆ **Diamond Supporter**
- ✱ **Platinum Supporter**
- ▲ **Gold Supporter**
- * **Silver Supporter**
- **Bronze Supporter**

Abbott Diagnostics ◆
 Abbott Renal Care ◆
 Advanced Renal Technologies
 Affymax *
 Alcatraz HDC
 Alexion Pharmaceuticals
 Alport Syndrome Foundation, Inc.
 AMAG Pharmaceuticals, Inc. *
 American Academy of Pediatrics
 American Access Care
 American College of Physicians/Annals of Internal Medicine
 American Kidney Fund
 American Nephrology Nurses' Association
 American Physiological Society
 American Regent, Inc.
 American Renal Associates, Inc.
 American Society of Diagnostic & Interventional Nephrology (ASDIN)
 Amgen ◆
 Amyloidosis Foundation, Inc.
 AngioDynamics, Inc.
 Aperio
 Apheresis Technologies, Inc.
 Argutus Medical Limited
 Asahi Kasei Medical America
 Astellas Pharma US, Inc. ●
 AtCor Medical, Inc. (USA)
 Athena Diagnostics, Inc.
 AWAK Technologies
 B. Braun Medical Inc.
 Bain Medical Equipment
 Bard Access Systems
 Baxter Healthcare Corporation
 BioPorto Diagnostics A/S
 Biosite
 Biosound Esaote
 Boehringer Ingelheim Pharmaceuticals, Inc. ●
 Bracco Diagnostics Inc.
 Brandywine Medical Management Services, Inc.
 Bristol-Myers Squibb ▲
 BT Systems Inc.
 CardioMed Supplies Inc.
 CaridianBCT
 Centocor Ortho Biotech Products LP *
 Christopher Kidd & Associates, LLC
 CMIC Co., Ltd.
 Covidien
 Cybernius Medical
 Daiichi Sankyo, Inc.
 DaVita *
 DCA
 DCRX Infusion
 DiagnOptics

Dialysis & Transplantation
 Diasol Inc./Discount Medical Supply Inc.
 Diaverum
 DoctorsXL
 DOPPS/Arbor Research
 Dustri-Verlag
 ERA - EDTA
 Exemplo Medical, LLC
 Fairway Physicians Insurance Co., RRG
 Forest Pharmaceuticals, Inc.
 Fortus Group / Dialysis Recruiting Specialists
 Fresenius Kabi ✱
 Fresenius Medical Care North America ✱
 Fresenius Medical Services ✱
 G.I.A. Medical
 Gaia Healthcare Systems
 GAMBRO ●
 Genentech ▲
 Genzyme ◆
 Health Informatics International
 Hema Metrics
 HRA Research
 IKARIA
 Immunotopics International
 INN
 ISN - International Society of Nephrology
 Japanese Society of Nephrology
 JMS North America Corporation
 Johns Hopkins University
 Karger Publishers
 Kibow Biotech Inc.
 Liberty Dialysis, LLC
 Lippincott Williams & Wilkins
 Mar Cor Purification (MCP)
 medCOMP
 Medelita
 Medical Education Institute, Inc.
 Medical Management & Data Services
 MEDIGROUP, INC.
 Medionics International Inc.
 Merck & Co., Inc. ●
 Meso Scale Discovery
 Mespere Lifesciences
 MIQS Software
 National Kidney and Urologic Diseases Information Clearinghouse
 National Kidney Foundation (NKF)
 Nationwide Laboratory Services
 Nature Publishing Group
 NephCure Foundation, The
 Nephrian
 Nephroceuticals
 Nephrology News & Issues
 Nephrology Nursing Certification Commission (NNC)
 NephroPath
 Nephros, Inc.
 Nephro-Tech, Inc.
 Next Generation Clinical Research
 NIDDK
 NIKKISO CO., LTD.
 Nipro Medical Corporation

Nova Biomedical
 Novartis Pharma AG
 Novartis Pharmaceuticals Corporation
 NutrePletion Resources
 NxStage Medical, Inc.
 Otsuka America Pharmaceutical, Inc. ◆
 Oxalosis and Hyperoxaluria Foundation (OHF)
 Oxford University Press
 Path Logic
 Pfizer Inc.
 Physicians Choice Dialysis
 PKD Foundation
 PracticeOne
 Prime Clinical Systems, Inc.
 ProPath
 Quality Dialysis
 Questcor ●
 Reata Pharmaceuticals, Inc. ◆
 Renal & Urology News
 Renal Business Today/Virgo Publishing Medical Group
 Renal CarePartners, Inc.
 Renal Physicians Association
 Renal Solutions, Inc.
 Renal Ventures Management, LLC
 RenaLab
 Research Diets, Inc.
 Rockwell Medical Technologies, Inc.
 Satellite Healthcare/Wellbound
 Satellite Laboratory Services, LLC
 Saunders / Mosby - Elsevier
 Scantibodies Clinical Laboratory
 Shire Pharmaceuticals
 Siemens Healthcare Diagnostics
 Sigma-Tau Pharmaceuticals, Inc.
 Spectra Laboratories
 Sysmex America, Inc.
 Takeda Pharmaceuticals North America *
 Team Butkus
 Teleflex Medical
 The 12th APCN
 The Binding Site Inc.
 Tissue Gnostics USA
 Toray Medical Co., Ltd.
 Transonic Systems Inc.
 U.S. Renal Data System (USRDS)
 UpToDate
 US Renal Care, Inc.
 Vasc-Alert
 Vascular Access Centers
 Visonex
 VisualSonics Inc.
 VitalRemedyMD, Inc.
 Watson Pharma
 Wiley Blackwell
 Women In Nephrology (WIN)
 WS Far IR Medical Technology Co., Ltd.
 XXIII Int.Congress of The Transplantation Society
 Z-Medica Corporation

ASN Publications

Editors-in-Chief

JASN: Eric Neilson, MD, FASN
CJASN: Gary C. Curhan, MD, ScD, FASN
NephSAP: Stanley Goldfarb, MD, FASN
ASN Kidney News: Pascale H. Lane, MD, FASN

Production Staff

JASN, CJASN and NephSAP are produced by the American Society of Nephrology.

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Vice President, Sales
Phone: 215-860-0912
E-Mail: mikem@scherago.com

For advertising deadlines throughout the year, please contact the advertising representatives listed above.

Reserve Space Now!

Journal of the American Society of Nephrology (JASN)

The *Journal of the American Society of Nephrology* (JASN) is the leading kidney journal in the world with an ISI impact factor of 7.505. JASN publishes highly competitive original manuscripts, brief reviews, and special articles in the areas of basic and clinical science relevant to the broad discipline of nephrology. Topics include but are not limited to cell biology; developmental regulation; immunology and pathology; pathophysiology of renal disease and progression; mineral metabolism and bone disease; clinical nephrology, epidemiology and outcomes; dialysis, and transplantation. ASN publishes JASN monthly. www.jasn.org.

Clinical Journal of the American Society of Nephrology (CJASN)

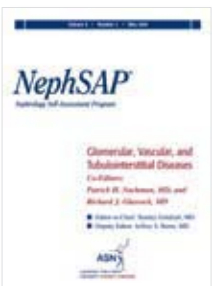
CJASN is the kidney practitioner's source for breaking clinical nephrology studies. CJASN's impact factor places it 7th out of 57 nephrology/urology journals in the Thomson Scientific index. Beginning January 2009, CJASN is published monthly with approximately 1,400 pages per year. CJASN focuses on clinical issues including clinical nephrology, renal pathophysiology, body fluids, electrolyte and acid-based metabolism, hypertension, acute/critical care nephrology, dialysis, diagnosis, therapeutics, clinicopathology, ethics, controversy, economics, politics and renal transplantation. www.cjasn.org.

Nephrology Self-Assessment Program (NephSAP)

This publication provides a vehicle for clinical nephrologists who seek to renew their knowledge and diagnostic and therapeutic skills, and provides Continuing Medical Education and Maintenance of Certification credits. NephSAP provides a series of challenging, clinically oriented questions based on case vignettes and a detailed syllabus that reviews recent publications. Taken together, these two parts should assist individual clinicians in the self-assessment of their strengths and weaknesses in the broad domain of nephrology. NephSAP is published bi-monthly with approximately 420 pages per year. Topics include glomerular diseases, hypertension, acute kidney injuries, chronic kidney diseases, dialysis, transplantation, renal bone disorders, pediatric and interventional nephrology, renal imaging and more. www.nephsap.org

ASN Kidney News

This newsmagazine, launched in 2009, has already advanced to monthly publication. *ASN Kidney News* offers topical and timely insights in medicine, industry, and policy affecting all practitioners in nephrology and provides other information supporting the work of kidney specialists. *ASN Kidney News* provides a venue to examine scientific and clinical advances, with more commentary and speculation than a scientific journal can allow. Features industry spotlight, a policy column, trends in medical education, practice pointers, and more are included.



Future MEETINGS

ASN Kidney Week 2012

October 30 – November 4
San Diego Convention Center
San Diego, California

ASN Kidney Week 2013

November 5 – 10
Georgia World Congress Center
Atlanta, Georgia



1510 H Street NW, Suite 800
Washington, DC 20005
Phone: 202-659-0599
Fax: 202-659-0709
Email: email@asn-online.org
Website: www.asn-online.org

APPLICATION TO EXHIBIT



Priority Point Deadline: February 25, 2011

ASN Kidney Week 2011

Exhibit Dates: November 10-12 | Pennsylvania Convention Center | Philadelphia, PA

Location

Please list choices in order of preference by booth number, referring to the floor plan in the ASN Kidney Week 2011 Exhibitor Prospectus.

First Choice _____

Second Choice _____

Third Choice _____

Fourth Choice _____

I wish to be NEXT TO the following company(ies) _____

I wish to be located AWAY FROM the following company(ies) _____

Agreement

(unsigned applications will not be accepted)

We hereby apply for the booth space indicated herein at the listed cost, and we understand that if the preferred space is not available, alternate space will be assigned by ASN. We further understand that space will be assigned only upon receipt of a completed application and payment of exhibit fees as noted in the Exhibitor Prospectus. We acknowledge that we have received, read, and understand the conditions, rules and regulations contained in the 2011 ASN Exhibitor Prospectus, that these conditions, rules and regulations are a part of this application and contract, and that by signing this application, we agree to be bound by all the terms contained therein. We also agree to receive fax, e-mail, and or telephone communications by or on behalf of ASN at the contact details listed under Company Identification.

Signature _____

Date _____

Booth Size and Payment Information

In-line: \$33.00 per square foot

Island: \$41.00 per square foot

Nonprofit: \$750 (first booth only)

Booth size: _____

Return completed form and Payment to:

Scherago International - Kidney Week 2011
525 Washington Blvd, Ste. 3310
Jersey City, NJ. 07310

Tel: 201-653-4777 • Fax: 201-653-5705

Make checks payable to:

Scherago International/ASN Meeting

PLEASE DO NOT send payments to ASN.

Company Identification *(please type or print neatly)*

Please complete the following information for the person who should receive all exhibit-related correspondence for your company.

Company Name – **will be used for all ASN KIDNEY WEEK 2011 publications**

Contact Person _____

Address _____

City, State, Zip Code _____

Country _____

Telephone _____

Facsimile _____

Email _____

Website/URL _____

Company/Product Information

- | | |
|--|---|
| <input type="checkbox"/> Association/Non-Profit | <input type="checkbox"/> Market Research |
| <input type="checkbox"/> Biotech Company | <input type="checkbox"/> Medical Education |
| <input type="checkbox"/> Computer Support | <input type="checkbox"/> Medical Equipment Manufacturer |
| <input type="checkbox"/> Dialysis Provider | <input type="checkbox"/> Medical Publisher |
| <input type="checkbox"/> Food Company | <input type="checkbox"/> Pharmaceutical Company |
| <input type="checkbox"/> Health Care Facility/System | <input type="checkbox"/> Research |
| <input type="checkbox"/> Laboratory | <input type="checkbox"/> Other (explain) _____ |

Exhibitors may include a 50-word product description for their company or products for publication in the ASN Kidney Week 2011 Onsite Program.

Fifty percent (50%) of the exhibit fee must accompany this contract or it will not be processed.

The balance of the exhibit space fee is due by May 12, 2011. Applications received after May 12, 2011 MUST be accompanied by payment in full. Please make checks payable to Scherago International/ASN Meeting. **PLEASE DO NOT send payments to ASN.** If you have any questions about the payment process, please contact Scherago International at 201-653-4777 x 20.

For office use only

Confirmation: _____

Priority Points _____

ID# _____

Balance \$ _____

Batch # _____

Batch Date _____

Check # _____

Check Date _____

Balance \$ _____

Batch # _____

Batch Date _____

Check # _____

Check Date _____