

## **ASN Kidney Week 2015 Exhibit Rules and Regulations**

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

### **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 materials 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 at the cost of the exhibitor.

### **Island Exhibit Space**

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

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

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 4, 2015. Booth renderings must be submitted to [meetings@asn-online.org](mailto:meetings@asn-online.org).

### **Multi-Level Booths**

Multi-level booths may be permitted if a certified structural drawing is approved by the San Diego 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.

Decks designated to hold over 10 people require a secondary staircase is required 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 ASN by September 4, 2015. ASN will forward these final plans to the San Diego Convention Center for approval. Send drawings by email to [meetings@asn-online.org](mailto:meetings@asn-online.org).

### **Booth Sharing**

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

### **Booth Relocation**

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

### **Eligibility**

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

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

### **Non-Profit Organizations**

ASN encourages non-profit organizations to exhibit at the discounted rate of \$1,000. Non-profit organizations will be assigned booth space at the discretion of ASN and are limited to one 10'x10' booth space. Non-profit exhibitors may purchase additional booths at the regular, published rates.

### **Payment**

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

Make Checks Payable to: The American Society of Nephrology (ASN)  
Mail Checks to: The American Society of Nephrology  
P.O. Box 890658  
Charlotte, NC 28289-0658

Overnight: BB&T Processing/Attn: Lockbox # (PO Box 890658)  
5130 Parkway Plaza Blvd.  
Charlotte, NC 28217-1964

- Applications received after July 10, 2015 must be accompanied by payment in full.

### **Booth Cancellation and Downsizing**

All cancellations of exhibit space must be received in writing by ASN. If space is reduced, the net reduction of space will be treated as a cancellation of that space. If ASN receives a written request for cancellation of space prior to July 10, 2015, the exhibitor will incur a 50% cancellation penalty and the exhibitor will be eligible for a refund minus 50% of the total booth cost. Any cancellations received in writing on or after July 10, 2015 will incur a 100% cancellation penalty and the exhibitor will be issued no refund of any monies received by ASN for said cancelled space. Failure to make payments does not release the contracted or financial obligations of the exhibitor.

### **Registration Location and Hours**

Exhibitor registration will be located in the San Diego Convention Center, Hall D Lobby. Exhibitor registration hours are listed below:

Tuesday, November 13  
10:00 a.m. – 5:00 p.m.

Wednesday, November 4  
8:00 a.m. – 6:00 p.m.

Thursday, November 5  
7:00 a.m. – 6:00 p.m.

Friday, November 6  
7:30 a.m. – 5:00 p.m.

Saturday, November 7  
7:30 a.m. – 4:30 p.m.

### **Admission to the Exhibit Hall**

Exhibitors may enter the exhibit hall one and a half (1 ½) hours prior to opening each day. All exhibitors and people visiting the exhibitors 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 \$100 per badge.

### **Full-Meeting Badges**

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

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

In addition, exhibitors who are 2015 ASN Diamond, Platinum or Gold Corporate Supporters will receive an additional allotment of complimentary full-meeting registrations as follows:

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

### **ASN will only issue one company a maximum of five complimentary full-meeting badges.**

ASN encourages exhibitors to pre-register all confirmed exhibit personnel by the deadline to avoid long lines and name changes on site. The exhibitor registration link has been sent to all exhibiting companies that have paid their 50% deposit. ASN will mail badges to individuals, however if the company registered as a group badges may only be picked up onsite.

### **Guest Passes**

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

### **Children**

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

### **Exhibitor Housing**

Exhibitors will have access to individual sleeping rooms at convention rates during ASN Kidney Week. The exhibitor housing link has been sent to all exhibiting companies that have paid their 50% deposit. All reservations require two-night room and tax deposit. This deposit is non-refundable after September 1, 2015. The credit card supplied at the time of reservation will be forwarded to the assigned hotel as a credit card guarantee.

Send all individual reservation requests to the ASN housing company by **October 2, 2015**. 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 (5 rooms or more) prior to the annual meeting. Send requests to ASN Headquarters in writing by **Friday, August 28, 2015**. Please note group blocks fill up quickly and requests may not be honored. Placement of group room blocks are determined by the following factors:

- 2014 Priority point standing
- 2014 Corporate Support Level
- Size of room block
- Date of submission of the housing request
- Rooms not assigned a specific name by Friday, August 28, 2015 will be removed from your block.
- The two-night deposit is non-refundable after September 1, 2015

Contact ASN Housing at 866-849-8868 or 703-449-6418 or by email at [asnhousing@ispargo.com](mailto:asnhousing@ispargo.com) for additional instructions.

### **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. Contact [meetings@asn-online.org](mailto:meetings@asn-online.org) to obtain a suite reservation form.

### **Exhibitor Services**

#### **Advanced Registration List**

ASN offers exhibiting companies an exclusive opportunity to directly reach nephrology professionals by making the ASN Kidney Week 2015 annual meeting pre-registration list available for a rental fee of \$700.00. We anticipate that the list will contain approximately 7,000 names and mailing addresses of attendees who have registered for the 2015 annual meeting by September 16, 2015. The list is for a one-time use to promote the exhibit booth. The Advanced Registration List Order Form will be included in the exhibit service manual and available to all confirmed exhibitors. The list will be available beginning September 23, 2015

Exhibitors must send a copy of the mailing piece to ASN for approval prior to obtaining the list. The deadline to submit your payment and Advanced Registration List Order Form is **October 13, 2015**. 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 [meetings@asn-online.org](mailto:meetings@asn-online.org).

#### **International Shipping**

Shipping instructions are provided in the online exhibitor services manual. Exhibitors who require international shipping to Philadelphia should contact Global Exposition Specialists (GES) 800-475-2098 (USA) or 702-515-5970 (international) for assistance, or [geslogistics\\_international@ges.com](mailto:geslogistics_international@ges.com).

#### **Exhibitor Listings**

Exhibitors may submit a 50-word product/company description online by going to the ASN website. A product/company description of each confirmed exhibitors will be included in the Onsite Program and the Kidney Week mobile app, provided material is received by the deadline date of **July 24, 2015**. Production descriptions will not be published in the Onsite Program unless booth space has been paid in full. This opportunity to advertise your products and services is complimentary.

#### **Exhibitor Service Manual**

A link to the exhibitor service manual will be available on the ASN website at [www.asn-online.org/kidneyweek](http://www.asn-online.org/kidneyweek) in August 2015.

The online services manual will include information on shipping, furniture, booth accessories, lead retrieval, drayage rates, utility specifications and charges, carpet rental and cleaning, signs, security, telephones/Internet, audio/visual equipment, computer rental, photography services, and floral services.

ASN will also provide order forms and rate schedules. Exhibitors who need special information before the service manual becomes available should contact Global Exposition Specialists (GES) at 800-475-2098 (USA) or 702-515-5970 (international) or [www.ges.com](http://www.ges.com).

### **Final Registration List**

For post-meeting follow-up activities, exhibiting companies will receive a complimentary final registration list containing approximately 12,000 names and mailing addresses of the Kidney Week 2015 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.

### **Ancillary Event Requests**

Companies and non-profit organizations that are supporters of ASN may apply to hold ancillary meetings and events during ASN Kidney Week 2015.

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 hotels or other public or provide facilities during hours that conflict with ASN-sponsored events (exceptions are made for exhibitors to hold internal sales and training meetings). Contracted hotels in Atlanta will not reserve meetings rooms or function space for anyone during the meeting dates without prior ASN approval.

To obtain meeting space, participants must submit all meeting requests to ASN using the Ancillary Event Request Form. The Ancillary Event Request Form and Guidelines is available on the ASN website at [www.asn-online.org/kidneyweek](http://www.asn-online.org/kidneyweek). The early deadline for requests for ancillary meetings and events is **July 24, 2015**. Send questions regarding ancillary meeting requests to [meetings@asn-online.org](mailto:meetings@asn-online.org).

### **ASN Name or Logo**

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

## **Booth Installation and Dismantling**

### **Shipping**

GES must receive and process all shipments to Kidney Week 2015. Information on shipping methods and rates will be included in the exhibitor services manual. Exhibitors are prohibited from sending advance freight to the San Diego Convention Center. To ensure proper handling and receiving, do not address shipments for delivery to the San Diego Convention Center prior to Tuesday, November 3<sup>rd</sup>, 2015. There are no provisions to accept freight at the convention center prior to this date.

### **Carpet and Show Colors**

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

### **Failure to Occupy Exhibit Space**

Any space not occupied by **5:00 p.m. on Wednesday, November 4, 2015** 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.

### **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.

**It is the responsibility of the exhibiting contact person to notify their contractors and agents of all restrictions for hanging signs and lighting.**

### **Storage**

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

### **Early Dismantling**

ASN prohibits early dismantling. **Exhibits officially close on Saturday, November 7, 2015 at 2:30 p.m.** All exhibitors must staff their booths until that time. Exhibitors who leave before closing will be subject to priority point reduction and possible exclusion from future annual meetings.

### **Cancellation of Exposition**

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

### **Exhibitor Appointed Contractor (EAC)**

Exhibitors planning to use a contractor other than the official contractor to supervise the set-up and dismantling of exhibits must notify ASN at [meetings@asn-online.org](mailto:meetings@asn-online.org) in writing by September 4, 2015. EACs are required to submit an original and valid certificate of insurance that includes commercial general liability, products liability coverage, and broad property damage endorsement with combined and single limits of liability not less than \$1 million per occurrence and a \$2 million aggregate limit. The certificate must also include coverage for workers' compensation and employers' liability in commercially reasonable limits as otherwise required by the laws of the state of California. The certificate of insurance should name ASN, J. Spargo & Associates, Inc., the San Diego Convention Center 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.

### **American with Disabilities**

The representatives of each exhibiting company will be responsible for making their exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold the American



Society of Nephrology harmless for any consequences of an exhibitor's failure in this regard.

### **Fire Regulations**

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

### **Insurance and Liability Issues**

- Exhibitors must acknowledge that neither the American Society of Nephrology, J. Spargo & Associates, Inc., Global Exposition Specialists (GES), nor the San Diego 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 [meetings@asn-online.org](mailto:meetings@asn-online.org) by September 4, 2015, which must include: commercial general liability coverage and broad property damage endorsement with combined and single limits of liability not less than \$1 million per occurrence and \$2 million aggregate limit.
- Commercial general liability shall name ASN as an additional insured and provide a certificate of insurance evidencing the same.
- Exhibitors shall also maintain workers' compensation and employers' liability insurance in commercially reasonable amounts and as otherwise promulgated by state law.
- Exhibitors shall carry commercial automobile insurance, including hired and non-owned liability coverage as well.
- Insurance policy must be in force from the move-in date through the move-out date.

### **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**

Exhibitor agrees to make no claim for any reason whatsoever against the American Society of Nephrology, its employees, agents, or representatives for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the Exposition as scheduled; nor for any action or omission of American Society of Nephrology. The exhibitor is solely responsible for his own exhibition material and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an exhibitor is in his care, custody, and control in transit to, or from, or within the confines of the exhibit hall. American Society of Nephrology shall bear no responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or personal property.

### **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](http://www.bmi.com) or the American Society of Composers, Authors, and Publishers (ASCAP) at [www.ascap.com](http://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 2015 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. Press guidelines are available at [www.asn-online.org/education/kidneyweek](http://www.asn-online.org/education/kidneyweek). This prohibition includes photographs taken with cellular phones. Individuals engaging in unauthorized activities will be subject to a loss of priority points and/or immediate removal from the exhibit hall.

#### **Porter Service**

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

#### **Promotional Activities**

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

#### **Sale of Goods and Services**

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

#### **Contests, Lotteries, Raffles and Games of Chance**

Contests of any kind are prohibited on the exhibit hall floor at Kidney Week 2015.

#### **Educational Activity/Presentations in a Booth**

A 2,000 square foot (minimum) booth is required for audience generating activities. An outline of the program, list of speakers, and a schematic of the booth (including dimensions, heights, etc.) showing the location of all booth activities must be submitted in writing to ASN to [meetings@asn-online.org](mailto:meetings@asn-online.org) by September 4, 2015. 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 and planning committee 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 San Diego Convention Center. All food and beverages must be purchased through the San Diego 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 (AvaMed) **Code of Ethics on Interaction with Health Care Professionals**; the American Medical Association (AMA) Gifts to Physicians from Industry Ethical Opinion 8.06111; the Pharmaceutical Research and Manufacturers of America (PhRMA) **Code on Interactions with Healthcare Professionals**; the Council for Medical Specialty Societies (CMSS) **Code for Interactions with Companies**; U.S. Food and Drug Administration (FDA); the Office of Inspector



General Compliance Program Guidance for Pharmaceutical Manufacturers; and other ethical guidelines and expects all exhibitors at ASN Kidney Week 2015 to be in compliance. All exhibiting companies, regardless of tax status, must demonstrate compliance to these and subsequent ethical codes.

The American Society of Nephrology has signed the Council for Medical Specialty Societies (CMSS) Code for Interactions with Companies, and therefore complies with the CMSS Code to ensure that the Society's interactions with companies will be for the benefit of patients and members and for the improvement of care in nephrology. Section 5.4.2 of the CMSS Code will now apply to all exhibitors (including non-profit exhibitors). All giveaways must be educational in purpose or in nature (for physicians or patients) and modest in value (\$10 or less). This requirement also applies equally to companies that have signed on to the PhRMA or AvaMed Codes and those that have not. Giveaway requests must be submitted in writing for ASN approval to [meetings@asn-online.org](mailto:meetings@asn-online.org) by September 4, 2015.

### **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, J. Spargo & Associates, Inc., the San Diego Convention Center, nor Global Exposition Specialists (GES) is liable for any of the exhibitors' property. It is recommended that each exhibitor purchase a portal-to-portal rider available on the exhibitor's own insurance policy, as protection against loss, theft, fire, damage, etc.

Please note that while the exhibit hall is closed to the attendees of Kidney Week 2015 during non-show hours, the individuals who participate in poster presentations may be required to enter the hall before and after show hours in order to prepare for their poster session. While ASN allows the poster presenters admittance to the hall during these times when the hall is closed, the society will provide them with special instructions to access their poster board without passing through the exhibit booth areas, and will increase our security coverage during these times.

### **Exhibitor Representative's Responsibility**

Neither the meeting/exhibition sponsor, nor its show management company or other agents or representatives, or their shareholders, officers, directors, employees or contractors shall be responsible for any injury, loss, or damage that may occur to exhibitor or to exhibitor's agents, employees, affiliated personnel, officers, directors, shareholders, contractors or representatives or any of their property, businesses, or other activities from any cause whatsoever, prior to, during or subsequent to the conference or exposition event. By signing this Agreement, exhibitor expressly and voluntarily and knowingly assumes all such risk and expressly agrees, and hereby does, indemnify, defend and hold harmless the conference/exhibition sponsor, its show management company and other agents and representatives, and their shareholders, officers, directors, employees and contractors, from and against all claims and liabilities arising out of, or in any way related to, the acts or negligence of exhibitor, exhibitor's agents, employees or representatives.