



June 2018

Dear ASN Exhibitor:

Thank you for your participation at ASN Kidney Week 2018 to be held at the San Diego Convention Center in San Diego, CA. Kidney Week will take place October 23 – 28, 2018, with the Scientific Exposition taking place October 25 – 27, 2018.

GES, Global Experience Specialists, is the Official General Contractor for ASN Kidney Week 2018. Please take a moment to familiarize yourself with this Online Exhibitor Service Kit, which contains order forms for exposition-related services, rules and regulations, and general information about the show. You will also be able to access the necessary forms to order ancillary services including audio visual, catering, communications, floral and lead retrieval. **New this year:** Please note ASN will no longer sell, nor advertise the mailing list of its attendees to comply with the new regulations protecting customer's data.

GES has found it most efficient if access to the online service kit is given to the person who is directly responsible for your company's participation at the ASN Annual Meeting. It is important that order forms in this service kit be completed and returned prior to the deadline dates.

If you have any questions regarding the information, please contact Global Experience Specialists (GES). Domestic exhibitors can reach GES by telephone at 800-475-2098, or fax at 866-329-1437. International exhibitors can reach GES by telephone at 702-515-5970, or fax at 702-263-1520. Contact GES online at www.ges.com/chat. Other exhibit questions may be directed to ASN at meetings@asn-online.org.

We look forward seeing you in San Diego.

GENERAL INFORMATION

The main entrance to the exhibit hall is B1 in the San Diego Convention Center.

Exhibit Venue:

San Diego Convention Center
111 Harbor Drive, San Diego, CA 92101

Exhibit Hall Layout:

- Exhibits: Hall A – B
- Career Fair: Hall A
- Exhibitor Spotlights: Hall B
- Registration: Hall C
- Posters: Hall C
- Plenary Session: Hall D

Important Dates and Deadlines:

Friday, June 29: Contracts/Refunds

- Exhibit applications submitted after this date must be accompanied by payment in full.
- Last day to cancel exhibit space or to downsize booth space at the 50% cancellation penalty. After this date, all cancellations or downsizes are subject to a 100% fee.

Friday, July 6: Product Descriptions Deadline

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

Wednesday, July 25: Ancillary Event

- Ancillary event request deadline.

Tuesday, August 14: Exhibitor Housing Group Deadline

- Exhibitor Group Housing requests.
- Names are due by Tuesday, August 14 or rooms without names will be cancelled.

Friday, August 17: Booth Layout, Exhibitor Appointed Contractor, Certificates of Insurance, Giveaways, and Presentation Form Deadlines

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

Friday, September 21: Installation Request Deadline

- Exhibitor Installation should be completed no later than 4:30 p.m. on Wednesday, October 24. If special circumstances necessitate additional time for installation, exhibitors must submit a written request by September 21 to Rasheena Wilson at rwilson@asn-online.org.

Friday, September 21: Exhibitor Individual Hotel Reservations

- Individual Exhibitor Hotel Reservations

Thursday, October 25: ASN Scientific Exposition Opens

- ASN Scientific Exposition Opens.
- ASN Kidney Week 2019 Priority Point Space Selection begins onsite at Kidney Week 2018.

Saturday, October 27: ASN Scientific Exposition Closes

- ASN Scientific Exposition Closes.
- 2019 Priority Point Space Selection Appointments End onsite at Kidney Week 2018; remaining booth space becomes available on a first-come, first-served basis.

Exhibit Schedule

Tuesday, October 23

8:00 am – 4:30 pm Exhibit Installation
10:00 am – 5:00 pm Exhibitor Registration

Wednesday, October 24

8:00 am – 4:30 pm Exhibit Installation
8:00 am – 5:00 pm Exhibitor Registration

Thursday, October 25

7:00 am – 5:00 pm Exhibitor Registration
9:30 am – 2:30 pm Exhibits Open
9:30 am – 2:30 pm Poster Sessions
9:30 am – 10:00 am Refreshment Break in Exhibit Hall
9:30 am – 10:30 am Unopposed Exhibit Hall Time
10:00 am – 12:00 pm Poster Session – Authors Present
12:00 pm – 2:00 pm Concession Lunch available in Exhibit Hall
6:30 pm – 7:30 pm Welcome Reception in Exhibit Hall

Friday, October 26

7:30 am – 5:00 pm Exhibitor Registration
9:30 am – 2:30 pm Exhibits Open
9:30 am – 2:30 pm Poster Sessions
9:30 am – 10:00 am Refreshment Break in Exhibit Hall
9:30 am – 10:30 am Unopposed Exhibit Hall Time
10:00 am – 12:00 pm Poster Session – Authors Present
12:00 pm – 2:00 pm Concession Lunch available in Exhibit Hall

Saturday, October 27

7:30 am – 2:30 pm Exhibitor Registration
9:30 am – 2:30 pm Exhibits Open
9:30 am – 2:30 pm Poster Sessions
9:30 am – 10:00 am Refreshment Break in Exhibit Hall
9:30 am – 10:30 am Unopposed Exhibit Hall Time
10:00 am – 12:00 pm Poster Session – Authors Present
12:00 pm – 2:00 pm Concession Lunch available in Exhibit Hall
2:30 pm – 8:00 pm Exhibit Dismantling

Sunday, October 28

8:00 am – 12:00 pm Exhibit Dismantling

ASN and Global Experience Specialists (GES) will enforce the installation hours. All exhibitors must adhere to these hours and complete installation by no later than 4:30 pm on Wednesday, October 24, 2018. 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. Send special requests on or before Friday, September 21, 2018 to Rasheena Wilson, ASN Meetings and Exhibits Coordinator, at rwilson@asn-online.org.

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

Registration Hours

Exhibitor registration will be located in the San Diego Convention Center – Hall C (front entrance). Exhibitor registration hours are listed below:

Exhibitor Registration Hours

Tuesday, October 23
10:00 a.m. – 5:00 p.m.

Wednesday, October 24
8:00 am – 5:00 pm

Annual Conference Registration Hours

Thursday, October 25
7:00 a.m. – 5:00 p.m.

Friday, October 26
7:30 a.m. – 5:00 p.m.

Saturday, October 27
7:30 a.m. – 2:30 p.m.

Mailing List

ASN will no longer sell, nor advertise the mailing list of its attendees to comply with the new regulations protecting customer's data.

Rules & Regulations

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

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.

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 between **January 12 – June 28, 2018**, 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 **June 29, 2018** will incur a 100% cancellation penalty and the exhibitor will not be issued any monies received by ASN for cancelled space and any monies not paid will still be owed. Failure to make payments does not release the contracted or financial obligations of the exhibitor. All refunds will be processed after the annual conference.

ASN Name or Logo

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

Educational Activity / Presentations in a Booth

A 2,000 square foot (minimum) booth is required for audience generating activities. For more information and guidelines requirements, please contact rwilson@asn-online.org.

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 2018 to be in compliance. All exhibiting companies, regardless of tax status, must demonstrate compliance to these and subsequent ethical codes.

The American Society of Nephrology has signed the Council for Medical Specialty Societies (CMSS) **Code for Interactions with Companies**. Signing this document means that ASN has adopted the CMSS Code to ensure that the Society's interactions with companies will be for the benefit of patients and members and for the improvement of care in nephrology. Section 5.4.2 of the CMSS Code will now apply to all exhibitors (including non-profit exhibitors). All giveaways must be education (for physicians or patients) and modest in value (\$10 or less). This requirement also applies equally to companies that have signed on to the PhRMA or AvaMed Codes and those that have not. Giveaway requests must be submitted in writing for ASN approval to rwilson@asn-online.org by **Friday, August 17, 2018**.

Booth Installation and Dismantling

Shipping

GES must receive and process all shipments to Kidney Week 2018 Information on shipping methods and rates will be included in the exhibitor services manual available in June 2018.

Carpet and Show Colors

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

Failure to Occupy Exhibit Space

Any space not occupied by **4:30 p.m. on Wednesday, October 24, 2018** 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, October 27, 2018 at 2:30 p.m.** All exhibitors must staff their booths until that time. Exhibitors who leave before closing will be subject to priority point reduction and possible exclusion from future annual meetings.

Cancellation of Exposition

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

Exhibitor Appointed Contractor (EAC)

Exhibitors planning to use a contractor other than the official contractor to supervise the set-up and dismantling of exhibits must notify ASN Exhibit Management in writing by **Friday, August 17, 2018**. EACs are required to submit an original and valid certificate of insurance that includes commercial general liability, products liability coverage, and broad property damage endorsement with combined and single limits of liability not less than \$1 million per occurrence and a \$2 million aggregate limit. The certificate must also include coverage for workers' compensation and employers' liability in commercially reasonable limits as otherwise required by the laws of the state of New Orleans. The certificate of insurance should name ASN, SPARGO, Inc., the San Diego Convention Center and GES as additional insured. Certificates of Insurance must indicate the exhibiting company that they are representing in the description area of the certificate. Certificates will be discarded if this information is not listed.

Federal and State Regulations

U.S. FDA Regulations

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

Americans with Disabilities

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

Fire Regulations

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

Insurance and Liability Issues

- Exhibitors must acknowledge that neither the American Society of Nephrology, SPARGO, Inc., Global Experience Specialists (GES), nor the 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 Rasheena Wilson at rwilson@asn-online.org by **August 17, 2018**, 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

Exhibitors agree to protect, save and keep the American Society of Nephrology, SPARGO, Inc., the occupied hotels, the San Diego Convention Center, and Global Experience Specialists (GES) forever harmless from any damage or changes imposed by the exhibitor, its employees, or agents. The exhibitor also agrees to strictly comply with the applicable terms and conditions contained in the agreement between the American Society of Nephrology, the occupied hotels, the San Diego Convention Center and GES regarding the exposition premises. Further, the exhibitor shall at all times protect, indemnify, save and keep harmless the American Society of Nephrology, SPARGO, Inc., Inc. the occupied hotels, the San Diego Convention Center, and GES, against and from any and all loss, cost damage, liability, or expense which arises out of, from, or by reason of any act or omission of exhibitor, its employees or agents.

Music Licensing

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

Porter Service

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

Promotional Activities

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

Sale of Goods and Services

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

Contests, Lotteries, Raffles and Games of Chance

Contests of any kind are prohibited on the exhibit hall floor at Kidney Week 2018.

Animals

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

Food and Beverage

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

Security

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

Please note that while the exhibit hall is closed to the attendees of Kidney Week 2018 during non-show hours, the individuals who participate in poster presentations will be allowed to enter the hall before and after show hours in order to prepare for their poster session.