

Additional Marketing Opportunities

Additional marketing opportunities are available to exhibitors. You may choose from any of the following:

Primary Contributor

Primary Contributors enjoy first right to underwrite the highly-attended breakfast, lunch or dinner symposia on the Official Meeting Program. In addition to corporate symposia, Educational Sponsorships include intensive preconference courses or a selection of official meeting sessions or workshops on the Physicians, Advanced Practitioners, Nephrology Nurses and Technicians, Nephrology Social Workers, and Renal and Clinical Dietitians programs.

Support of these educational sessions includes the following benefits:

- CME/CE Accreditation
- Prominent placement and recognition in the Program Book, NKF website, and other Meeting Materials

- Full-page ad in the Program Book
- 20' x 20' exhibit space
- Speaker Ready Room
- Acknowledgement in the *American Journal of Kidney Diseases*
- Logo recognition on the Exhibit Hall entrance unit and meeting signs
- Acknowledgement on Jumbotron Plasma Screen
- Complimentary meeting passes
- All the benefits listed under "Meeting Contributor"

Meeting Contributor

Meeting Contributors help support events or provide meeting materials that complement the educational nature of the NKF 2010 Spring Clinical Meetings. Choose from any of the events listed below or create your own customized promotion for inclusion in the Official Meeting Program. Meeting Contributor benefits include the following:

- Acknowledgement in the Program Book and NKF 2010 Spring Clinical Meetings website
- Sponsor Ribbons for each company representative in attendance
- On-site signage recognition
- Verbal recognition from the podium by NKF leadership

Events

Events provide an interactive forum for meeting participants and are an effective means of linking your organization to a positive and memorable meeting experience. Several events can be highly customized to meet your marketing needs. Promotional benefit packages are directly dependent and priced upon level of support.

- Evening Receptions in the Exhibit Hall
- Breakfast, Lunch or Refreshment Breaks in the Exhibit Hall
- Relaxation Area
- Interactive Keypad Sessions
- Internet Access/E-Mail Stations
- Post-Conference Sessions Online
- Speaker Ready Room
- Fellows Reception
- Advanced Practitioners and Allied Health Networking Receptions
- Council Networking Luncheons
- Kidney Career Center Online
- President's Dinner



Meeting Materials

Support of official Conference Meeting Materials offer sponsors a unique opportunity for exposure to attendees that will last well beyond the meeting. Meeting Materials are distributed to all attendees on site. The item will bear your company name and/or product logo along with the NKF 2010 Spring Clinical Meetings logo.

- Tote Bags
- Hotel Keys
- Lead Retrieval and Lanyards

- Official Meeting Notebook
- Abstracts Flashdrive
- Evaluations
- Program-at-a-Glance
- Insulated Lunch Bags
- Pens in Meeting Bags

Suggestions for new conference materials are welcome!

Advertising Promotions

Program Book

Maximize your attendee exposure with an advertisement in the official on-site Program Book included in every meeting attendee's tote bag at registration. The program session schedules, workshop information, exhibit descriptions and Exhibit Hall floor plan guarantee that it will be referred to again and again throughout the meeting. See advertising information on page 14 for specifications, pricing and ordering.

Bonus! All ads print in four-color in the Program Book at no additional charge!

Meeting Hotel Door Drops

Send your message directly to attendees with a door drop to meeting participants registered at the Walt Disney World Swan and Dolphin. As with all ads in the Program Book, all copy must be approved by the NKF.

Banners

A limited number of standing banners, hanging banners and outdoor walk-way banners, all located in high-traffic areas are available.

Escalator Signage

Run your logo along the entire length of the escalator leading to the Expo Hall. Limited to a few or available as an exclusive advertisement.

NEW! "Daily Clinicals"

The new online conference daily is delivered to each attendee's e-mail, preconference and on-site. Sponsor all six editions or choose from a variety of ad placements.

NEW! Product Theaters

Promote your product and services with a live Product Theater in the Expo Hall! These 35-minute sessions are reserved on a first-come, first-served basis and are scheduled only during expo hours. Product Theaters are strictly commercial advertising; no CME/CE credits are associated with these activities.

Contact **Denise Devlin** for more information on becoming a Primary Contributor or Meeting Contributor at **212.889.2210 x218** or by e-mail at **denised@kidney.org**

Expo Dates: April 14 – 16, 2010

Meeting Dates April 13 – 17, 2010

Walt Disney World Swan and Dolphin,
Lake Buena Vista, FL

