



National
Kidney
Foundation®

2015
SPRING
CLINICAL
MEETINGS

Exhibitor Prospectus & Sponsorship Opportunities

MARCH 25-29 | DALLAS, TX





EVERY YEAR, NEPHROLOGY HEALTHCARE

PROFESSIONALS from across the country come to the National Kidney Foundation (NKF) Spring Clinical Meetings to learn about the newest developments related to all aspects of nephrology practice, network with colleagues, and present their research findings.

In 2014, there were nearly 3,000 attendees at the MGM Grand in Las Vegas. We expect to see similar numbers in 2015, including physicians, pharmacists, fellows and residents, physician assistants, nurse practitioners, nurses, technicians, dietitians, and social workers.

To help attract the maximum number of attendees to your booth, the Exhibit Hall is primarily open when sessions are closed. Poster presentations are located in the Exhibit Hall, and show hours include breakfast and lunch, as well as evening networking receptions. This is your once-a-year opportunity to demonstrate your brand's relevance to thousands of healthcare practitioners in one convenient location!



National
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MEETING OVERVIEW

The NKF 2015 Spring Clinical Meetings' (SCM15) emphasis on clinical practice in nephrology will provide kidney healthcare professionals with insights they can apply daily to their practices through information-filled courses, practical workshops, thought-provoking symposia, and well-argued debates. Participants will increase their awareness in various areas of nephrology, including: acute kidney injury, secondary hypertension, kidney transplantation, diabetes, drug dosing in CKD, practical issues in home hemodialysis, challenges in peritoneal dialysis, end-of-life issues in patients on dialysis, and much more.

SCM15 is designed for nephrologists in the private sector and academia, fellows and residents with a special interest in kidney disease, general internists, pharmacists, physician assistants, nurses, nurse practitioners, social workers, technicians, and renal and clinical dietitians.

PROGRAM OBJECTIVES

At the conclusion of this activity, participants will be able to:

- Identify recent changes in healthcare policy and advances in clinical and translational research, and discuss how these may impact patients with kidney disease.
- Learn how to integrate new discoveries in dialysis and non-dialysis chronic kidney disease, transplantation, hypertension, and general nephrology into clinical practice to improve care of patients with kidney disease.
- Enhance skills of the interdisciplinary team to improve care of patients with kidney disease.

2014 ATTENDEE SURVEY RESULTS

99% said the information presented was pertinent to their practice

97% stated they would attend future NKF Spring Clinical Meetings

95% visited the Exhibit Hall

94% felt that their objectives for the Meeting were met

87% said they would make changes to their practice

84% rated the overall Meeting as "Excellent" to "Very Good"

82% visited the posters in the Exhibit Hall

30% increase in overall Exhibit Hall traffic from 2013 to 2014!

ATTENDEES BY DISCIPLINE

■ Physicians	43%
■ Dietitians	15%
■ Social Workers.....	11%
■ Advanced Practitioners ..	8%
■ Nurses & Technicians	7%
■ Pharmacists	3%
■ Other	13%

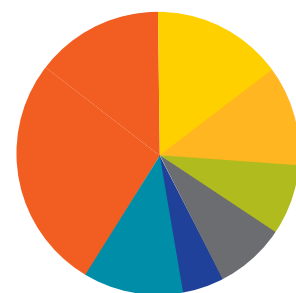


EXHIBIT HALL and POSTER PRESENTATION HOURS

DATE	TIME	DESCRIPTION
Thursday, March 26	6:00pm—7:30pm	Exhibit Hall Opening Ceremonies & Reception/ Poster Presenters Available for Q & A
Friday, March 27	7:00am—8:00am	Exhibits/Posters & Continental Breakfast
	12:00pm—2:00pm	Exhibits/Posters & Lunch (served 12:15pm – 1:15pm)
	6:00pm—7:30pm	Exhibits/Posters & Networking Reception
Saturday, March 28	8:00am—11:30am	Exhibits & Breakfast (served 8:00am – 9:00am)
	11:30am	Exhibit Hall Closes

Exhibits must be dismantled on **Saturday, March 28**, by 7:00pm.

EXHIBIT BOOTHS

Exhibits are located in the Gaylord Texan’s Longhorn C – F Halls, providing easy access from meeting rooms for attendees.

EXHIBIT SPACE RENTAL RATES

Exhibit booths are 10’ x 10’ or in multiples thereof. All island booths are sized in increments of 20 feet. The exhibit rates are as follows:

In-line Booth.....\$35/sq. ft.
 Corner Booth.....\$37/sq. ft.
 Island Booth.....\$40/sq. ft.
 Non-Profit Booth (10’ x 10’ In-line).....\$1,750

A deposit of 25% of the total exhibit fee is required at the time of application in order to secure a space.

The total balance of the booth payment must be received by NKF on or before **January 16, 2015**.

Please contact the NKF to discuss special requirements prior to submitting the Exhibit Booth Application. See the Rules and Regulations section for cancellation penalties and other exhibit details.

Rental of exhibit space includes:

- Complimentary Exhibit Hall-only badges and Full Conference badge(s)
- Complimentary final registration list for one-time use
- Company listing and 50-word description in the official SCM15 Mobile App
- Ability to upload handouts, logo, and company website to SCM15 Mobile App exhibitor profile
- Opportunity to participate in Exhibit Hall activities, designed to drive attendee traffic to participating booths (more information to be provided).

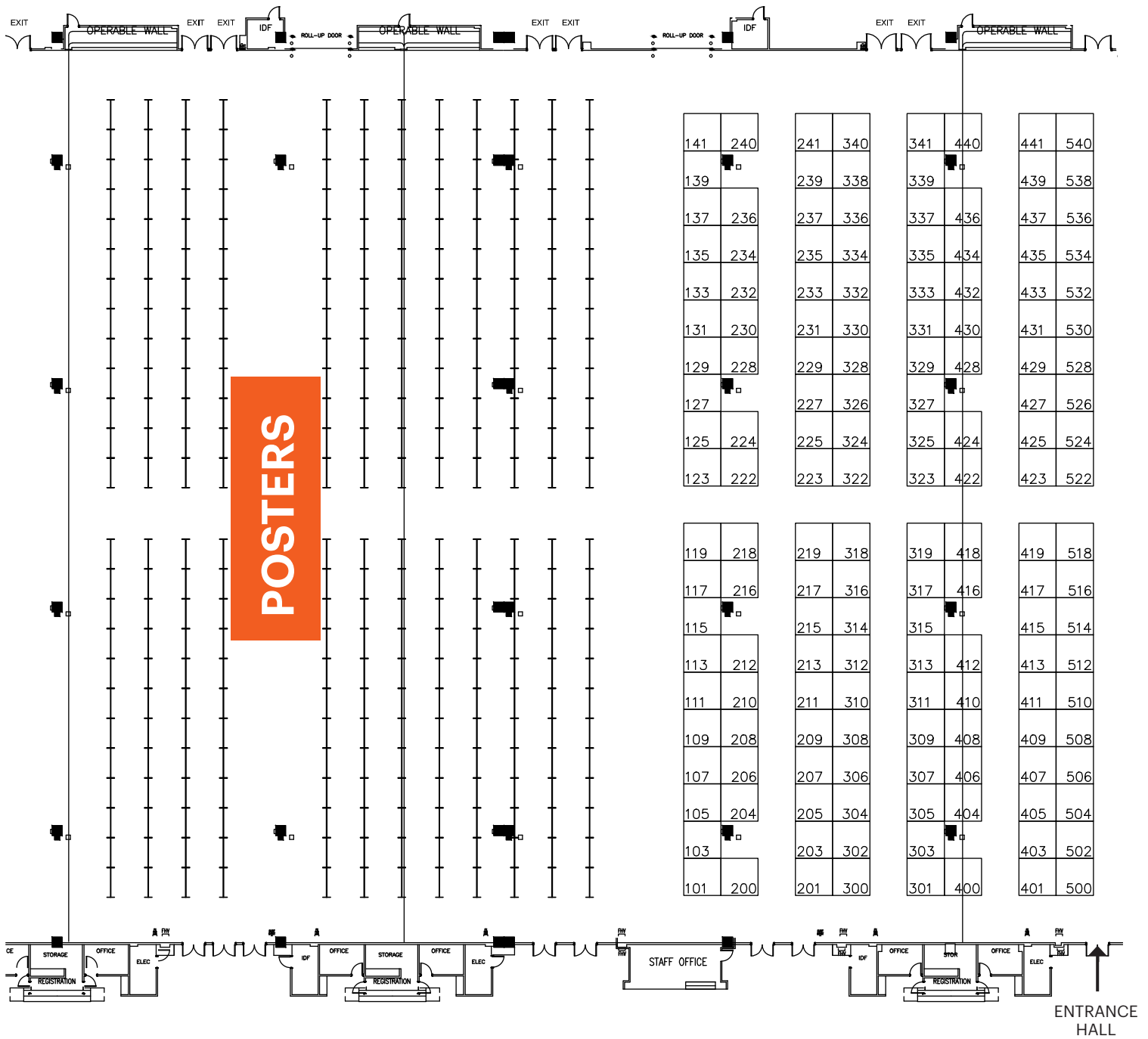
EXHIBIT MANAGEMENT

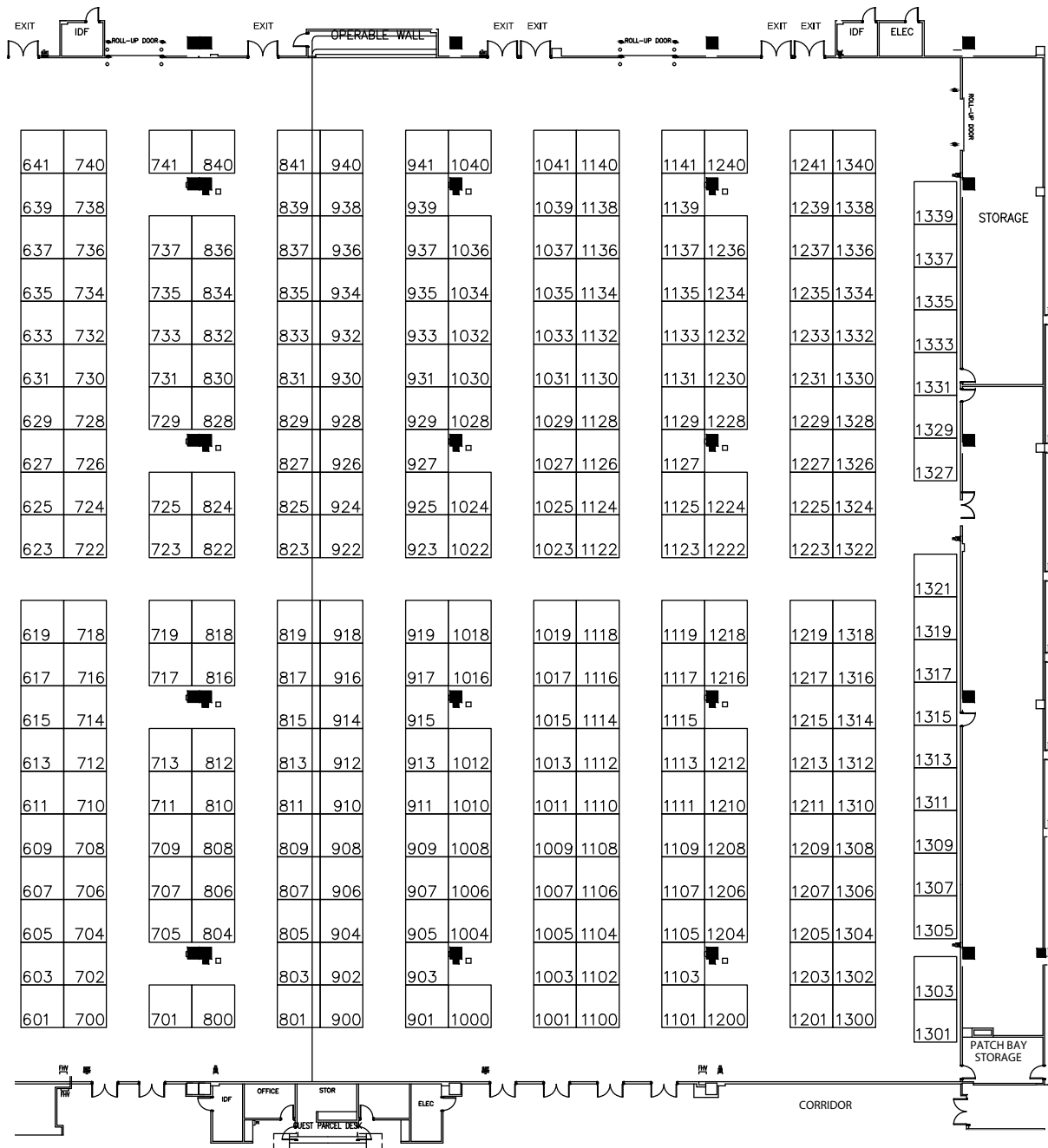
Rachel Skumanich
Professional Education and Exhibits Manager
 National Kidney Foundation
 30 East 33rd Street | New York, NY 10016
 212.889.2210 x178 | rachel.skumanich@kidney.org
www.nkfclinicalmeetings.org

**TO MAXIMIZE TRAFFIC
 TO YOUR BOOTH, THE
 EXHIBIT HALL FEATURES FREE:**

Networking Receptions on
 Thursday and Friday Evenings
 Breakfast and Lunch on Friday
 Breakfast on Saturday
 Unopposed Exhibit Hours

EXHIBIT HALL FLOOR PLAN





ADDITIONAL SPONSORSHIP OPPORTUNITIES

You may choose from any of the following programs to help increase your on-site visibility and build brand equity with your target audience.

OFFICIAL MEETING MATERIALS

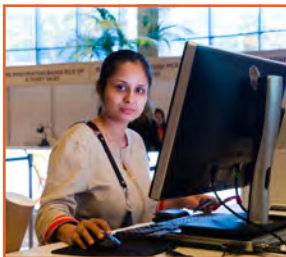
Opportunity	Description	Cost
Tote Bags (exclusive)	Prominently display your company logo on the SCM tote bag, given to each Meeting participant at registration. 2,500 tote bags were distributed at SCM14.	\$40,000
SCM15 Mobile App	This downloadable application will be offered to all Meeting attendees to access real-time Meeting, schedule, and destination information. This interactive app will give users virtual access to the Meeting Program, speaker bios, exhibitor descriptions, maps, and sponsor information. The application is also available through the web. The SCM14 App was downloaded by 3,598 participants, and accessed over 61,000 times. Sponsorship of the SCM15 Mobile App gives you exclusive logo display each time a user opens the app. Recognition also appears on all web and print ads, as well as on-site signage.	\$50,000
Program-At-A-Glance (exclusive)	Program-At-A-Glance includes the program schedule, as well as a hotel map and exhibitor listing. Your company receives the full back cover for your messaging on this condensed program guide.	\$17,500
Lanyards (exclusive)	Your company's logo will be displayed on Meeting lanyards, distributed to every Meeting attendee, faculty, and presenters.	\$15,000
Interactive Keypad Sessions	Interactive keypad sessions are held in one large meeting room over the length of four days. Your company's logo will be displayed on the keypad holder, which is used by each participant at these sessions, as well as room signage, and on the screen before and after each session. There were 28 interactive keypad sessions at SCM14, giving over 2,500 attendees exposure to this feature.	Pricing varies
Hotel Keys	Your company's logo on participants' Gaylord Texan room keys.	\$15,000
E-posters and Abstracts	E-posters and abstracts offer a great online alternative to viewing the live posters. The e-poster tool will allow presenters to upload their abstracts and PowerPoint slides to virtually present their posters. E-posters can be accessed at on-site kiosks, on the web for up to one year, and via the SCM15 mobile app. Your company will be acknowledged through signage at the on-site kiosks, online banner advertisements, and email blasts. NKF will produce an announcement card with NKF messaging about the e-posters and abstracts on one side and your company's message on the other.	\$35,000

SPECIAL EVENTS

Opportunity	Description	Cost
Healthcare Professionals Welcome Reception	<i>Wednesday, March 25, 6:30pm – 7:30pm</i> Typically, 50 percent of attendees at the Meetings are members of the allied health kidney community. This evening reception is exclusively for this important audience. There will be signage and podium recognition at the event. Ability to distribute company information is also available.	\$20,000
Career Choices in Nephrology /Fellows Reception (exclusive)	<i>Wednesday, March 25, 6:30pm – 8:00pm</i> This special session with our “speed networking/mentoring” format is perfect for trainees in internal medicine and nephrology who are trying to decide on a career path in nephrology. This friendly and fun environment allows attendees to meet a range of experienced individuals currently active in private practice, academic medicine, and industry, and to learn about these career paths. The “speed mentoring” round will be followed by a reception. As a sponsor of this event, your company will be able to have a representative participate as a mentor. Your company will also receive signage in the room as well as recognition from the podium. A list of reception attendees will also be provided afterward.	\$15,000
NKF Councils Networking Luncheons	<i>Thursday, March 26, 12:00pm – 2:00pm</i> Hosted by NKF’s four (4) Professional Councils (CAP, CNNT, CRN, and CNSW), over 600 members attended the luncheons at SCM14. Luncheons offer allied health professionals time to enjoy guest speakers; highlight past and future projects; and honor fellow members for their various achievements and contributions to the field of nephrology. Sponsors will receive signage and podium recognition. Ability to distribute company information at the luncheons is also available.	\$7,500 per lunch; \$25,000 for all four luncheons (multiple sponsors)
President’s Dinner	<i>Saturday, March 28, 7:30pm</i> This is a black-tie reception and dinner for the NKF Program and Scientific Advisory Boards, named awardees, NKF senior leadership, meeting faculty, and other thought leaders in the forefront of kidney healthcare. Approximately 100 individuals attend this prestigious event that may be supported at various levels. Sponsors of the President’s Dinner will receive invitations to attend the dinner.	Sponsor Levels: \$25,000 Gold \$15,000 Silver \$10,000 Bronze \$2,500 Ad in the President’s Dinner Program

PROMOTIONAL OPPORTUNITIES

Opportunity	Description	Cost
Relaxation Station	Sponsor the Relaxation Station on the Exhibit Hall floor and be a hero to attendees! This year attendees can receive professional neck and back massages in the lounge. Associate your company's name with rest, relaxation, and the convention's most sought-after service. Collect qualified leads as attendees seek out your booth to request vouchers to redeem in the massage area. Sponsorship includes 3 full days of service.	\$17,500
Cyber Café	Create the opportunity for Meeting attendees to stay in touch with the outside world, handle urgent matters, and keep their businesses going. By sponsoring the Cyber Café, you will be that link to the outside world and their businesses. Signage will acknowledge Cyber Café sponsors.	\$20,000
Charging Station Lounge	By sponsoring the Charging Station Lounge, you allow attendees to network and relax while charging their electronic devices. This sponsorship allows you to brand the Charging Station Lounge, giving you great visibility among attendees. Your sponsorship also allows you to distribute promotional materials.	\$17,500
Speaker HQ/Ready Room	The Speaker HQ/Ready Room provides services to more than 300 individual speakers. Speakers must upload and review their slides here before presenting. The sponsor will receive corporate recognition on signage located at the entrance to the room, on table tents and signage in the lounge area, in the SCM15 Mobile App, and on instructions emailed to all speakers prior to the Meeting.	\$10,000
Wi-Fi in the Convention Center	Sponsor the Wi-Fi throughout the Conference Center and Exhibit Hall. Allow attendees to access the SCM15 Mobile App and their email. Sponsor of the Wi-Fi will receive a branded landing page that will appear immediately after the attendee signs in.	\$50,000



**LEARN MORE AT
WWW.NKFCLINICALMEETINGS.ORG**

ADVERTISING

Opportunity	Description	Cost
Exhibitor Showcases	Reserve a 35-minute Exhibitor Showcase in a special section of the Exhibit Hall, with presentations scheduled during Exhibit Hall hours. NKF will announce the Exhibitor Showcase schedule online, in a targeted email-ing prior to the event, in the SCM15 Mobile App, and on site. Exhibitor Showcases are equipped with standard AV, a podium, and classroom seating for a maximum of 50 persons. Exhibitor Showcases are strictly commercial events. CME/CE credits are not provided. A one-time use pre-registration list will be provided for self-promotion. A door drop will be scheduled to opti-mize on-site awareness as well. Printing of the door drop is the responsibility of the sponsor.	\$20,000
Signage	Place your company message in high-traffic areas for the greatest visibility. Many options are available, including standing banners, hanging banners, column wraps, staircase signage, lighted kiosks, and much more.	See website for details.
Door Drops	Room-to-room door drops are available to send direct messaging to each Meeting participant. Available for one, two, or three days. Door drops are available only through the NKF.	Call for pricing.
Sponsored Alert	Have something to promote? Send a text message directly to attendees through the SCM15 Mobile App, Twitter, Facebook, and Google+.	\$1,500.
Conference Supplies	Get exposure on some of the most used and visible items at the Meetings by sponsoring notebooks, pens, and other important materials	Call for pricing.
Daily Clinicals E-Newsletter	This daily Meetings report is delivered to participants via email and features late-breaking conference news, interesting on-site interviews, and session highlights. Sponsor all six editions, just one day, or choose from a variety of other advertising opportunities.	See website for rate card.

EDUCATIONAL SESSIONS

Opportunity	Description	Cost
Corporate Symposia	Corporate Symposia supporters underwrite the highly attended breakfast, lunch, or dinner CME/CE-accredited educational symposia which are key components of the Meeting program. Supporters of symposia receive high-level exposure in all SCM15 media, including the website, <i>Daily Clinicals</i> e-newsletter, SCM15 Mobile App, tote bag invitation insert, acknowledgement in <i>AJKD</i> , and much more.	Call for pricing.
Official Program Sessions	Pre-conference courses and workshops on the Physician Program, and many of the courses offered on the Advanced Practitioner, Nephrology Nurse and Technician, Nephrology Social Worker, and Renal and Clinical Dietitian Programs are available for support. Sessions are all CME/CE accredited	Call for pricing.

Other sponsorship suggestions are welcomed!

GENERAL MEETING SPONSORSHIP OPTION

Your company will not be associated with any specific event, but will be acknowledged as CONTRIBUTING SPONSOR in the SCM15 Mobile App, Meeting signage, website, and much more.

Contact Stephanie Cogan for pricing and availability of Sponsorship Opportunities at SCM15:

Stephanie Cogan | Vice President, Corporate Relations
 National Kidney Foundation | 30 East 33rd Street
 New York, NY 10016 | 212.889.2210 x166
 StephanieC@kidney.org
 www.nkfclinicalmeetings.org





HOUSING INFORMATION

**ADVANCE HOUSING DEADLINE:
FEBRUARY 23, 2015**

Headquarters for the NKF 2015 Spring Clinical Meetings is the Gaylord Texan in Dallas, TX. Rooms are available at the Gaylord Texan at a discounted group rate based on availability.

Reservations can be made by:

- Completing the reservation form online at www.nkfclinicalmeetings.org
- Calling the hotel at **817.778.2000** and stating you are a National Kidney Foundation 2015 Spring Clinical Meetings exhibitor.



Make Your
Reservations
Today!



EXHIBIT RULES AND REGULATIONS

As a condition of exhibiting, and when applying for exhibit space, an exhibitor agrees to adhere to all conditions and regulations outlined in the Exhibitor Prospectus. The spirit in which the rules and regulations have been prepared is to serve the best interests of the exhibitors and attendees. It is intended to create and maintain a productive experience for all. Mutual cooperation will ensure mutual success. Violations of the NKF 2015 Spring Clinical Meetings Rules and Regulations will subject the exhibiting company to immediate removal from the Meeting, and exclusion from future NKF meetings.

U.S. FDA REGULATIONS

Exhibitors are responsible for compliance with the Food and Drug Administration (FDA) rules and regulations regarding drug promotions. Questions should be directed to the FDA at 301.443.1544.

TERMS OF PAYMENT

The Application to Exhibit and Contract for exhibit space must be received by January 16, 2015.

25% of the booth fee must be submitted at the time of application in order to secure a space. If an application is submitted prior to January 16, 2015, the remaining balance is due on or before January 16, 2015. Applications will not be processed, nor will space be assigned, without payment. Since applications received without payment will not be accepted, only applications with credit card payments may be faxed. See the Booth Cancellation Fees section.

BOOTH SPACE CANCELLATION OR REDUCTION OF BOOTH SPACE

Cancellation or reduction of booth space for any reason is subject to terms. Cancellation requests must be received in writing. The date that the exhibitor's written notice of cancellation is received by NKF will be considered the official cancellation date.

EXHIBITOR BADGES AND REGISTRATION

NKF encourages exhibitors to pre-register all confirmed exhibit personnel by **Monday, March 16, 2015** to avoid long lines and name changes on site. NKF will be using an external badge registration system through which exhibitors will be required to register their staff. Instructions for this badge registration process will be sent to each company's appointed contact person. Badges must be picked up on site at the Exhibitor Registration Desk during exhibitor registration hours.

Exhibit personnel and, where applicable, exhibitor-appointed service contractors, can **pick up their badges** during the installation hours on **Wednesday, March 25, and Thursday, March 26, 2015** at the Exhibitor Registration Desk. Badges must be worn to enter the Exhibit Hall when exhibits are closed. Booth personnel registration forms for exhibit personnel and exhibitor-appointed service contractors will be available in the Exhibitor Services Kit. These badges grant access to the Exhibit Hall only.

Exhibitor registration is limited to a maximum of four (4) individuals per 10' x 10' booth space. Additional badges may be purchased for a fee of \$50 per person. **Booths must be staffed at all times.** Therefore, all exhibitors are advised to schedule at least two representatives to staff the booth to ensure adherence to this regulation.

As an additional benefit of exhibiting, one full conference badge is included at no cost to each exhibiting organization. These individuals must register in advance of the Meeting using SCM15's online badge registration system.

BOOTH CANCELLATION FEES

The deadline to cancel booth space is **Friday, January 30, 2015**. NKF 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. NKF will make refunds at the conclusion of the Meetings (after March 29, 2015).



SET UP HOURS

All aisles must be cleared, and all crates made available for removal, no later than **3:00pm on Thursday, March 26**. Exhibitors may continue setting up within the confines of their booth until **5:00pm**. All exhibits must be completely set up by **5:00pm on Thursday, March 26**. Any booth not in the process of being set up by **3:00pm** on Thursday will automatically be set up at the exhibitor's expense and liability, unless prior arrangements have been made with the NKF. Any booth not occupied by **3:00pm on Thursday, March 26** may be assigned to another exhibitor unless the NKF has been made aware of extenuating circumstances. There will be no refund to the original exhibitor.

GENERAL CONDUCT

All activities of the exhibitor in the Exhibit Hall must be conducted within the exhibit's allotted space. Activities outside of the Exhibit Hall or during Meeting and Exhibit Hall hours must be authorized by NKF Exhibit Management or will be considered a clear violation of the SCM15 Rules and Regulations Agreement and subject to penalties. Canvassing or distribution of any materials outside the exhibitor's own booth is prohibited.

Exhibit personnel shall wear attire consistent with the decorum of the Meeting. All exhibitors must conduct exhibits in a dignified and professional manner.

Aisles may not be obstructed at any time due to excessive crowding in exhibit booths. The exhibit area is limited to registered attendees of the NKF 2015 Spring Clinical Meetings, as well as registered representatives of business firms, manufacturers, professional organizations, and dealers who have contracted or paid for exhibit space. No other persons will be permitted to demonstrate their products or distribute advertising materials in the Exhibit Hall.

Food and beverage stations will be placed throughout the Exhibit Hall to encourage attendee traffic. Exhibit Hall hours have been selected to allow Meeting attendees the maximum amount of unopposed time possible.

Please note that the Exhibit Hall hours are based on the SCM15 Preliminary Program schedule of the Meetings. If the Program Schedule changes, Exhibit Hall hours may also change. Exhibitors will be notified via email of any schedule changes.

ADVERTISING IN HOTELS

Distribution of flyers, publications, or other specialty advertising directly to attendee hotel rooms is available only through the NKF.

ADVERTISING, CONSULTING, AND PUBLIC RELATIONS AGENCIES

In order to prepare for the NKF 2015 Spring Clinical Meetings in a timely and efficient manner, third parties acting on behalf of, or representing the exhibitor, must adhere to and abide by all established deadlines and all NKF Exhibit Rules and Regulations. It is the exhibiting company's responsibility to make its agencies and/or contractors aware

of all guidelines and deadline dates, and to forward promotional materials, service kits, and forms to third parties. *The exhibitor contact remains NKF's primary contact person in all circumstances.*

GIVEAWAYS AND DRAWINGS

NKF recognizes the ethical guidelines and standards that describe appropriate interactions and relationships between industry and healthcare professionals. NKF encourages exhibitors to refer to these guidelines and expects all exhibitors to be in compliance. Requests for any giveaway and drawing items must be submitted in writing and, if requested by NKF Exhibit Management, must be accompanied by a sample, photograph, or description of the item for approval.

MUSIC AND OTHER COPYRIGHTED MATERIAL

It is the sole responsibility of the exhibitor to acquire the necessary permissions and licenses for any use of music or other copyrighted materials.

SALES

Selling is allowed on the show floor. SCM15's Exhibit Program educates attendees by providing information, services and products, and presenting industry trends pertinent to the health-care professional's interests.

Exhibitors are required by the laws of the jurisdiction in which the event is being held to be solely responsible for the collection and remittance of any sales or other taxes imposed on them. At no time may the exhibit or product display be altered to fulfill a transaction.

If your company plans on taking advantage of the opportunity to sell its products at SCM15, NKF requires that you submit a brief description of products to be sold, as well as a company web address.

DISTRIBUTION OR USE OF THE FOLLOWING IS STRICTLY PROHIBITED:

Helium balloons, noisemakers, decals, badges, conference-sized totes, lanyards, and/or lottery tickets.

SUBLETTING/SHARING EXHIBIT SPACE

No subletting or sharing of exhibit space is permitted.

USE OF EXHIBITOR BADGES

The Exhibit Hall is limited to registered attendees of the NKF 2015 Spring Clinical Meetings and to registered representatives of companies who have contracted or paid for exhibit space. Guest badges may be purchased for \$25 each at the Exhibitor Registration Desk which will be located in the Registration Area at Meeting check-in.

CHILDREN

For safety reasons, NKF does not permit children 12 years of age or

younger in the Exhibit Hall or at scientific sessions. This rule applies to children of both attendees and exhibitors.

EXHIBITOR ACCESS TO HALL

During the days of the exhibition, exhibitors will be admitted into the Exhibit Hall 30 minutes prior to the opening. Requests for access to the Exhibit Hall more than 30 minutes prior to opening or after the daily scheduled closing must be made in advance.

EXHIBITOR SERVICE DESK

The Exhibitor Service Desk will be set up in the Exhibit Hall. The specific location will be available at the Exhibitor Registration Desk.

ATTENDEE REGISTRATION LIST

All companies will receive a one-time use attendee mailing list approximately two weeks after the Meeting as part of their paid exhibit fees.

GENERAL BOOTH CONSTRUCTION AND ARRANGEMENT GUIDELINES

Booth decorations are to be professional, standard booth design. No exhibit space may span an aisle by ceiling or floor covering. No part of any exhibit or decorations or signs relating thereto shall be taped, posted, nailed, screwed, or otherwise attached to columns, walls, drapes, floors, or any interior or exterior surface of the Exhibit Hall.

The maximum ceiling height is 20'. The Exhibit Hall is NOT carpeted.

All exposed parts of displays must be draped or finished so as to present an attractive appearance when viewed from aisles or adjoining exhibits, and not be objectionable to other exhibitors or the NKF. If such draping is not ordered, Freeman Decorating Company, with the approval of the NKF, may install it and charge the exhibitor. Noise from electrical or

mechanical apparatus must not interfere with other exhibitors. No exhibitor shall operate equipment or voice reproducing machines that would cause annoyance to other exhibitors. Earphones provided for such devices must be enclosed in a special booth. The NKF reserves the right to determine at what point sound constitutes interference with others and if it must be discontinued.

AUDIOVISUAL AND COMPUTER EQUIPMENT

PRG is the official audio-visual contractor for the NKF Spring Clinical Meetings, all audiovisual and computer equipment will be provided through them. Order forms will be included in the Exhibitor Services Kit.

CRATE/BOOTH STORAGE

No cardboard boxes or packing materials are allowed to be stored on the Exhibit Hall floor. Combustible materials, such as brochures, literature, giveaways, etc., within exhibit booths are limited to a one-day supply. **NOTHING** may be stored behind booths. All packing containers, wrapping materials, carrying cases, etc., must be stored off the Exhibit Hall floor. Accessible storage service will be available through the Exhibitor Service Desk.

FIRE SAFETY

All materials used in the Exhibit Hall must be fireproof and found in compliance with the Dallas, TX Fire Department and/or the Gaylord Texan fire safety requirements.

SECURITY

NKF will provide perimeter security for the Exhibit Hall beginning on Tuesday, March 24, through the closing of exhibits on Saturday, March 28. However, the NKF, the Gaylord Texan,

DISMANTLING

The Exhibit Hall will **close at 11:30am on Saturday, March 28**. Exhibits must be dismantled during the following hours: **Saturday, March 28 from 11:30am – 7:00pm**. Any exhibit not dismantled by **7:00pm on Saturday**, or for which arrangements for teardown have not been made, will automatically be dismantled at the exhibitor's expense and liability. Exhibitors who begin dismantling or packing their exhibit and/or exhibit materials prior to the close of the Exhibit Hall will be subject to exclusion from future NKF Spring Clinical Meetings.

and Freeman Decorating Company do not guarantee or protect exhibitors against loss or damage of any kind. Exhibitors must make provisions for the safeguarding of goods, materials, equipment, and displays at all times. Individual booth security and the protection of valuable items that may require additional security must be ordered at the exhibitor's expense. Order forms for such arrangements will be included in the Exhibitor Services Kit.

LIABILITY INSURANCE

Exhibitors must surrender the space occupied in the same condition as received. Exhibitors must provide evidence of insurance not less than \$1M to protect against any loss or damage to property or liability for personal injury during the term of installation and use of exhibit premises.

Exhibitors are further required to assume complete responsibility and liability for any damage to booth space or equipment arising under this contract and are required to indemnify and hold the NKF harmless in any action, incidental to or arising from the exhibitor's occupation or use of booth space, or arising out of any acts

of the exhibitor, and the exhibitor's employees and agents, including, but not limited to, actions brought by the Gaylord Texan or its agents against the NKF.

SAFETY

Standing on chairs, tables or other rental furniture is prohibited. The furniture is not engineered to support your standing weight. The Freeman Decorating Company is not responsible for injuries caused by the improper use of furniture.

TIPPING

The Freeman Decorating Company requests that exhibitors do not tip their employees. They are paid on an excellent wage scale denoting a professional status and tipping is not necessary. This applies to all Freeman Decorating Company employees.

CLEANING SERVICES

Aisles will be vacuumed daily. Exhibitors must arrange and pay for cleaning of their individual booths via the Cleaning Services Form included in the Exhibitor Services Kit.

UNION REGULATIONS AND JURISDICTION

If applicable, these rules will be supplied in the Exhibitor Services Kit.

DECORATORS' UNION

Members of this union claim jurisdiction over all set up and dismantling of exhibits, including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. You may set up your exhibit display if one person can accomplish the task in less than 30 minutes without the use of tools.

If your exhibit preparation, installation, or dismantling requires more

than 30 minutes, you must use union personnel supplied by the Freeman Decorating Company. An exhibitor, when union labor is required, may provide company personnel to work along with a union installer on a one-to-one basis.

FORCE MAJEURE

Should any event or emergency occur beyond the control of the NKF that delays, prevents, or renders impracticable the obligations NKF has agreed to herein, the NKF shall not be held liable for any expense or loss incurred by the exhibitor, except as such portion of the space fee, as calculated by the NKF, that may be refunded to the exhibitor after deduction of NKF's expenditures and commitments.

Exhibitors are required to comply strictly with all terms of this agreement as contained in this Exhibitor Prospectus and the Application to Exhibit and Contract, as well as all applicable terms and conditions contained in the agreement between the NKF and the Gaylord Texan.

OFFICIAL SERVICE CONTRACTOR

FREEMAN DECORATING COMPANY

8801 Ambassador Row

Dallas, TX 75247

Phone: 214.634.1463

Fax: 469.621.5601

E-mail: FreemanDallasES@freemanco.com

Shipping, freight, and material handling information will be included in the Exhibitor Services Kit.



2014 EXHIBITORS

- | | | |
|---|--|--|
| Abbott Nutrition | FoodCare Inc. | NATIONAL KIDNEY FOUNDATION |
| AbbVie | Frenova | NATIONAL KIDNEY FOUNDATION PROFESSIONAL COUNCILS |
| Acumen Physician Solutions | Fresenius Medical Care - Physician Practice/Placement | Nationwide Laboratory Services |
| Alexion Pharmaceuticals, Inc. | Fresenius Medical Care - Renal Therapies Group | The NephCure Foundation |
| American Regent | Fresenius Medical Care - Services | Nephro-Tech, Inc. |
| American Society of Nephrology | Fresenius Medical Care - Velphoro | Nephroceuticals, LLC. |
| Amgen | Genentech | Nephrocor |
| Angelini Pharma, Inc. | Genzyme, A Sanofi Company | <i>Nephrology News & Issues</i> |
| Ascend Clinical | Global Health Products | Nephrology Nursing Certification Commission |
| Associates of Cape Cod | Globo-Sa | Nephropath |
| B. Braun Medical, Inc. | HiDow | Nestlé Health Science |
| Baxter Healthcare | ICU Medical, Inc. | Nipro Medical Corporation |
| Binding Site | Infian/HII | NxStage Medical |
| BONENT | Intelomed, Inc. | Pentec Health, Inc. |
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| Commission on Dietetic Registration | Kaneka Pharma America | Questcor Pharmaceuticals, Inc. |
| CryoLife | Kibow Biotech, Inc. | Reach Kidney Care |
| Cybernius | KidneyTies | <i>Renal & Urology News</i> |
| Daxor Corporation | Kramer Novis | Rockwell Medical |
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| End-Stage Renal Disease Network Coordinating Center | National Kidney and Urologic Diseases Information Clearinghouse (NKUDIC) | Treat the Pain |
| Ethicon BIOPATCH | | What's So Funny About... Karyn Buxman |

Highlighted companies were sponsors of SCM14.



IMPORTANT DATES AND DEADLINES

JANUARY 16, 2015

Application for Booth Space and Payment

JANUARY 30, 2015

Booth Cancellation

FEBRUARY 23, 2015

Ancillary Meeting Requests

FEBRUARY 23, 2015

Advance Hotel Reservations

MARCH 16, 2015

Badge Requests

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8801 Ambassador Row
Dallas, TX 75247
Phone: 214.634.1463
Fax: 469.621.5601
FreemanDallasES@freemanco.com

Request for Ancillary Meetings must be made through the National Kidney Foundation. Requests should be made online at www.nkfolinicalmeetings.org or by contacting Kristi Sokol, NKF Meetings Manager, at 212.889.2210 x300 or kristis@kidney.org



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