



National
Kidney
Foundation®

2018
SPRING
CLINICAL
MEETINGS

Exhibitor Prospectus and Sponsorship Opportunities



Austin

Exhibit Dates

April 11 – 13, 2018

Meeting Dates

April 10 – 14, 2018

Austin Convention Center

Austin, TX



FOR OVER 25 YEARS, nephrology healthcare professionals from across the country have 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. The NKF Spring Clinical Meetings is designed for meaningful change in the multidisciplinary healthcare teams' skills, performance, and patient health outcomes. It is the only conference of its kind that focuses on translating science into practice for the entire healthcare team.

In 2017, there were nearly 2,900 attendees at the Walt Disney World Dolphin & Swan, Orlando, FL. We expect to see over 3,000 attendees in 2018, which include 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, lunch and 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!



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NEW FOR SCM18!

- Live broadcasting of selected sessions
- Professional Career Fair in the Exhibit Hall. See details on page 21
- The Connect Lounge in the Exhibit Hall will provide an environment for attendees to meet with program faculty, ask questions relating to the faculty's area of expertise, and network with colleagues.
- New preconference course on Cardiorenal Syndrome, CKD Management in the Outpatient Setting, Nurse Practitioner Certification Exam Review, and more!



MEETING OVERVIEW

The NKF 2018 Spring Clinical Meetings' (SCM18) 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, hypertension, kidney transplantation, diabetes, drug dosing in CKD, practical issues in home hemodialysis and peritoneal dialysis, palliative care, and much more.

SCM18 is designed for nephrologists in the private sector and academia, fellows and residents with a special interest in kidney disease, primary care physicians, pharmacists, physician assistants, nurses, nurse practitioners, social workers, technicians, transplant coordinators, 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

2017 ATTENDEE SURVEY RESULTS

97% said the Meeting met their objectives for attendance

97% said the information presented was current and pertinent to their practice

85% plan to make changes to their practices as a result of SCM

96% rated the conference Good to Excellent

92% would be likely to attend another SCM

97% would recommend SCM to a colleague

ATTENDEES BY DISCIPLINE

■ Physicians	46%
■ Dietitians	11%
■ Social Workers.....	8%
■ Advanced Practitioners ..	11%
■ Nurses & Technicians	10%
■ Pharmacists	7%
■ Other	7%

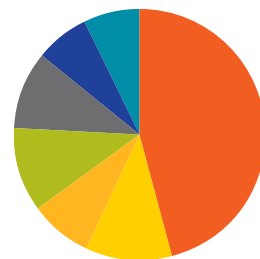


EXHIBIT HALL and POSTER PRESENTATION HOURS *(Tentative)*

DATE	TIME	DESCRIPTION
Wednesday, April 11	6:00pm–7:30pm	Exhibit Hall Opening Ceremonies/Reception Poster Authors Available for Q&A
Thursday, April 12	7:00am–8:30am	Exhibits/Posters & Continental Breakfast
	12:00pm–2:00pm	Exhibits/Posters & Lunch (served 12:15pm–1:15pm)
	5:30pm–7:00pm	Exhibits/Posters & Networking Reception
Friday, April 13	7:00am–10:00am	Exhibits/Posters & Continental Breakfast (served 8:00am –9:00am)
	10:00am	Exhibit Hall Closes

Exhibits must be dismantled on **Friday, April 13, by 7:00pm.**

EXHIBIT BOOTHS

Exhibits are located in Halls 3 and 4 of the Austin Convention Center, 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 12, 2018.**

Please contact Stephanie Cogan at stephaniec@kidney.org or 212.889.2210, ext.166 to discuss special requirements prior to submitting the Exhibit Booth Application. See the Rules and Regulations section for cancellation penalties and other exhibit details.

EXHIBIT MANAGEMENT

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

Rental of exhibit space includes:

- Complimentary Exhibit Hall-only badges and one (1) Full General Session Meeting badge
- Complimentary Final Registration list for one-time use
- Company listing and 50-word description in the official SCM18 mobile app and website
- Ability to upload handouts, logo, and company website to SCM18 mobile app exhibitor profile
- The opportunity to participate in Exhibit Hall activities, designed to drive attendee traffic to participating booths

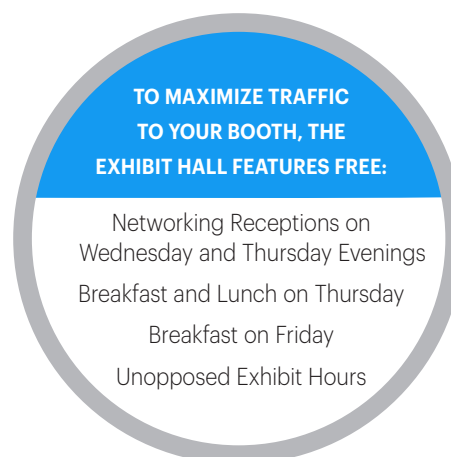
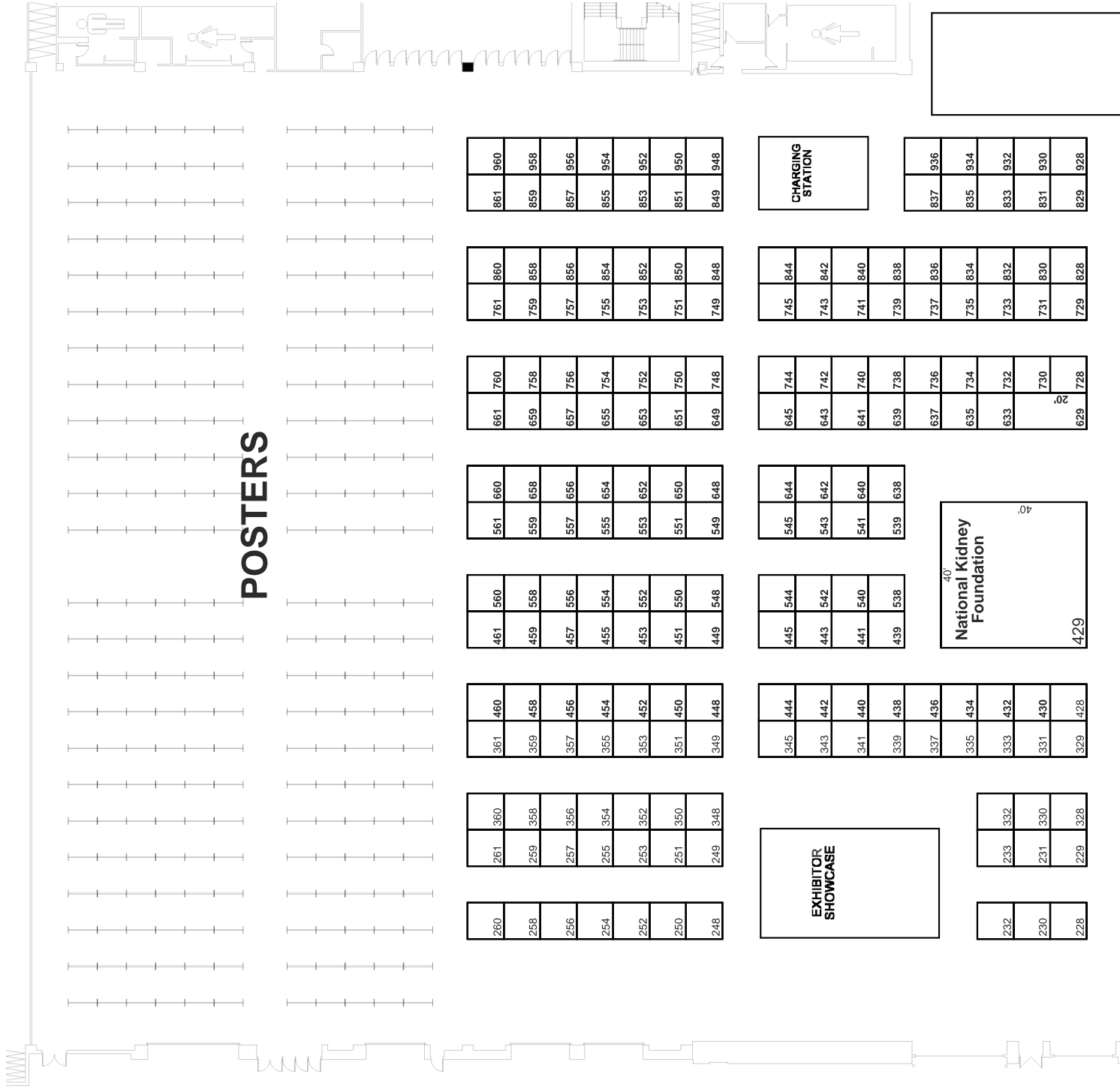
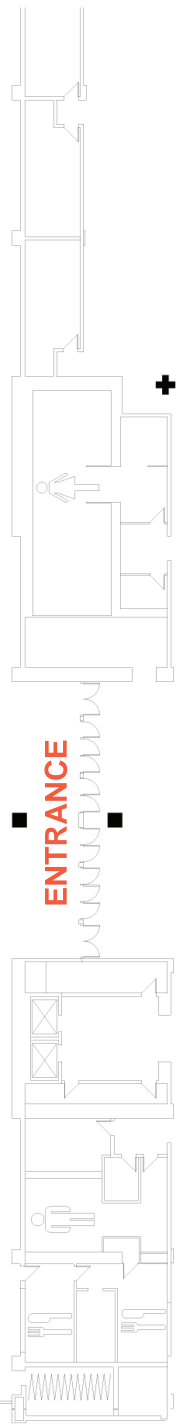
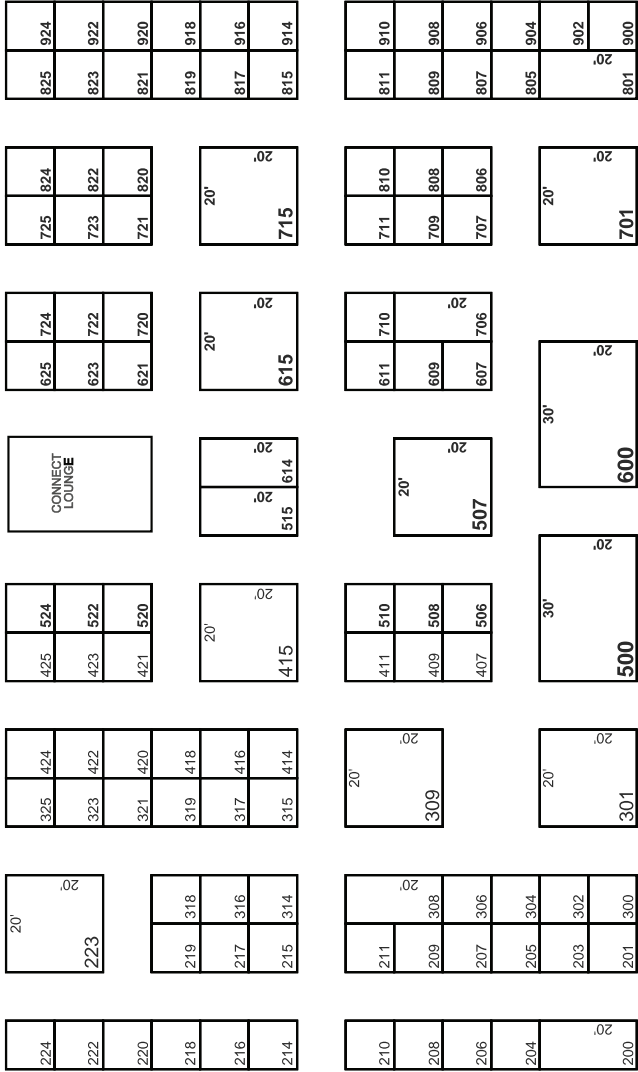


EXHIBIT HALL FLOOR PLAN



CAREER FAIR



Complete your Application to Exhibit at SCM18 online at nkfclinicalmeetings.org

Application Deadline:
January 19, 2018

ADDITIONAL SPONSORSHIP OPPORTUNITIES

The following opportunities will 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 SCM18 tote bag, given to each Meeting participant at registration. 2,500 tote bags were distributed at SCM17.	\$50,000
SCM18 Mobile App	This downloadable app 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 app is available for iPhone, iPad, and android platforms as well as through the web. The SCM17 App was downloaded by 4,116 participants. Sponsorship of the SCM18 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.	\$60,000
Program-At-A-Glance (exclusive)	Program-At-A-Glance includes the program schedule, as well as a convention center 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
Hotel Keys	Your company's logo on participants' hotel keys. SCM18 Hotels are: JW Marriott, Austin Hilton, Courtyard/Residence Inn Marriott Austin Downtown, Aloft & Element Austin Downtown, Hyatt Place Austin Downtown, and Hilton Garden Inn.	\$25,000
Hotel Key Sleeve	This very visible key sleeve allows you to message directly to meeting attendees staying at above hotels..	\$20,000
E-posters and Abstracts	E-posters and abstracts offer a great online alternative to viewing the live posters. The e-poster tool allows 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 SCM18 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 on one side about the e-posters and abstracts and your company's message on the other.	\$25,000

SPECIAL EVENTS

Opportunity	Description	Cost
Educational Stipends	Ongoing education and the ability to learn about the latest developments in nephrology is critical for optimal patient care. Provide a scholarship to a dialysis technician or a resident who is considering a nephrology fellowship. Scholarships will allow NKF to provide educational stipends for these important folks to attend the Spring Clinical Meetings. Stipends will be awarded to eligible applications as determined by an independent review committee of NKF volunteers and KOLs.	Call for pricing.
NKF Councils Networking Luncheons	<i>Wednesday April 11, Thursday, April 12</i> – Hosted by NKF’s four (4) Professional Councils (CAP, CNNT, CRN, and CNSW), over 600 members attended the luncheons at SCM17. 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 all four luncheons (multiple sponsors)
Healthcare Professionals Welcome Reception	<i>Tuesday, April 10</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. This is a great opportunity to mingle and network with these important clinicians.	\$20,000
Career Choices in Nephrology /Fellows Reception (exclusive)	<i>Tuesday, April 10</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 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.	\$15,000
President’s Dinner	<i>Thursday, April 12</i> – This is a black-tie reception and dinner for 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 (exclusive) \$15,000 Silver \$10,000 Bronze \$2,500 Ad in the President’s Dinner Program
5K Fun Run/Walk	<i>Saturday, April 14</i> – Sponsor this great opportunity to allow attendees to blow off some steam, exercise with colleagues, or just go for a morning run before SCM18 sessions. As an exclusive sponsor, you will receive your logo on the official fun run t-shirt distributed to all run participants, water bottles at the start/finish of the race course, fun run registration information and signage at the Austin Convention Center. Exclusive sponsor will have the option for fun run packet pick up at their booth, to help drive traffic. NKF staff will manage packet pick up.	Exclusive \$15,000

PROMOTIONAL OPPORTUNITIES

Opportunity	Description	Cost
Relaxation Station	Sponsor the Relaxation Station in the Exhibit Hall floor and be a hero to attendees! 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 three full days of service.	\$17,500
Charging Station	By sponsoring the Charging Station, you allow attendees to network and relax while charging their electronic devices. This sponsorship allows you to brand the Charging Station, giving you great visibility among attendees. Your sponsorship also allows you to put out promotional materials in Charging Station.	\$15,000
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 of the room, on table tents and signage in the lounge area, as well as in the SCM18 mobile app, and on instructions e-mailed to all speakers prior to the Meeting.	\$10,000



**LEARN MORE AT
NKFClinicalMeetings.org**

ADVERTISING

Opportunity	Description	Cost
Exhibitor Showcases	Reserve a 35-minute Exhibitor Showcase in a specially designated section of the Exhibit Hall, with presentations scheduled during Exhibit Hall hours. NKF will announce the Exhibitor Showcase schedule online, in a targeted emailing prior to the event, in the SCM18 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 mailing list will be provided for self-promotion. A door drop will be scheduled to optimize on-site awareness as well. Printing of the door drop is the responsibility of the sponsor.	\$20,000 Thursday, April 12 7:15am, 12:15pm, 1:15pm Friday, April 13 7:15am, 8:15am
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.	Call for availability and pricing
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.	\$10,000
Sponsored Alert	Have something to promote? Send a text message directly to attendees through the SCM18 Mobile App, Twitter, Facebook, and google+.	\$1,500/per message
Conference Supplies	Get exposure on some of the most used and visible items at the Meetings by sponsoring notebooks, pens, and other important materials. Supplies will be inserted into the Meeting tote bag.	Notebooks \$15,000 Pens \$8,000 Pen/Stylus \$12,500
Daily Clinicals E-Newsletter	This daily newsletter 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 page 13 for rate card
Exhibit Hall Aisle Banners	Highlight your company or product with a logo on the aisle banners, while helping attendees navigate the Exhibit Hall.	\$25,000

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 SCM18 media, including the website, <i>Daily Clinicals</i> e-newsletter, SCM18 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 OPPORTUNITY

Your company will not be associated with any specific event but will be acknowledged as Sponsor in the SCM18 Mobile App, Meeting signage, website, and much more.

Contact Stephanie Cogan for pricing and availability of Sponsorship Opportunities at SCM18:

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





2018
SPRING
CLINICAL
MEETINGS

DAILY CLINICALS

RATE CARD

The e-Newsletter of the National Kidney Foundation
2018 Spring Clinical Meetings

April 10-14
Austin Convention Center
Austin, TX

Daily Clinicals is the official e-newsletter of the National Kidney Foundation 2018 Spring Clinical Meetings. It is e-mailed at 5am each day at the Meetings to all attendees.

Over 3,000 professionals are expected to attend the 2018 Spring Clinical Meetings from April 10-14 in Austin, TX.

Daily Clinicals e-newsletter is a valuable resource for all attendees before, during, and after the Meetings. Issues feature program highlights, special events, exhibitor information, a calendar of events, and much more.

RATE CARD

Reservation date for
all ads: **MARCH 9, 2018**

All ads are due by:
MARCH 22, 2018

Multiple Ad Discounts:

10% for 2 insertions

15% for 3 insertions

20% for 4 insertions

25% for 5 insertions

30% for 6 insertions

CONTACT:

STEPHANIE COGAN
stephaniec@kidney.org
212.889.2210 ext. 166

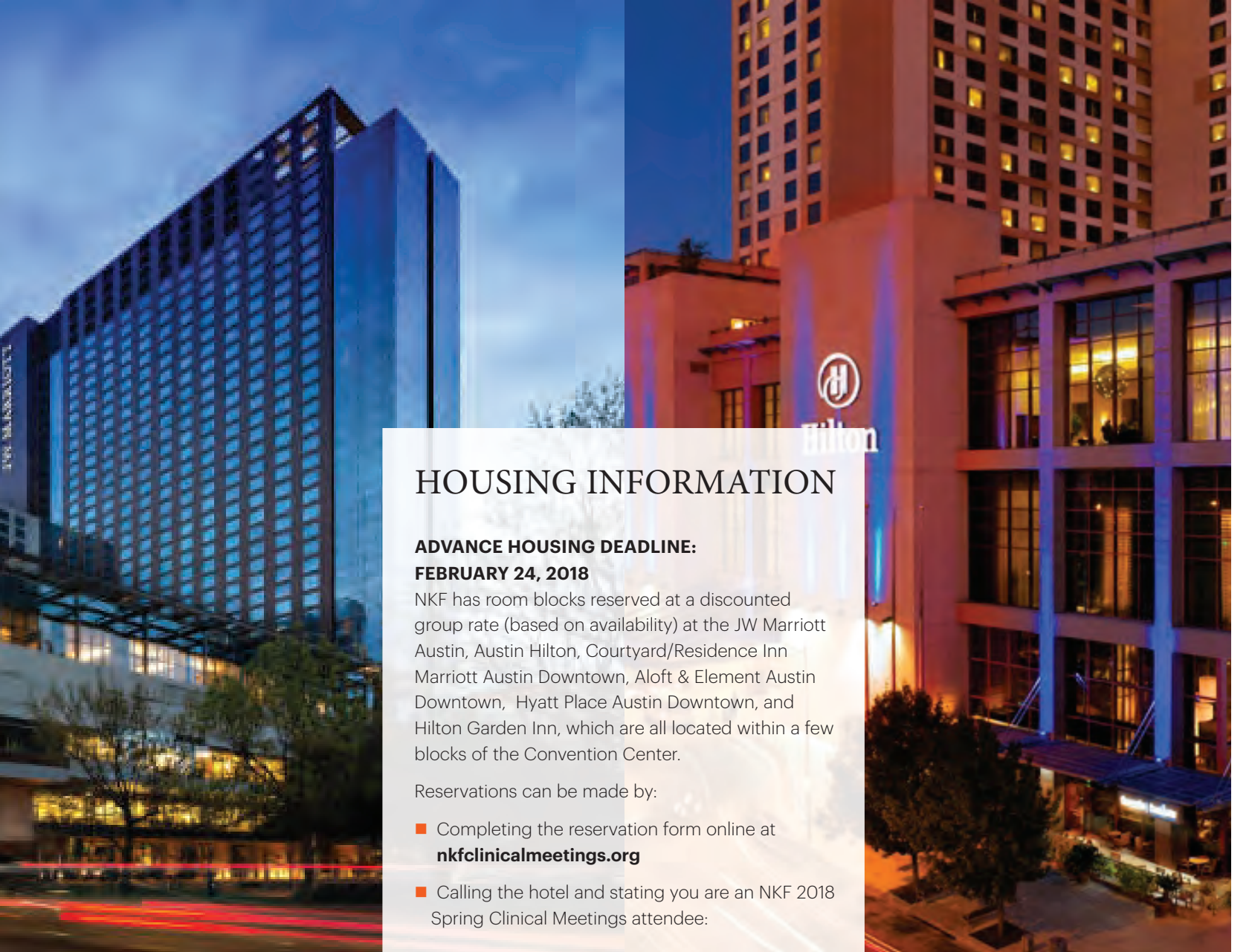
E-NEWSLETTER CALENDAR

ISSUE	PUBLICATION DATE
Preview Edition	Friday, April 6
Welcome Edition	Tuesday, April 10
Day One Highlights	Wednesday, April 11
Day Two Highlights	Thursday, April 12
Day Three Highlights	Friday, April 13
Day Four Highlights and Recap	Saturday, April 14

AD SPECS & RATES

Supported static ad types: GIF or JPEG

CREATIVE TYPE	ART SIZE IN PIXELS	FILE SIZE	COST PER ISSUE
One Column	250W x 200H	40K	\$1,750
Two Column	600W x 150H	40K	\$2,550



HOUSING INFORMATION

**ADVANCE HOUSING DEADLINE:
FEBRUARY 24, 2018**

NKF has room blocks reserved at a discounted group rate (based on availability) at the JW Marriott Austin, Austin Hilton, Courtyard/Residence Inn Marriott Austin Downtown, Aloft & Element Austin Downtown, Hyatt Place Austin Downtown, and Hilton Garden Inn, which are all located within a few blocks of the Convention Center.

Reservations can be made by:

- Completing the reservation form online at **nkfclinicalmeetings.org**
- Calling the hotel and stating you are an NKF 2018 Spring Clinical Meetings attendee:

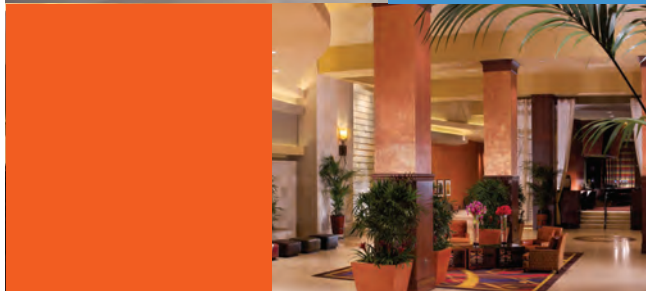


EXHIBIT RULES AND REGULATIONS

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 best serve the 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 2018 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 Friday, January 19, 2018.

25% of the booth fee must be submitted at the time of application in order to secure a space. If an application is turned in prior to January 19, 2018, the remaining balance is due on or before January 19, 2018. 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 26, 2018** to avoid long lines and name changes on site. NKF uses 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 Tuesday, April 10 and Wednesday, April 11, 2018 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 registration Meeting badge is included at no cost to each exhibiting organization. These individuals must register in advance using the SCM18 online badge registration system.

BOOTH CANCELLATION FEES

The deadline to cancel booth space is **Friday, January 19, 2018**. 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 after May 1, 2018.



SET-UP HOURS

All aisles must be cleared, and all crates made available for removal, no later than **3:00pm** on **Wednesday, April 11**. 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 **Wednesday, April 11**. Any booth not in the process of being set up by **3:00pm** on Wednesday 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 **Wednesday, April 11** 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 SCM18 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 Meetings (business casual). 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 2018 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 SCM18 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 2018 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. SCM18's Exhibit Program educates attendees by providing information, services, and products, and presenting industry trends pertinent to healthcare professionals' 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. Any signage or product advertising must be placed within the exhibitor's booth.

If your company plans on taking advantage of the opportunity to sell its products at SCM18, NKF requires that you submit a brief description of products to be sold, as well as a company web address. NKF reserves the right to decline exhibitors based on products we deem inappropriate or to avoid direct competition between exhibitors.

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 2018 Spring Clinical Meetings and to registered representatives of companies who have contracted or paid for exhibit space. Guest badges may be purchased for \$50 each at the Exhibitor Registration Desk, which will be located in the Registration area at Meeting check-in.

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 SERVICES KIT

The official Exhibitor Services Kit will be provided by Freeman Decorating Company. The kit will only be available online and will be accessible approximately 12 weeks prior to the show; access is granted only after receipt of full payment for exhibit space.

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. Email addresses are not provided.

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 24 feet.

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. Access 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 Austin Fire Department and/or Austin Convention Center fire safety requirements.

DISMANTLING

The Exhibit Hall will close at **10:00am on Friday, April 13.** Exhibits must be dismantled during the following hours: **Friday, April 13 from 10:00am – 7:00pm.** Any exhibit not dismantled by 7:00pm on Friday, 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.

SECURITY

NKF will provide perimeter security for the Exhibit Hall beginning on Monday, April 9, through the closing of exhibits on Friday, April 13. However, the NKF, the Austin Convention Center, 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 Austin Convention Center 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. When union labor is required, an exhibitor 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 Application to Exhibit and Contract, as well as all applicable terms and conditions contained in the agreement between the NKF and the Austin Convention Center.

OFFICIAL SERVICE CONTRACTOR

FREEMAN DECORATING COMPANY
500 East Cesar Chavez Street
Austin, TX 78701
Phone: 210.227.0341

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



2017 EXHIBITORS

Abbott Laboratories	Feel Good, Inc.	National Nephrology Certification Organization
AbbVie	Food Fitness First, Inc.	<i>Nephrology News & Issues</i>
Acumen Physician Solutions	Frenova Renal Research	Nephrology Nursing Certification Commission
Alexion Pharmaceuticals, Inc	Fresenius Kidney Care	Nephro-Tech, Inc.
American Association of Kidney Patients, Inc.	Fresenius Medical Care - Renal Pharmaceuticals	Nipro Medical Corporation
American Foundation for Donation & Transplantation	Fresenius Medical Care - Renal Technologies	NxStage Medical, Inc.
<i>American Journal of Kidney Diseases</i>	Global Health Products	OPKO Renal Medical Affairs
American Kidney Fund	GSK	OPKO Renal, LLC
Amgen Inc.	Hansa Medical	Patient Care America
Arbor Research /DOPPS	Health Services Advisory Group (HSAG)	Pentec Health
Arkana Laboratories	Hillestad Pharmaceuticals, USA	Polycystic Kidney Disease Foundation
Ascend Clinical, LLC	Home Dialyzors United	Protalix
Associates of Cape Cod, Inc.	Horizon Pharma	Pursuit Vascular, Inc.
Astute Medical	InBody	ReachMD
Aurinia Pharmaceuticals	Infian	Relypsa, Inc.
B. Braun Medical Inc.	Kaneka Pharma America, LLD	<i>Renal & Urology News</i>
Baxter Healthcare Corporation	Keryx Biopharmaceuticals, Inc	Retrophin
CDC Making Dialysis Safer for Patients Coalition	Kibow Biotech, Inc.	Rockwell Medical, Inc.
Centers for Disease Control and Prevention	La Visage Innovations	Sanofi Genzyme
Christopher Kidd & Associates	Leadiant Biosciences, Inc.	Satellite Healthcare/Wellbound
Cybernius Medical, Ltd.	Mallinckrodt Pharmaceuticals	Shire
Daiichi Sankyo, Inc	Mayo Clinic Transplant Center	Spectra Laboratories
DaVita Source	Merck & Co., Inc.	Takeda Pharmaceuticals U.S.A., Inc.
Dialysis at Sea Cruises	National Association of Nephrology Technicians/Technologists	The Gideons International
Dialysis Clinic, Inc. (DCI)	National Kidney Foundation	UF Health Transplant Center
Elsevier	National Living Donor Assistance Center	Veloxis

IMPORTANT DATES AND DEADLINES



JANUARY 19, 2018

Application for Booth Space and Payment

JANUARY 19, 2018

Booth Cancellation

FEBRUARY 24, 2018

Ancillary Meeting Requests

FEBRUARY 24, 2018

Advance Hotel Reservations

MARCH 26, 2018

Badge Requests

CONTACT INFORMATION

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National Kidney Foundation
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New York, NY 10016
212.889.2210 x166

stephaniec@kidney.org

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New York, NY 10016
212.889.2210 x247

jessicaj@kidney.org

Freeman Decorating Company

Austin Convention Center
500 East Cesar Chavez Street
Austin, TX 78701
210.227.0341

Request for Ancillary Meetings space must be made through the National Kidney Foundation. Requests should be made online at nkfclinicalmeetings.org or by contacting Kristi Sokol, NKF Meetings and Events Director, at 212.889.2210 x 300 or **kristis@kidney.org**

SPAM WARNING

Spammers and outside firms not associated with NKF are very good at making their emails and websites look legitimate. Whether they are soliciting you for hotel rooms, list rentals, or AV contracts, they are not official vendors and the NKF cannot take responsibility for their claims, actions, damages you may incur or reservations and refunds that are non-existent.

Please work only with authorized "Official" SCM18 third-party vendors:

- National Kidney Foundation – Show Management, Hotel Reservations / Room Blocks, & Attendee Lists
- Production Resources Group (PRG) – Audiovisual
- Freeman – General Contractor
- Austin Convention Center Catering – Food & Beverage
- Your Membership - Career Fair



National Kidney Foundation®

CAREER FAIR

April 11
Wednesday 6:00pm - 7:30pm

April 12
Thursday 7:00am - 8:30am;
12:00pm - 2:00pm;
5:30pm - 7:00pm

April 13
Friday 7:00am - 10:00am

Austin Convention Center
Austin, TX



National
Kidney
Foundation®

2018
SPRING
CLINICAL
MEETINGS

NKF invites you to take part in the 2018 Career Fair, held during the Spring Clinical Meetings, in Austin, Texas.

Connect and make hires from over 3,000 attendees of the Clinical Meetings. Typical attendees include:



- ▶ Physicians
- ▶ Pharmacists
- ▶ Fellows and Residents
- ▶ Physician Assistants
- ▶ Nurse Practitioners
- ▶ Nurses and Technicians
- ▶ Renal and Clinical Dietitians
- ▶ Social Workers
- ▶ Transplant Coordinators

Reserve Your Space Today!

Please contact: **Mark McGuire** at **1.727.497.6565 Ext. 3312** or by email at **mmcguire@yourmembership.com**.



Onsite Recruiting Package

▶▶ \$2900

- 10x10 recruiting area, with a 6' skirted table, 2 chairs, with company sign
- (Three) 60-day job postings on the NKF Career Center
- Preferred Job Posting or Jobs Flash (Job Emailed to NKF Members via Job Flash email)
- 60-day access to the NKF Career Center CV/resume database
- 5 1/2" x 8 1/2" ad in on-site NKF Career Fair Program Book

Private Practice Package

▶▶ \$1500

- 10x10 recruiting area, with a 6' skirted table, 2 chairs, with company sign
- (One) 60-day job posting on the NKF Career Center
- 5 1/2" x 8 1/2" ad in on-site NKF Career Fair Program Book

Online Recruiting Package

▶▶ \$1900

- (Three) 30-day job postings on the NKF Career Center
- 30-day access to the NKF Career Center CV/resume database
- 5 1/2" x 8 1/2" ad in on-site NKF Career Fair Program Book



National
Kidney
Foundation®

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NKF's **Kidney News Digest** tackles today's most relevant issues affecting healthcare professionals in the field of nephrology.

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National
Kidney
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30 East 33rd Street
New York, NY 10016

FUTURE NKF SPRING CLINICAL MEETINGS

2019 Boston, MA

Hynes Convention Center
May 7-11

2020 New Orleans, LA

Ernest N. Morial Convention Center
March 25-29

2021 Orlando, FL

Walt Disney World Swan and Dolphin
April 6-10

2022 Boston, MA

Hynes Convention Center
April 6-10



nkfclinicalmeetings.org

#NKFCLINICALS



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