

# *virtual* ANNUAL CONFERENCE

## JUNE 4-5, 2021

*"Re-energizing Renal & Cardiorenal Care through Research & Technology"*

### SPONSORSHIP & EXHIBITOR PROSPECTUS



**21ST ANNUAL SOUTHWEST NEPHROLOGY CONFERENCE**



**8TH ANNUAL CARDIORENAL METABOLIC CONFERENCE**



# ABOUT SWNC & CRMC

The National Kidney Foundation of Arizona and the Cardio Renal Society of America invite you to exhibit this spring at the *Southwest Nephrology Conference & Cardio Renal Metabolic Conference*. Traditionally held in Phoenix, Arizona, this year's conference has moved to a virtual platform.

Attended by an average of 300 professionals, the annual conferences offer forward-thinking sessions for **Physicians, Advanced Practitioner and Intensivists in Nephrology, Transplantation, Cardiology, Endocrinology and Critical Care, Nurses, Nutritionists, Social Workers and Allied Health Professionals.**

CME accredited by:



## VIRTUAL EXHIBIT HALL

### Custom Branded Booths & Contact Info

Using an exhibitor portal, sponsors and exhibitors can upload their logos, company descriptions, and contact info, so that their information is easily accessible and looks great.

### Live Chat

Complimentary live chat is provided for exhibitors to communicate with booth visitors.

### Interactive Floor Plan

Attendees can explore booths virtually with the digital floor plan. Attendees can click booths for more information and links to exhibitor materials.

### Brochures & PDFs and Videos

Exhibitors can also upload PDFs, brochures, white papers, videos, and other content to share brand concepts and explain their products to attendees.

### Advertisements

Digital advertisement opportunities to showcase companies and products throughout the virtual event include banner ads, push notifications, and more.



# WHY EXHIBIT VIRTUALLY?

We are committed to ensuring that the medical community has access to the latest devices and resources to best serve patients. Here are just a few reasons why your company should partner with the SWNC & CRMC Conferences.

## INCREASED GLOBAL AUDIENCE

We anticipate that this year's meeting attendance will be greater than ever, as attending the meeting has never been easier and registration rates are very reasonable for all attendees. Our immersive virtual format will offer attendees quality education and an efficient way to learn about your products and services

## COST SAVINGS

Your company will save thousands of dollars in travel costs, booth fees, and shipping charges. Our virtual environment will allow you to connect with medical professionals and decision makers who are actively seeking information and solutions to better serve their patients.

## PROLONGED VISIBILITY

Exposure to your products and services will not end when the live meeting is over. Our Virtual Exhibit Hall will remain active for **one year following the conference**, which allows you more time for interactions and connection with potential customers, as conference attendees and new registrants can log in and navigate the site throughout those 365 days.

## SIMPLE NETWORKING OPPORTUNITIES

A virtual meeting can make networking more accessible than at an in-person meeting. Instead of having to coordinate schedules or track down potential customers in a large convention center, virtual conference attendees will have many opportunities for direct communication, instant messaging, and impromptu conversations at the click of a button.

## EFFECTIVE LEAD GENERATION

The new online platform will provide robust analytics. You will know exactly who you're speaking with and how best to follow up with them.

# PARTNERSHIP OPPORTUNITIES

## TITLE SPONSOR | \$30,000

EXCLUSIVE

- Premium Virtual Exhibit Space
- Exhibitor Spotlight slot (1) during session break
- Scrolling Banner on Hub page
- Title sponsor acknowledgement on all print and electronic materials and promotions
- 20 Second Video Commercial (provided by sponsor) and 5-minute live address to attendees during opening remarks
- Inside front cover of the Virtual Conference Program
- Welcome recording played for attendees
- Logo hyperlinked on [www.swnephrologyconference.org](http://www.swnephrologyconference.org) and [www.cardiorenalsociety.org](http://www.cardiorenalsociety.org) to website
- Four (4) complimentary CME registrations

## KEYNOTE SYMPOSIUM | \$15,000

- Friday or Saturday afternoon/evening virtual symposium (June 4 or 5, 2021) - exclusive branding
- No competing programming during event
- Premium exhibit space
- Company logo & message on welcome page
- Full page ad in Virtual Conference Program
- Company logo on Conference Sponsor page
- Three (3) complimentary CME registrations
- Option to host symposium as branded event or CME-qualifying event. Branded event includes opportunity to provide dining vouchers as incentive for attendees (not included in sponsorship pricing).

## MEET THE FACULTY NETWORKING HOUR | \$10,000

- Exclusive branding for Saturday afternoon networking hour
- Networking opportunity to gain contacts & virtual business cards
- Acknowledgement on Conference Program Agenda
- 1/4 page ad in Conference Program
- Company logo on Conference sponsor page
- Two (2) complimentary CME registrations

# PARTNERSHIP OPPORTUNITIES

## PREMIER LEVEL | \$10,000

- Premium Exhibit Space
- Full email list of attendees after conference completion
- Half page ad in Conference program
- Company logo on conference sponsor page
- Three (3) complimentary CME registrations

## POSTER SECTION SPONSOR | \$2,000

Poster section sponsorships allow CRSA to provide travel grants to participating Fellows in the cardio renal disciplines: cardiology, nephrology, endocrinology and critical care. Sponsor logos prominently displayed in virtual Poster Section, in the Virtual Conference Program and on web site.

## COFFEE BREAK SPONSOR | \$2,000

A great way to connect with attendees! Provide a coffee voucher\* to attendees during one of the breaks-exhibit hall hours. Includes sponsor recognition and an all-attendee coffee break announcement driving attendees to your break room.

## OTHER UNIQUE OPPORTUNITIES

|                                       |  |         |
|---------------------------------------|--|---------|
| <b>Dedicated E-blast to Attendees</b> | Sent to registered attendees pre- or post-event  | \$1,500 |
| <b>Exhibitor Spotlight Session</b>    | 15-minute dedicated spotlight promoted during attendee break with an all-attendee announcement driving attendee traffic to your booth.             | \$2,000 |
| <b>5 Question poll to Attendees</b>   | Ask attendees up to 5 questions and offer a prize drawing for all who participate. • Poll will be through the virtual platform in-between sessions | \$2,000 |

# Exhibitor Levels



## Virtual Exhibit Booth Options

Top priority listing on Exhibit Hall Directory & upgraded booth options

Dedicated e-blast to registered attendees

Upload videos to online booth

Choice of customizable, branded virtual booth styles\*

Uploaded resources at booth (White Papers, PDFs, Brochures, etc.)

Conference Attendee Passes, including CME credits\*\*

1:1 Live Chat with registered attendee at booth

Full page ad in Virtual Conference Program

Quarter page ad in Virtual Conference Program

“Contact Us” button (for attendees to e-mail company contact)

Booth visitor reports

| Premium | Standard |
|---------|----------|
| \$4,000 | \$2,750  |
| ✓       | n/a      |
| ✓       | n/a      |
| ✓       | ✓        |
| 4       | 2        |
| ✓       | ✓        |
| 2       | 1        |
| ✓       | ✓        |
| ✓       | n/a      |
| n/a     | ✓        |
| ✓       | ✓        |
| ✓       | ✓        |

*\*Virtual booths are branded and materials uploaded by the vendor through a user-friendly portal. Full-service setup of the booth is available by conference staff for an additional \$500/Standard Booth, \$750/Premium Booth.*

*\*\*Additional passes available for \$250 each.*

**A Nonprofit rate is available for Standard booths at \$750.00.**

## Important Dates & Deadlines



### **MONDAY, JANUARY 4, 2021**

- Exhibit Hall logo placement is open on a priority basis
- Special Early Bird **10%** discount on booth rental if confirmed and paid in full by **January 22, 2021**.

### **MONDAY, MARCH 1, 2021**

Virtual booth build-out begins. Ability to upload materials/customize booth available.

### **FRIDAY, MAY 21, 2021**

- **Final payments deadline**
- All new Exhibitor registrations must be submitted by this date and accompanied by payment in full. Inquiries after this date, please contact coordinator to find out feasibility.

### **FRIDAY, MAY 7, 2021**

Last day to cancel exhibit space or downsize booth. Cancellation will incur a 50% penalty. After this date all cancellations or downsizes are subject to a 100% fee.

### **WEDNESDAY, MAY 19, 2021**

All banner ad and Virtual Conference Program artwork must be submitted by EOD. For full-service setup on vendor booths, logos, upload materials and any additional details must be submitted by EOD.

### **FRIDAY, MAY 28, 2021**

All virtual booth set-up must be finalized with all materials uploaded and viewable.

### **CONFERENCE DAYS AND TENTATIVE HOURS:**

**FRIDAY, JUNE 4, 2021 — 8:00AM-2:00PM**  
**SATURDAY, JUNE 5, 2021 — 8:00AM-2:00PM**

Exhibitors are expected to have their booths staffed throughout both conference days, as attendees can visit and chat with the booths at any time, or during their breaks. There will be dedicated breaks/Exhibitor Hall time in the agenda.

**REGISTER  
TODAY!**

**Secure Your Sponsorship Package Today!**

When you find the option that makes the most sense for your organization's goals for the event, you can register by contacting us at:

**conference@azkidney.org | 877.587.1357**

or visit the official event site, at: **www.swnephrologyconference.org**

**KEY CONTACTS:**

DIRECTOR OF OPERATIONS; CONFERENCE DIRECTOR

***Kristin Schwartz***

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ADVERTISING, EXHIBIT SALES & LOGISTICS

***Patrick McReynolds***

Phone: (757) 846-5732

E-mail: [pmcreynolds@azkidney.org](mailto:pmcreynolds@azkidney.org)



# 2021 SWNC & CRSA Exhibitor Sponsorship Registration

To register by fax, complete form and fax to 602-845-7966. To register by mail, send to National Kidney Foundation of Arizona or Cardio Renal Society of America, 360 E. Coronado Rd. #180, Phoenix, AZ 85004. Please make check payable to National Kidney Foundation of Arizona. Tax ID# 866052343 or Cardio Renal Society of America TID# 86-0790859

Company \_\_\_\_\_

Contact Last Name \_\_\_\_\_

Contact First Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Work Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

FAX \_\_\_\_\_

Email Address (Required) \_\_\_\_\_

How did you hear about the conference? \_\_\_\_\_

Names of Booth Staff, Maximum 2 (Required prior to event for name badges). \_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES

## EXHIBIT TABLES

|                                  |          |                          |
|----------------------------------|----------|--------------------------|
| Title Sponsor                    | \$30,000 | <input type="checkbox"/> |
| Keynote Virtual Symposium        | \$15,000 | <input type="checkbox"/> |
| Coffee Sponsorship               | \$2,000  | <input type="checkbox"/> |
| Meet the Faculty Networking Hour | \$10,000 | <input type="checkbox"/> |
| Premier Level                    | \$10,000 | <input type="checkbox"/> |
| A La Carte Item _____            | \$ _____ | <input type="checkbox"/> |
| <b>Total</b>                     | \$ _____ |                          |

|                                    |                |                          |
|------------------------------------|----------------|--------------------------|
| Premium Exhibit*                   | \$4,000        | <input type="checkbox"/> |
| Standard Exhibit*                  | \$2,750        | <input type="checkbox"/> |
| Non-Profit Rate*                   | \$750          | <input type="checkbox"/> |
| Booth prepared by conference staff | \$500 standard | <input type="checkbox"/> |
| Booth prepared by conference staff | \$750 premium  | <input type="checkbox"/> |

**\*10% Early Bird Discount applied if paid in full by January 22, 2021**

### CONDITIONS

**Exhibits:** May not interfere with the activity presentation. Exhibit placement must not be a condition of the support.

**Commercial Activities:** No promotional materials may be displayed in the same room immediately before, during, or immediately after an educational activity.

**Commercial Representatives:** May attend the activity but no promotional behavior is permitted in the same room.

**All other support:** (e.g. distributing brochures, preparing slides) must have full knowledge and approval of the National Kidney Foundation of Arizona, Cardio Renal Society of America and Synaptiv. No additional funds from the COMMERCIAL SUPPORTER will be paid to the activity director, faculty, or others involved. There will be no direct commercial support of physicians in attendance.

## Payment Information for Exhibits & Sponsorships

PAYMENT AMEX  VISA  MC  DISCOVER  CHECK  TOTAL \_\_\_\_\_

CARD HOLDER \_\_\_\_\_

CARD NUMBER \_\_\_\_\_ SECURITY CODE: \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_ SIGNATURE \_\_\_\_\_