

**Abstracts Due
September 15th**

**RENAL
RESEARCH
INSTITUTE**

207 East 94th Street, Suite 303
New York, NY 10128
Tel: 212-360-4954 • Fax: 646-672-4174

**14TH INTERNATIONAL CONFERENCE ON DIALYSIS
ADVANCES IN CKD 2012**

January 25-27, 2012

Innisbrook Resort, Palm Harbor, Florida



This meeting repeatedly provides the most up-to-date presentation of new technology and therapeutics in the field of Chronic Kidney Disease and emphasizes current issues facing the renal community.

For information visit: www.renalresearch.com

In cooperation with



RPA
Renal Physicians Association



Jointly sponsored by:

UNIVERSITY OF MINNESOTA
and
Renal Research Institute



This program is partially supported through an unrestricted grant from:
Fresenius Medical Care



ADVANCES IN CKD 2012

DEAR EXHIBITORS!

The Renal Research Institute is proud to host its 14th International Conference on Dialysis, Advances in CKD 2012. Our Program will be presented by world class renowned speakers and will continue to emphasize new technology and therapeutics in the field of Chronic Kidney Disease and current issues facing the renal community.

The Program of the annual meeting is open to scientific advances from all academic institutions and industry and is intended to meet the needs of practicing nephrologists and academic nephrologists who work in the field of Chronic Kidney Disease and End Stage Renal Disease, as well as nephrology fellows-in-training.

We expect the attendance to **surpass 600 registrants** this year and are very excited about the interest expressed by many of last year's registrants:

"The program provided a unique combination of timely clinical information and Avant-Garde technological information. Excellent." (MD)

"Loved the small format." (DO)

"I enjoyed this conference and felt the topics and speakers were excellent!" (NP)

"Relevant for practicing Nephrologist". (MD)

"Great overall selection of speakers" (Nephrology Fellow)

WHY EXHIBIT?

Quality Attendees! Interact with influential Nephrology professionals as well as 100 Nephrology Fellows, the future decision-makers.

Quality Settings! Breakfasts, lunches, breaks as well as the Welcome Reception (if supported by sponsor) will all be served in the Exhibit Hall maximizing your attendee time.

Quality Visibility! Strengthen your profile and positioning amongst the top decision-makers in the Nephrology community.

Quality Networking! Strengthen your customer relationships and build new leads.

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CONTACT INFORMATION

SUPPORT OPPORTUNITIES

Ingrid Adelsberger
Corporate Meeting Planner
Phone: (646) 672-4073
Fax: (646) 672-4174
iadelsberger@rriny.com

EXHIBIT SERVICE CONTRACTOR

Christopher J. Binion
Phone: (813) 915-8066
Fax: (813) 319-0619
Christopher@GulfCoastExpo.com

AUDIO VISUAL

Pulse Productions
Phone: (888) 494-1198
conrad@pulseproductions.us

IMPORTANT DATES AND DEADLINES

December 16, 2011

Registration and Hotel Deadline
Submit company description/ advertising ad for on-site Program Book Deadline

January 24, 2012

Exhibit set-up

January 25 to 27, 2012

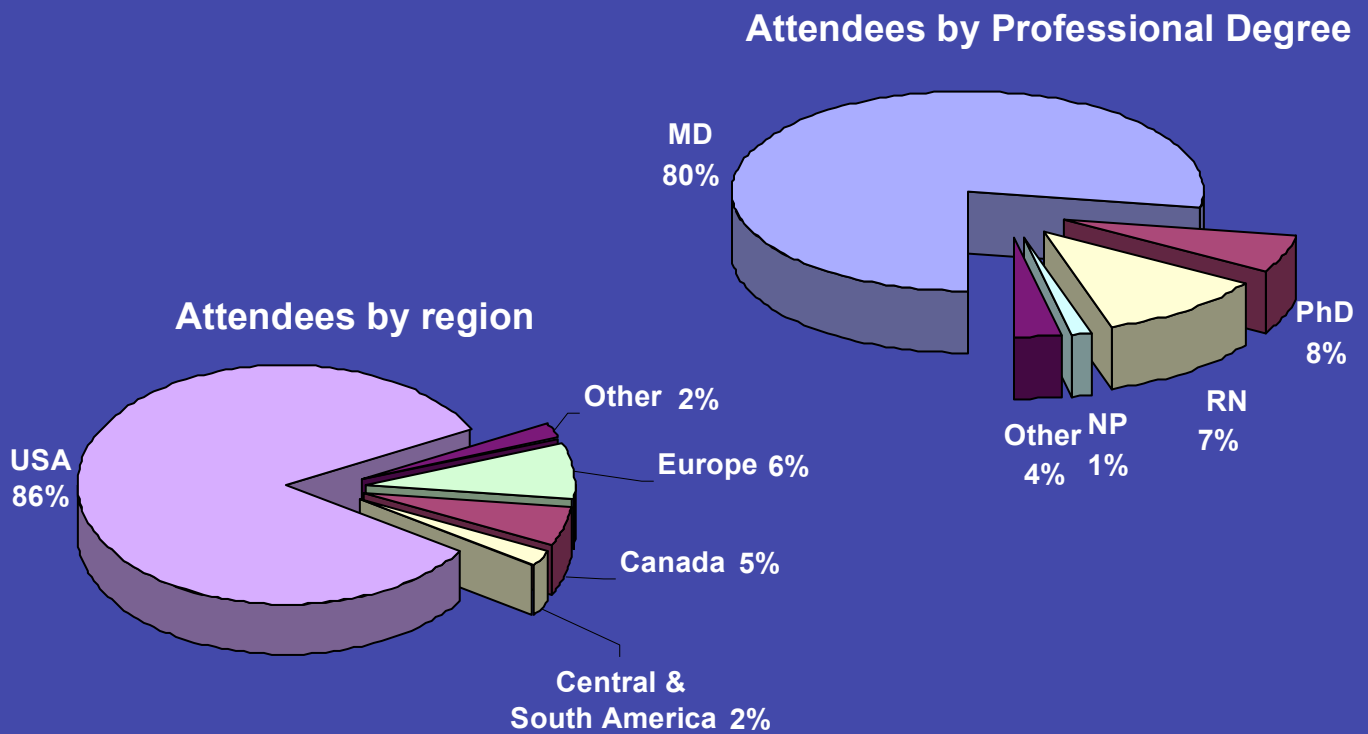
Conference

January 27, 2012

Exhibit Breakdown

2010 MIAMI CONFERENCE ATTENDEE STATISTICS:

471 attendees



92% rated the conference as “very good” to “excellent”

84% said the information presented would cause them to make changes in their practice

88% said that they are “committed” to “very committed” to making changes in their practice due to the information presented at the Conference

93% feel future Conferences on CKD are necessary and/or important to their practice

Renal Research Institute extends a grateful Thank You to the 2011 exhibitors for their valuable support!

DIAMOND LEVEL

Fresenius Medical Care- Renal Therapies Group

GOLD LEVEL

AMGEN, Inc.

GENERAL EXHIBITOR

1st Call MD

Abbott

Acumen nEHR

American Regent, Inc.

Asahi Kasei Medical America, Inc.

Baxter Healthcare

Covidien Healthcare

DaVita

DVA Laboratory Services

Dustri Verlag

Fresenius Medical Care – Renal Pharmaceuticals

Fresenius Medical Care – Renal Products

Fresenius Medical Services

Fresenius Inpatient Services

Integrated Biomedical Technology, Inc.

Lauer Membran Wassertechnik GmbH

Nephro-Tech, Inc.

Renal CarePartners

RenaLab, Inc.

Renal Solutions, Inc.

Sanofi-Aventis

Spectra Laboratories

Vasc-Alert

Vascular Access Center

2012 LEVELS OF SUPPORT

EMERALD

\$100,000+

DIAMOND

\$50,000 - \$99,999

PLATINUM

\$25,000 - \$49,999

GOLD

\$15,000 - \$24,999

SILVER

\$10,000 - \$14,999

BRONZE

\$8,000 - \$9,999

SUPPORT CAN BE CUSTOM-TAILORED
TO YOUR COMPANY'S BUDGET
AND OBJECTIVES!

CHOOSE BELOW OR
CALL US TO DISCUSS OTHER IDEAS!

SUGGESTED SUPPORT OPPORTUNITIES:

WELCOME RECEPTION:

- **Food** (sole support) - \$40,000
- **Wine & Beer** (sole support) - \$15,000
- **Entertainment** (sole support) - \$10,000

LANYARDS (sole support) - \$20,000

ROOM KEY (sole support) - \$20,000

OFF-SITE SYMPOSIUM (rights only / 2 available) - \$25,000

LUNCH (2 available) - \$35,000

BREAKFAST (3 available) - \$20,000

Prices subject to change

SUGGESTED SUPPORT OPPORTUNITIES (continued):

REFRESHMENT BREAK:

- **Coffee & Tea** (5 available) - \$5,000
- **Snacks** (5 available) - \$5,000

FLOWER ARRANGEMENTS (sole support/ # of tables TBC) - \$10,000

FULL PAGE AD IN SPECIAL EDITION OF BLOOD PURIFICATION (circulation: 1,500 - 4 available) - \$10,000

MEETING CD (Sole Support) - \$10,000

FULL COLOR AD IN ON-SITE PROGRAM - \$7,000

HALF COLOR AD IN ON-SITE PROGRAM - \$5,000

10'X10' EXHIBIT SPACE - \$3,000

10'X10' NON PROFIT EXHIBIT SPACE - \$2,500

Support opportunities may include:

- Complimentary registrations (quantity determined on support level)
- Recognition signage

**FOR MORE INFORMATION OR TO DISCUSS YOUR CUSTOM
TAILORED SUPPORT, PLEASE CONTACT:**

Ingrid Adelsberger
Phone: (646) 672-4073
Email: iadelsberger@rriny.com



ADVANCES IN CKD 2012

EXHIBIT SPACE RESERVATION

Please **fax or email Exhibit Application and Exhibitor Agreement (pages 12 and 13)** to the attention of Ingrid Adelsberger at iadelsberger@rriny.com or fax (646) 672-4174.

BOOTH SPACE LOCATION

All booths are assigned on a first come, first served basis. Requests for specific locations near or away from other exhibitors will be accommodated as best possible. **Please list 3 choices by preference** on your booth application form.

PAYMENT

- ❖ Fifty percent upon signature
- ❖ Remaining balance to be paid by January 10, 2012

Payments must be made by check in U.S. dollars drawn on a U.S. bank. Any service fees charged for processing foreign checks drawn on a foreign bank are the responsibility of the exhibiting company.

Please make check payable to:

Renal Research Institute
207 East 94th Street, Suite 303
New York, NY 10128
Att. John Callegari

Renal Research Institute is not an internal revenue code 501(C) (3) charitable entity.

REGISTRATION

All exhibitors are required to register for the conference online at: www.renalresearch.com. For **complimentary registrations** included in support levels, a **user name and password** will be sent to exhibitor once first 50% of payment is received.

All registrations not included in support level, are required to register online at: www.renalresearch.com; the registration fee is TBC.



ADVANCES IN CKD 2012

CANCELLATION

All cancellations of exhibit space must be submitted in writing to the Conference Director for Renal Research Institute **by December 1st, 2011**. Such cancellations will entitle a refund less \$500 processing fee. All refunds will be provided after February 28, 2012. Cancellations received after December 2nd, 2011 will forfeit all deposits or payments made for their respective exhibit space. If RRI is prevented from hosting the International Conference on Dialysis by major force, including but not limited to any act of God, act or omission of civil military authorities of state or nation, fire, strike, flood, riot, terrorist attack or war, exhibitor will not hold RRI liable for any damages or losses for failing to hold the conference as scheduled.

OFFICIAL SERVICE CONTRACTOR

RRI has selected Gulf Coast Expo to serve as the official service contractor providing to exhibitors. You may contact Gulf Coast Expo. They will send all confirmed exhibitors an Exhibitor Manual that contains information on additional furnishings, equipment rental and other general/technical services. Any questions regarding issues not covered in the Exhibit Manual should be directed to Gulf Coast Expo. They will handle any special requirements and will make every effort to meet your needs.

SHIPPING INSTRUCTIONS

To ensure proper handling and receiving, exhibitor shipments should be addressed to Gulf Coast Expo. All exhibitors' shipments to the RRI International Conference must be received by and processed through Gulf Coast Expo. All costs involved in transferring exhibit materials between Gulf Coast Expo and the hotel are the responsibility of the exhibiting company. Information on shipping methods and rates is included in the Exhibit Manual.

WAIVER

The Innisbrook Resort and Renal Research Institute are not responsible for displays, equipment, exhibit booth (s), or any other exhibitor materials. Exhibitor assumes the responsibility and agrees to indemnify and defend Renal Research Institute and Hilton Miami Downtown hotel and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The exhibitor understands that neither Renal Research Institute nor Hilton Miami Downtown hotel maintain insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain.

EXHIBIT HOURS

Wednesday, January 25

7:15-7:55am	Breakfast
09:50-10:10am	Break
12:30-1:30pm	Lunch
3:45-4:00pm	Break
5:30-6:30pm	WELCOME RECEPTION

Thursday, January 26

7:15-8:00am	Breakfast
10:00-10:20am	Break
12:20-1:20pm	Lunch
2:40-3:35pm	Break

Friday, January 27

7:15-8:00am	Breakfast
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EXHIBIT SET-UP

Tuesday, January 24: 1:00-5:00pm

EXHIBIT BREAKDOWN

Friday, January 27: 1:00-3:00pm

Exhibits must be installed and completed between 1:00-5:00pm on Tuesday, January 24, 2012. If any exhibit is not set up and in order by 5:00pm on Tuesday, January 24, 2012, RRI reserves the right to reassign the space to another exhibitor. In such an event, alternate space will be provided to the exhibitor with no refund.

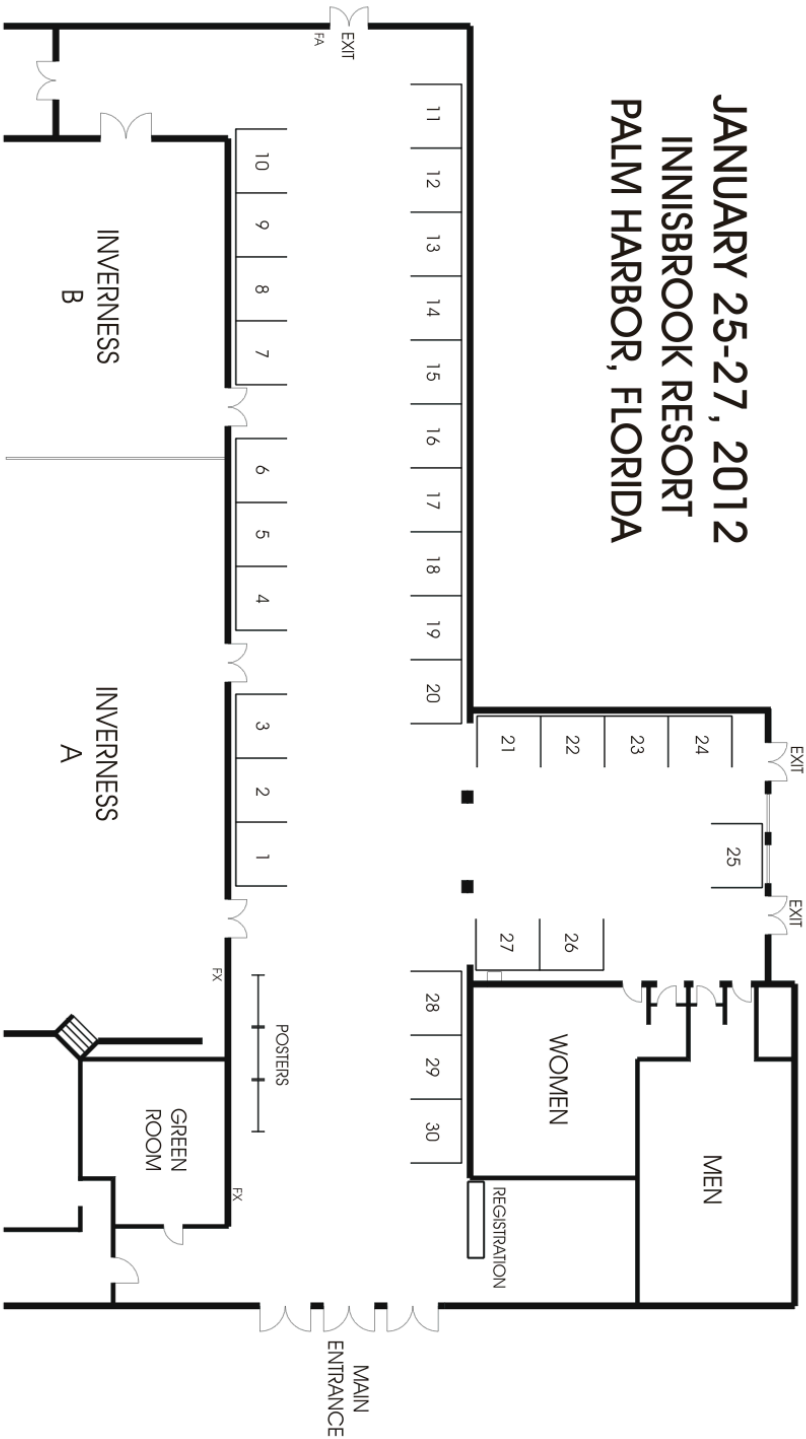
Exhibits may be dismantled after 1:00pm on Friday, January 27, 2012. If an exhibit is not dismantled and ready for removal by 3:30pm on Friday, January 27, 2012, RRI and/or exhibit management services reserves the right to move the exhibit at the exhibitor's expense.



EXHIBIT FLOOR PLAN

14th INTERNATIONAL CONFERENCE ON DIALYSIS ADVANCES IN CKD 2012

JANUARY 25-27, 2012
INNISBROOK RESORT
PALM HARBOR, FLORIDA



30 - 8' x 10' Booths
in the Inverness Foyer

Prepared by:
GULF COAST EXPO
Experts in Trade Shows & Convention Services
8432 Sunstate Street
Tampa, FL 33634
(813) 915-8006
Original Created: 7/19/11
Revised: 7/20/11, 7/21/11



EXHIBIT APPLICATION FORM

14th International Conference on Dialysis ADVANCES IN CKD 2012 January 25-27, 2012

PLEASE COMPLETE AND FAX OR EMAIL THIS FORM TO: Ingrid Adelsberger Fax: 646-672-4174 or iadelsberger@rriny.com

1 Primary exhibitor contact name and address

Exhibitor Category: Association Clinical Laboratory Dialysis Product Group Purchasing Organization
 Pharmaceuticals Provider/Management Publishing Software other: _____

LAST NAME FIRST NAME MR. MS.

COMPANY/ORGANIZATION NAME

ADDRESS CITY STATE ZIP COUNTRY

BUSINESS PHONE BUSINESS FAX EMAIL ADDRESS

2 Please check Support Level

EMERALD (\$100,000+) GOLD (\$15,000 - \$24,999) GENERAL EXHIBITOR (\$3,000)
 DIAMOND (\$50,000 - \$99,999) SILVER (\$10,000 - \$14,999) NON-PROFIT (\$2,500)
 PLATINUM (\$25,000 - \$49,999) BRONZE (\$8,000 - \$9,999)

Authorized Signature _____ Date _____

3 Booth location preferences

1st choice: ___ 2nd choice : ___ 3rd choice: ___ Note: _____

4 Online Registration and Hotel

Please **register online for the conference and the hotel at www.renalreserach.com**. Please note that in order to receive complimentary badges (as part of your exhibitor level) you need to have a username and password which will be sent to you via email after receiving this form.



EXHIBIT AGREEMENT

UNIVERSITY OF MINNESOTA

14th International Conference on Dialysis, Advances in CKD 2012

January 25-27, 2012

Innisbrook Resort, Tarpon Springs, FL

In accordance with the policies of the Accreditation Council for Continuing Medical Education (ACCME) and the display policy of the University of Minnesota Office of Continuing Medical Education, by providing funds for this CME activity, whether through an Educational Grant or through a Display/Exhibit Fee, you agree to the following conditions:

1. All exhibitors must be in a room or area separate from the educational activity and the exhibits must not interfere or in any way compete with the learning experience.
2. Exhibitors shall have no control over:
 - a. Identification of CME needs;
 - b. Determination of educational objectives;
 - c. Selection and presentation of content;
 - d. Selection of all persons and organizations that will be in a position to control the content of the CME;
 - e. Selection of educational methods;
 - f. Evaluation of the activity.

Make Check Payable To:
Renal Research Institute
 Attention: John Callegari
 207 East 94th Street, Suite 303, New York, NY 10128
 (Tax Identification Number: 04-335-7026)

Exhibitor (Name of Company): _____ Exhibit Fee: _____

Name of Authorized Company Representative _____ Phone # _____
(Please Print)

Title: _____ E-mail address: _____

Signature: _____ Date: _____

Fifty percent of total amount should be paid upon signature and the remaining balance by January 10, 2012.

RETURN AGREEMENT TO: Ingrid Adelsberger
P. 646-672-4073
F. 646-672-4174
iadelsberger@rriny.com