

2014

Corporate Partnership Program



The American Society of Diagnostic & Interventional Nephrology

The American Society of Diagnostic & Interventional Nephrology (ASDIN) is comprised of prominent clinical and interventional nephrologists, interventional radiologists, vascular access surgeons, residents and fellows-in-training, nephrology or advanced-practice nurses, technologists and ancillary personnel involved in the management of dialysis access. ASDIN membership has experienced steady growth since the organization was founded in 2000 and its membership includes both United States and international members.

ASDIN is grateful for the generous support of our many corporate sponsors over the past several years. The Corporate Partnership Program is designed to strengthen the sense of “partnership” with each of our supporting companies. In 2008, ASDIN enjoyed over 36% individual membership growth and continued that trend in 2009 with another membership increase of 13%. Membership in ASDIN continued to grow in 2010 and 2011 with a 10% and 11% increase for each year. In 2012, ASDIN enjoyed a 13% increase in physician membership. ASDIN also enjoyed its most successful Scientific Meeting to-date in Washington, DC in February 2013. This growth is a true testament to the influence of the society and the growth of the field of interventional nephrology.

Participation in the 2014 Corporate Partnership Program will provide the unique opportunity to bring your brand to the forefront of the interventional nephrology healthcare marketplace. Your company will be viewed as a Partner and not simply as a vendor. You will find this year-long association the perfect opportunity to cultivate and reinforce one-on-one relationships with the membership of ASDIN in a proven, targeted marketing approach. A key element of this program is the opportunity to merge corporate **membership, sponsorship, and meeting exhibitor** roles into one simple process with clearly defined benefits which assures your corporation of maximum value. We invite and encourage you to participate at the highest level possible for your company.

ASDIN will host private “one-on-one” meetings between ASDIN Leadership and corporate partners in conjunction with the 10th Annual Scientific Meeting. These private meetings were invaluable for our partners that participated in Las Vegas, in its inaugural year, New Orleans, and also in Washington.

ASDIN Partnership Program Goals:

- ♦ Increase Brand Loyalty
- ♦ Create Awareness and Visibility
- ♦ Sample/Display Products & Services
- ♦ Stimulate Sales/Trial/Usage

ASDIN

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Phone 601-924-2220 ♦ Fax 601-924-0720
www.asdin.org ♦ info@asdin.org

ASDIN
2014 Corporate Partnership Program



Platinum

\$20,000

Platinum Level is the premier ASDIN membership level. Benefits include:

- ♦ Four supporting (individual) memberships, each with a subscription to *Seminars in Dialysis* and on-line access to ASDIN *members-only* website sections
- ♦ Premier logo and hyperlink on the ASDIN website
- ♦ Four ASDIN membership mailing list single-use rentals with a 25% discount on additional rentals
- ♦ Prominent 10' x 20' exhibit space at the 2014 Annual Scientific Meeting Exhibit Hall
- ♦ Additional exhibit space member-only discount – 25% discount on additional space
- ♦ Four 2014 Annual Scientific Meeting registrations
- ♦ Full Page Advertisement in the Annual Scientific Meeting onsite program
- ♦ “Exclusive Audience” Opportunity at Annual Scientific Meeting
- ♦ Platinum Level Recognition at Annual Scientific Meeting - company name/logo in the onsite program, signage, and corporate partners slide prior to each session.

Gold

\$10,000

Gold Level benefits include:

- ♦ Two supporting (individual) memberships, each with a subscription to *Seminars in Dialysis* and on-line access to ASDIN *members-only* website sections
- ♦ Elite logo and hyperlink on the ASDIN website
- ♦ Two ASDIN membership mailing list single-use rentals with a 25% discount on additional rentals
- ♦ Prominent 10' x 10' exhibit space at the 2014 Annual Scientific Meeting Exhibit Hall
- ♦ Additional exhibit space member-only discount – 25% discount on additional space
- ♦ Two 2014 Annual Scientific Meeting registrations
- ♦ Half-Page Advertisement in the Annual Scientific Meeting onsite program
- ♦ Gold Level Recognition at Annual Scientific Meeting - company name/logo in the onsite program, signage, and corporate partners slide prior to each session.

Silver

\$5,000

Silver Level benefits include:

- ♦ One supporting (individual) membership, with a subscription to *Seminars in Dialysis* and on-line access to ASDIN *members-only* website sections
- ♦ Hyperlink on the ASDIN website
- ♦ One ASDIN membership mailing list single-use rental with a 25% discount on additional rentals
- ♦ \$2,500 discount on first 10' x 10' exhibit space at the 2014 Annual Scientific Meeting Exhibit Hall
- ♦ Additional exhibit space member-only discount – 25% discount on additional space
- ♦ One 2014 Annual Scientific Meeting registration
- ♦ 50% discount on advertising in the Scientific Meeting onsite program
- ♦ Silver Level Recognition at Annual Scientific Meeting - company name/logo in the onsite program, signage, and corporate partners slide prior to each session.



Yes! We want to be an ASDIN Corporate Partner.

Level of Membership: *please check one*

- | | |
|---|-----------|
| <input type="checkbox"/> Platinum Level Corporate Partner | \$ 20,000 |
| <input type="checkbox"/> Gold Level Corporate Partner | \$ 10,000 |
| <input type="checkbox"/> Silver Level Corporate Partner | \$ 5,000 |

Company Representative: _____

Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Contact E-mail Address: _____

Company Website: _____

Principal Products and/or Services: _____

List Individuals for Supporting Memberships *complete the applicable slots*
(4 for Platinum, 2 for Gold, 1 for Silver)

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Please complete this form and return with your payment payable to:

ASDIN
134 Fairmont Street, Suite B
Clinton, MS 39056

Contact me for additional ASDIN marketing, promotional, and networking Corporate Partnership opportunities during the Annual Scientific Meeting. *(Check all that apply.)*

- ☐ Program Sponsorships
- ☐ Sponsored Meals (breakfast or lunch), Social Events, or Presentations
- ☐ Conference Tote Bag with your company logo inscribed

The ASDIN Corporate Partnership Program offers a unique way to contribute to interventional nephrology while receiving valuable benefits. If you would like to become a 2014 ASDIN Corporate Partner or if you have any questions, please contact Mary Lea Nations at info@asdin.org or call 601-924-2220.

ASDIN Benefits Comparison

	Corporate Partnership Program Participants			Non-Partner Participants	
Sponsor Level	Platinum	Gold	Silver	Exhibitor	(Individual) Supporting Member
Contribution	\$20,000	\$10,000	\$5,000	\$3,000	\$500
Scientific Meeting Exhibit Space Selection	1 st Priority	2 nd Priority	3 rd Priority	First come, first serve following selection by Corporate Partnership Participants.	n/a
Scientific Meeting Exhibit Space Included	Complimentary 10x20 booth 8 exhibit badges	Complimentary 10x10 booth 4 exhibit badges	\$2,500 discount on first 10x10 booth	10x10 only	n/a
Additional Exhibit Space	25% discount	25% discount	25% discount	n/a	n/a
Scientific Meeting Registration Included	4 (up to a \$2,400 value)	2 (up to a \$1,200 value)	1 (up to \$600 value)	None – Registration at non-member rate \$600	None – Registration at member rate \$300
Advertisement in Scientific Meeting Onsite Program	Full Page	Half page	50% discount on Program Advertising	None	n/a
Scientific Meeting Acknowledgement in Onsite Program, Signage, and Session Slides	Yes	Yes	Yes	No	n/a
Scientific Meeting “Exclusive Audience” Opportunity *	Yes	No	No	No	n/a
Supporting Membership** Included	4 (\$2,000 value)	2 (\$1,000 value)	1 (\$500 value)	0	1
Logo & Hyperlink on ASDIN Website	Platinum Logo and Hyperlink	Gold Logo and Hyperlink	Silver Hyperlink	None	n/a
ASDIN Membership Mailing List Single-Use Rental	4 rentals	2 rentals	1 rental	None	n/a

* Such as sponsored breakfast, lunch or dinner symposia, hospitality suite, or “theater.”

** Includes subscription to *Seminars in Dialysis*, member website access. Supporting Memberships are subject to ASDIN Council review & approval.