



FACING THE FUTURE OF KIDNEY CARE

DALLAS, TEXAS | MARCH 24 – 27, 2022

Exhibitor Prospectus & Support Opportunities



RPA
Renal Physicians Association



FACING THE FUTURE OF KIDNEY CARE

**This meeting will be held March 24 – 27, 2022
in Dallas, Texas at the Sheraton Dallas Hotel**

This is your opportunity to connect with nephrologists, practice administrators and advanced practitioners all in one place!

You'll be able to—

- **Generate new sales leads**
- **Network with leaders and decision makers in the nephrology community**
- **Showcase your brand's story, products and services**

And more!



The RPA Annual Meeting is the ultimate place to meet with your current customers and make new connections with nephrology healthcare providers from around the country.

Reserve your booth and secure your sponsorship for the Renal Physicians Association's (RPA) 2022 Annual Meeting.

You don't want to miss this meeting!

TARGET AUDIENCE

Reserve your exhibit space before November 30, 2021 and earn BONUS visibility in RPA News. With circulation to over 4,000 subscribers, RPA News is the bimonthly newsletter sent to members and leaders in the renal community. When you register to exhibit or commit to support the RPA Annual Meeting by November 30th, your company will be acknowledged in the January 2022 edition.

ATTENDEE GEOGRAPHIC DISTRIBUTION



West	17%
Midwest. .	18%
South . . .	12%
East	30%

PROFESSIONALS WHO ATTEND:

(Expected attendance is 400+ renal professionals)

Physicians	50%
(including Medical Directors, Chief Medical Officers and Chiefs of Renal Divisions)	
Practice Administrators	45%
Advanced Practitioners	4%
Renal Industry Professionals	1%

PRIMARY PRACTICE ENVIRONMENT:

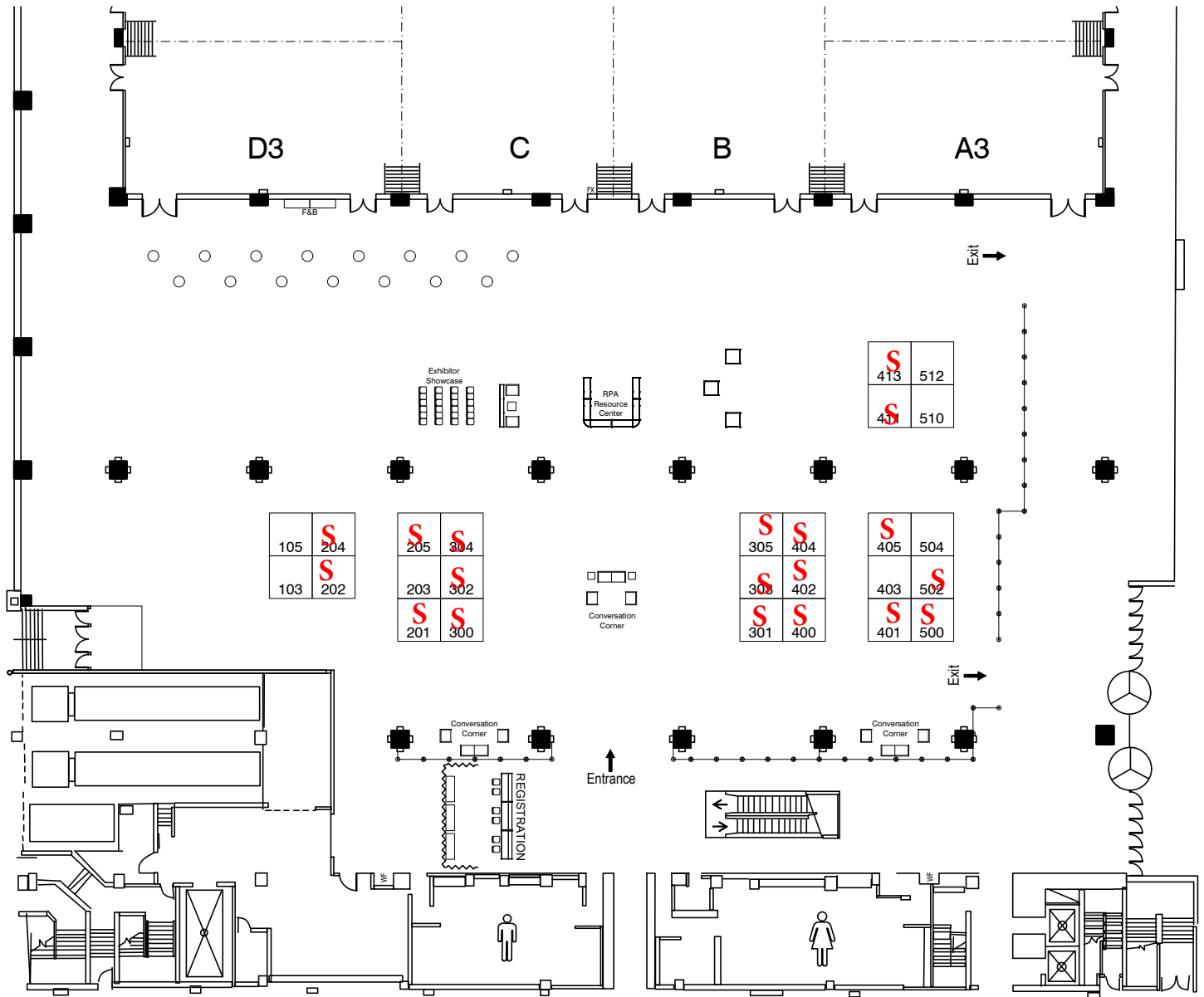
Office-based Private Practice	80%
Hospital-based	10%
Academic	5%
Industry	5%

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EXHIBIT HALL FLOOR PLAN



EXHIBITOR INFORMATION

EXHIBIT HALL HOURS *(Tentative Schedule)*

(The exhibit hall will be open the following times)

THURSDAY – MARCH 24

6:00 PM – 7:00 PM Welcome Reception

FRIDAY – MARCH 25

7:00 AM – 8:00 AM Continental Breakfast

10:15 AM – 11:00 AM Refreshment Break

12:30 PM – 2:00 PM Lunch on your own

3:30 PM – 4:00 PM Refreshment Break

5:00 PM Meeting Adjourns

SATURDAY – MARCH 26

7:00 AM – 8:00 AM Continental Breakfast

10:30 AM – 11:15 AM Refreshment Break

12:30 PM – 2:00 PM Lunch on your own

4:00 PM – 4:30 PM Refreshment Break

5:30 PM Meeting Adjourns

6:00 PM *Exhibitor Tear Down

**The exhibit space is in the grand foyer outside the meeting rooms. For the safety of attendees and so that the noise of dismantling booths does not interfere with sessions, we are asking that exhibitors not dismantle booths until the meeting has adjourned and attendees have cleared the area.*

EXHIBIT SPACE INFORMATION

BOOTH DESCRIPTION

- 10' x 10' space (**booth cost \$3500**)
- Identification sign with company name, city, state and booth number
- 8' high back wall of flame proof drapery
- 3' high draped side rails
- One 6' skirted table
- Two chairs and wastebasket
- Additional booth furnishings and carpet may be rented from expo decorator

VALUE ADDED EXTRAS

- Lead retrieval included with booth purchase (**\$300 value**)
- Hyperlink from RPA Meeting page to company's web site
- Two full access badges (**\$1198 value**) and two exhibit hall only access badges (**\$300**) included per paid booth.
- Acknowledgment in RPA News May 2022 edition
- Recognition in email promotions
- On-Site Event Manager
- Overnight security, general lighting and cleaning



IMPORTANT DATES AND DEADLINES

November 30, 2021

Early booth confirmation deadline for company to be included in the January edition of RPA News.

January 31, 2022

Full payment for exhibit booth space must reach RPA by this date or booth will be forfeited.

February 24, 2022

- Deadline to make hotel reservations. Hotel information is provided in your exhibit confirmation email. ***Please be aware of unauthorized housing vendors. Only RPA will be providing housing reservations.***
- Final day to cancel exhibit contracts to receive a refund (less a processing fee of \$150). If request to cancel is received after this date, RPA will retain 100% of the total contract obligation unless booth is resold.

February 28, 2022

Full payment for sponsorships is due.



FREQUENTLY ASKED QUESTIONS

- **IS THE EXHIBIT HALL CARPETED?** The exhibit hall is carpeted; however, additional carpeting can be purchased if desired. Details on purchasing carpet for your booth can be found in the exhibitor service kit.
- **WHAT ARE THE SHOW COLORS?** Back wall drape is purple and white, side rail is purple and table skirt color is black.
- **WHO IS THE GENERAL SERVICES CONTRACTOR?** Alliance is the official decorator and on-site staff will be available during the conference.
- **IS LEAD RETRIEVAL AVAILABLE?** Yes, it is included in the cost of your booth.
- **ARE GIVEWAYS PERMITTED IN THE EXHIBIT HALL?** Our CME provider, The University of Virginia, Office of CME instituted a new policy in 2008 regarding Conflict of Interest/ Commitment. One of the elements of this policy forbids the use and distribution of any promotional materials such as coffee cups, pens, pads, bags, etc. that advertise products that are related to healthcare. Exhibit displays must only have educational materials or educational devices for patient use. If you have any questions about what is appropriate to display you may contact Jann Balmer, UVA CME Program Manager at JTB9S@hscmail.mcc.virginia.edu
- **WHAT ARE THE SET-UP AND DISMANTLE HOURS?** Set-up time is 1:30 pm – 5:30 pm on Thursday, March 24, 2022. All booths must remain in place and intact to ensure the integrity of the exhibit hall until official closing time of 6:00 pm Saturday, March 26, 2022. The exhibit space is in the grand foyer directly outside of the meeting rooms. For the safety of attendees and so that the noise of dismantling booths does not interfere with sessions, we are asking that exhibitors not dismantle booths until the meeting has adjourned and attendees have cleared the area. Your adherence to this request is greatly appreciated.
- **WHAT HOURS WILL THE EXHIBIT HALL BE OPEN DURING THE CONFERENCE?** The exhibit hall will be open during the times listed on page 6. During these times, at least one representative from each exhibiting company needs to be present at the booth. The exhibit hall is in the grand foyer directly outside the meeting rooms and is an open space. Attendees will be on their own for lunch, however, companies may want to have a representative in the booth for those that may choose to browse the exhibits on their lunch break.
- **WHAT IS THE MAILING ADDRESS TO THE CONFERENCE HOTEL?**
400 North Olive Street, Dallas, Texas 75201
- **HOW MANY BADGES WILL MY COMPANY RECEIVE?** Each company is allotted 2 full meeting access badges (includes access to educational sessions, events, and exhibit hall) and 2 staff badges (allows exhibit hall access only). Due to the pandemic, we are limiting in-person attendance and recommend that companies do not send more than four representatives.

RULES AND REGULATIONS

RPA is committed to providing the highest quality experience possible. It is agreed and understood that the policies for exhibitors are part of a contract between the exhibitor and RPA and that submission of the application for exhibit space constitutes the exhibitor's agreement to abide by these regulations in addition to the policies and guidelines of the Sheraton Dallas Hotel.

HEIGHT AND WEIGHT RESTRICTIONS

Height of total exhibit should not exceed eight feet from floor level. Weight of total exhibit must not exceed 100 pounds per square foot. Line of sight to adjacent booths must not be impaired. RPA reserves the right to make adjustments to or relocate displays that impair line of sight.

USE OF EXHIBIT SPACE

No exhibitor may sublet, assign or apportion any part of the space allotted, or represent, advertise or distribute literature for the product(s) or service(s) of any other firm or individual except as approved in writing by RPA. No direct sales (exchange of money) is permitted in the exhibit hall. Orders for products can be taken. The purpose of the exhibit is to inform and educate attendees on the products and services of the exhibitor. A representative must be in the booth during all open hours.

OFFICIAL DECORATOR

The official decorator for the 2022 RPA Annual Meeting is Alliance Exposition Services. Alliance will staff and operate a service center during move-in and move-out hours. Questions may be directed to Alliance Exhibitor Services at cdenton@alliance-exposition.com, ExhibitorAssistance@alliance-exposition.com or 703-528-2001. Online ordering available will be available at <https://alliance.expoorders.com>. A unique User ID will be given by Alliance once your booth is confirmed.

EXHIBITOR SERVICE KITS


Upon receipt and approval of your application with payment by RPA, you will be given access to the exhibitor service kit which contains shipping information; order forms for special requirements (i.e. rental exhibits, installation and dismantle labor), extra furniture, plants, electricity and décor for your booth.

LABOR

Alliance Exposition Services will have qualified labor available to facilitate a smooth installation and dismantling of the hall. Exhibitors can order labor through Alliance to receive experienced personnel to set-up and dismantle your exhibit. Alliance offers a complete package, including freight tracing, onsite supervision, experienced personnel and coordination of other contractor services.

INSTALLATION & DISMANTLING

Exhibits must be up and ready by 5:30 pm on March 24, 2022. Show management reserves the right to force labor to install your booth if your booth is not up by the appointed time and date. Attendees will be admitted into the exhibit hall at 6:00 pm



on Thursday, March 24, 2022. No exhibitor will be allowed in the exhibit area before or after official move-in hours without prior approval from RPA management. All booths must remain in place and intact to ensure the integrity of the exhibit hall until official closing time of 6:00 pm Saturday, March 26, 2022.

DISTRIBUTION OF PROMOTIONAL MATERIAL

RPA reserves the right to monitor circulation of all exhibitors promotional material. Standard product price information should be distributed on a discretionary basis and must be confined to the space assigned.

LIABILITY

Exhibitor assumes all responsibility for and liability of losses, damages and claims resulting in injury or damage to exhibitors' displays, equipment and other property brought onto the premises of the hotel. Exhibitor shall indemnify and hold harmless the hotel agents and any employees or representatives of RPA, from any and all such losses, damages and claims.

INSURANCE

Exhibitors are responsible for insuring their own displays, materials and/or personnel. RPA, its representatives, and the hotel are not responsible for damage to or loss/destruction of displays/materials. All claims for any such loss, damage or physical injury are hereby waived by the exhibiting companies.

SIGNAGE

Signs, posters, etc. may not be taped, posted, thumbtacked, nailed or otherwise affixed to surfaces in any part of the hotel. Exhibiting companies are liable for any and all damages caused by them to the hotel facility.

MUSIC LICENSING


The exhibitor assumes all responsibility for compliance with music licensing under the current copyright laws and is solely responsible for obtaining the necessary copyright licenses for music "performances" in the individual exhibitor's booth.

FIRE REGULATIONS

Exhibitor assumes all responsibility for compliance with all local city and state ordinances and regulations covering fire, health and safety. All equipment and materials must be protected with safeguards when necessary. Only fireproof materials may be used in displays and individual exhibitors must take all necessary fire precautions.

SAFETY & PANDEMIC CONSIDERATIONS

The health and safety of all participants at the Renal Physicians Association's 2022 Annual Meeting is important to us. To enable an in-person meeting with lower risk to all participants, RPA is requiring proof of COVID-19 vaccination for admittance to the meeting and its events. This policy is based on the guidance and recommendations issued by the Centers for Disease Control and Prevention (CDC) and other public health authorities. Additional safety precautions will be implemented as needed for the safety and well-being of all participants. By applying to exhibit at the Renal



Physicians Association 2022 Annual you understand and agree that the COVID-19 Pandemic is still a consideration and as RPA monitors the situation we may need to adjust the meeting schedule, number of permitted attendees, posted Health and Safety policies, and/or cancel the in-person meeting and events, RPA is not liable for any cancellation fees or penalties your group may incur as a result of changes to the Annual Meeting or full cancellation for any reason. All registrants must agree to follow RPA's posted Health and Safety Policies.

CANCELLATION

Should a confirmed exhibitor need to cancel their participation, RPA must receive notification of cancellation, in writing, by February 14, 2022 and RPA will give a full refund less a \$150 cancellation fee. No refunds will be given for cancellations received after 11:59 pm CST, February 24, 2022, unless booth space is resold minus the cancellation fee.

CANCELLATION OF MEETING

In the event of cancellation of the meeting or exhibition, RPA will refund to exhibitors the RPA exhibit fees.

ATTENDEE CONTACT INFORMATION

Lead retrieval is included with your exhibit fee. RPA will provide a mailing list of those attendees that did not opt out to receive communications.

EXHIBITOR HOTEL ACCOMMODATIONS

All exhibitor staff hotel accommodations must be reserved through RPA. The discounted room rate is \$199 single/double occupancy plus applicable taxes (15.26%).

Hotel reservation information will be included in your email confirmation.

Exhibitor reservations must be made through RPA to get the discounted room rate. Reservations must be made by February 24. Rooms and rates may not be available after the deadline.

AMENDMENTS BY RPA

RPA has the sole authority to interpret, enforce and amend all rules and regulations contained herein. If an amendment is necessary, written notice of the amendment will be issued to exhibitors. By paying exhibiting fee, the exhibiting company agrees to exhibit at the named continuing medical education activity and agrees to abide by all requirements of the ACCME Standards for Commercial Support of Continuing Medical Education. No promotional activities will be permitted in the same room or path as the educational activity. No product advertisements will be permitted in the program room. RPA is authorized to reserve a 10'x10' booth space in the Exhibit Area March 24-26, 2022, at the RPA 2022 Annual Meeting scheduled at the Sheraton Dallas Hotel for the exhibiting company. If this booth space is cancelled after confirmation and before February 24, 2022, a \$150 cancellation fee will be incurred by the company. If cancellation is made after February 24, RPA will retain 100% of the total contract obligation unless booth is resold. If booth is resold, a refund will be granted minus the \$150 cancellation fee. All reservations for space are subject to approval by RPA. RPA has the right at its discretion to accept or reject any application for space and reserves the right to reassign exhibit booths if necessary.

EXHIBITOR SHOWCASE

The RPA Exhibitor Showcase is an effective way to showcase your products and services to a targeted audience in an intimate setting without leaving the show floor! This exclusive opportunity is a great way to introduce new products and services, develop sales leads and increase traffic to your booth maximizing your ROI!

The showcases will be available during exhibit hours and open to RPA attendees ONLY. There are a limited number of slots available with a maximum participation of 20 people to help provide an interactive environment.

Benefits of Participation:

- Dedicated time to promote your company's products and services
- Connect with potential clients in an informal setting
- Increased visibility by having the presentation title, date, time and exhibitor name listed in RPA Annual Meeting promotional materials (*if confirmed before production*) and social media
- Presentation title, date, time and company logo on signage displayed throughout the exhibit hall

Items Included in Cost:

- Dedicated area with seating for 20 people. *RPA is unable to add additional seating if the capacity reaches more than 20.*
- Audio visual equipment to include: monitor, LCD projection, a microphone, sound system, laser pointer, AV technician, laptop, internet connection
- Signage outside of theater and in registration area with scheduled listing
- Collateral table
- Push notification 5 minutes before start of presentation

Eligibility

Companies or organizations must be exhibitors at the RPA 2022 Annual Meeting in order to reserve a timeslot in the RPA Product Showcase.

Schedule and Cost

DAY	SET-UP TIME	PRESENTATION TIME	COST
Friday, March 25	7:00am - 7:30am	7:30am - 7:50am	\$4,500
Friday, March 25	10:15am - 10:45am	10:45am - 11:05am	\$4,500
Saturday, March 26	7:00am - 7:30 am	7:30am - 7:50am	\$4,500
Saturday, March 26	10:15am - 10:45am	10:45am - 11:05am	\$4,500

SUPPORT AND MARKETING OPPORTUNITIES

The RPA Annual Meeting offers an invaluable opportunity for your company to showcase its brand and loyalty through financial contributions that enable professional and personal development for nephrology practitioners. The RPA Annual Meeting is an excellent venue to reinforce your company's brand image and maximize its competitive advantage.

CONFERENCE WIFI – \$20,000

Keep attendees connected! Your homepage will be featured when an attendee connects through the conference WiFi.

Benefits: 2 complimentary full access registration badges, acknowledgment on all electronic signage throughout the meeting, acknowledgment in the RPA newsletter, acknowledgment on RPA's Mobile App, Final Program Book, RPA website.

PRACTICE ADMINISTRATORS' NETWORKING RECEPTION – \$8,000

Gain access to the gate keepers of physician practices. The administrators are the managers and CEO's of physician practices. Sponsorship of their reception will give you an opportunity to give a brief presentation and meet those who are responsible for running the physician offices.

Benefits: Give a 10 minutes presentation to reception attendees, acknowledgment on all electronic signage throughout the meeting, acknowledgement in the RPA newsletter, acknowledgement on RPA's Mobile App, Website, and Final Program Book.

HOTEL ROOM KEY CARDS – \$7,500

Your company's logo or name will be printed on all room key cards that conference attendees receive when they check in to the hotel.

Benefit: Company brand on all room keys for attendees.



DOODLE BOOKS – \$5,500



Each meeting attendee will get a doodle book that will highlight the 2023 annual meeting host city of New Orleans, LA. During the meeting, attendees can bring their best doodle artwork to the RPA Resource Center where we'll post them for attendees to vote for their favorite one. The winner will receive a complimentary registration to the 2023 Annual Meeting. It's an 8 ½ x 11, 12-page doodle book.

Benefit: Full page back cover color ad on doodle book

PHONE CHARGING STATION - \$3,000 (3 available)

A popular traffic builder, the phone charging station allows attendees to charge a wide variety of electronic devices so there's no need to leave the event to conduct other business. Three stations will be conveniently located throughout the meeting. Your company logo will be prominently placed on the phone charging station.

ATTENDEE LOUNGE - \$4,500 (2 available)

This will be the place where attendees can sit and catch up with their colleagues, check their emails or relax until the next session. Your company name and logo will be displayed acknowledging your sponsorship of the lounge. You may also leave literature in the lounge.

COFFEE STATION - \$5,000 (4 available)

Gain additional exposure in the exhibit hall by supporting a coffee station. Cups, napkins, or cup holders with your company logo can be provided (at company expense). Exhibit Hall signage is included in the support fee. Signage may be product specific.

PRODUCT GALLERY WALL - \$750

Showcase your product or service on the exhibit gallery wall. This will be prominently displayed for all attendees to see. Include your booth number or a QR Code for attendees.



GENERAL MEETING SUPPORT

Become a supporter of the RPA 2022 Annual Meeting by providing an unrestricted grant to RPA. Recognition at the meeting and in promotional materials start with a grant in the amount of \$2,500, however, we will accept general support at any monetary level.

\$2,500 - Benefit: Listing on RPA website, Mobile App, and electronic sign

\$5,000 - Benefit: \$2,500 grant benefits, 1 complimentary registration

\$7,500 - Benefit: \$5,000 grant benefits, ¼ page ad in the RPA News Special Edition Newsletter

ADVERTISING OPPORTUNITIES

ELECTRONIC AD

\$1,000

Enhance your visibility by placing an ad on our electronic message boards at the annual meeting. Your ad will be in a continuous rotation throughout the duration of the meeting

MOBILE APP BANNER ADS

\$4,000 (1 month) • \$7,000 (2 months) • \$9,000 (3 months)

These clickable advertisement images can be placed in many different locations throughout the app to increase your brand awareness.

SPONSORED CONTENT (RPA Mobile App)

\$3,000 (1 month) • \$5,000 (2 months) • \$6,000 (3 months)

These can include videos, images, documents, articles or links. Users can like, comment, and share this content which can be promotional, educational or fit specific marketing objectives.

PLATFORM ADVERTISING OPPORTUNITIES

\$7,000 (4 available)

The RPA Annual Meeting live sessions will be live-streamed, and all sessions will be recorded for on-demand viewing. Banners ads are available on the platform and can be linked to your website. These ads will stay on the platform for 6 months.

EMAIL BLAST ADVERTISING

\$5,000 per month (3 available)

A banner ad will be included on promotional emails sent to potential attendees.



REGISTRATION COUNTER KICK PANELS

\$2,800 each (1 available)

Be the FIRST exhibitor seen at the Annual Meeting! Your company logo will be visible upon attendee's arrival when they register and pick-up their materials at the registration counter. Plus your support gives your company exposure throughout all 4 days of the meeting.

HOTEL MONITORS AT FRONT DESK

\$2,500 (2 available)

Greet attendees when they first arrive! Your company message can be displayed on the monitors at the front desk.



WINDOW PANES LEADING TO RPA MEETING SPACE

\$6,500 (4 available)

Attendees will walk this hallway several times a day to get to the meeting space. This is a great way to let your presence be known and a reminder to have them visit your booth!



SUPPORT OPPORTUNITIES APPLICATION

Sponsoring Company _____

Contact Name _____

Address _____

City _____

State _____

Zip _____

Phone _____

Email _____

PAYMENT: 50% deposit must accompany application. All balances are due by **February 28, 2022.**

☐ Check made payable to RPA ☐ Visa ☐ MasterCard ☐ American Express

If paying by credit card a secure payment link will be sent to the email address listed above.

- ☐ **Attendee Lounge**\$4,500
- ☐ **Coffee Station**\$5,000 quantity_____
- ☐ **General Meeting Support:** ... ☐ \$2,500 ☐ \$5,000 ☐ \$7,500
- ☐ **Electronic Ad**\$1,000
- ☐ **Mobile App Banner Ad**\$1,200
- ☐ **Sponsored Content:** ☐ \$3,000 ☐ \$5,000 ☐ \$6,000
- ☐ **Platform Banner Ad**\$7,000
- ☐ **Email Blast Advertising**\$5,200
- ☐ **Gallery Wall**\$750
- ☐ **Phone Charging Station**\$3,000 quantity: _____
- ☐ **Registration Counter Kick Panels**\$2,800 quantity: _____
- ☐ **Doodle Books**\$5,500
- ☐ **Hotel Room Key Cards**\$7,500
- ☐ **Practice Administrators' Reception**\$8,000
- ☐ **Conference WiFi**\$20,000

For additional information contact:

Desiree Bryant, CMP, DES at dbryant@renalmd.org

Submit Application to:

Desiree Bryant, CMP, DES
RENAL PHYSICIANS ASSOCIATION
1700 Rockville Pike, Suite 320 Rockville, MD 20852

P: 301-468-3515 EXT. 12
F: 301-468-3511
Email: meetings@renalmd.org

EXHIBITORS APPLICATION

Please print clearly

EXHIBITING COMPANY

(Your company's name will appear exactly as printed below in all RPA meeting publications.)

Company Name _____

Contact Name _____

Email _____

Address _____

City _____

State _____

Zip _____

Phone _____

Fax _____

Company Website _____

Do not locate our booth space next to or across from the following companies:

PREFERRED EXHIBIT SPACE

Please write in booth number from the floor plan on page 5.

1st Choice _____ 2nd Choice _____

3rd Choice _____ 4th Choice _____

PAYMENT

All booths are \$3,500 per booth. **Full payment must be received by January 31, 2022.** By paying the exhibit fee the above named company agrees to exhibit at the named continuing medical education activity and agrees to abide by all requirements of the ACCME standards for commercial support of continuing medical education. No promotional activities will be permitted in the same room or obligate path of the educational activity. No product advertisements will be permitted in the program room.

PAYMENT INFORMATION

☐ Check made payable to RPA

☐ VISA ☐ MasterCard ☐ American Express

Amount Enclosed/Charged: _____

If paying by credit card a secure payment link will be sent to the email address listed above.

☐ RPA is authorized to reserve one 10'x10' booth space in the exhibit area at the RPA 2022 Annual Meeting scheduled at the Sheraton Hotel Dallas for the company listed above. If this booth space is canceled after confirmation and before February 24, 2022, a \$150 cancellation fee will be incurred by the company above. If cancellation is made after February 24, 2022, RPA will retain 100% of the total contract obligation unless booth is resold.

PLEASE NOTE: When requested space is not available, the next best alternative will be assigned. Please indicate any competitors you do not wish to be near. Due to the limited amount of exhibit space, Exhibit management will make every effort to avoid assigning space next or near the following companies, but cannot guarantee this in every case.

All applications for space are subject to approval by RPA. RPA has the right at its discretion to accept or reject any application for space and reserves the right to reassign exhibit booths if necessary.

SUBMIT APPLICATION FORM TO:

Desiree Bryant, CMP, DES
RENAL PHYSICIANS ASSOCIATION
1700 Rockville Pike, Suite 320
Rockville, MD 20852

P: 301-468-3515 EXT. 12 • F: 301-468-3511

Email: meetings@renalmd.org

RPA USE ONLY - EXHIBITOR APPLICATION

Date Received _____ Payment Received _____ Booth Assigned _____