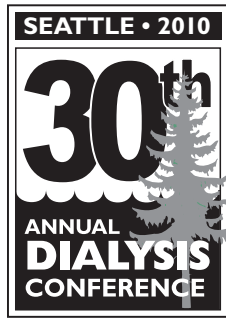


March 7-9, 2010

Seattle, Washington • Washington State Convention and Trade Center



**30th Annual Conference on Peritoneal Dialysis
16th International Symposium on Hemodialysis
21st Annual Symposium on Pediatric Dialysis**

INFORMATION FOR EXHIBITORS

Introduction

The University of Missouri School of Medicine invites you to be a part of the Annual Dialysis Conference (ADC). This international conference has become the most important annual meeting in the world for all forms of dialysis. It will be held at the Washington State Convention and Trade Center, Seattle, Washington, March 7-9, 2010. The 2009 meeting attracted over 1800 participants from more than 40 countries.

We offer exhibits at this conference because we think it is important for participants to be exposed to the products and services that make dialysis possible. If you have been with us before, you know that we make a special effort to assure that this is a good meeting for exhibitors. All of our continental breakfasts and catered breaks, for example, are served in the exhibit area to assure good traffic. We hope that you will feel free to talk to us about your needs, interests and concerns. You will find that we are very interested in your views, and have often modified policies based on the advice of exhibitors.

Who Attends the Dialysis Conference:

Registration Categories • 2009, Houston, Texas	
Doctors	516
Nurse	772
Dietitians	37
Social Workers	11
Others Categories	510
TOTAL	1864

Exhibit Rules & Regulations

The Office of Continuing Education, School of Medicine, University of Missouri "The Office" reserves the right to accept or reject any application for exhibit space at the Annual Dialysis Conference (ADC). The Office also reserves the right to establish rules regarding the assignment of booth space, the right to make final space assignments, and the right to determine the limits of acceptable activities by exhibitors and their staff members with regard to any aspect of the conference and its exhibits.

It is the obligation of each exhibitor to familiarize exhibit staff

with rules established by The Office. Exhibit staff sometimes receive memos at registration emphasizing relevant regulations. It is the responsibility of each exhibitor's on-site exhibit manager to assure that staff members read these memos.

The Office reserves the right to exclude from the conference and exhibit area any exhibit staff member who does not comply with established guidelines. Fortunately this has never yet been necessary. We suggest that the open communication and mutual respect we have developed with our exhibitors explain this good record. We urge any exhibitor with questions or concerns about an activity at the conference to raise the issue with Office staff. We greatly prefer mutual problem solving to invoking regulations and sanctions.

Exhibit Application and Assignment of Space

All applications for booth space must be submitted using the enclosed application. Please list 6 booth choices in order of preference, using the booth numbers from the enclosed exhibit diagram. We will make every effort to give you the location you prefer. Should it be impossible to provide any of your choices, we will contact you before assigning you to an alternate location.

A point system is used to determine the priority of exhibitors in the assignment of exhibit space. Points are allocated to exhibitors according to the following rules:

- 4 points for each of the last four Conferences at which the exhibitor was present (maximum of 16 points).
- 1 point for every \$1,000 of educational grant funds or other financial support, other than exhibit fees, provided by the company for the past year's Conference.
- 2 points for every exhibit space unit to be used by the exhibitor at the upcoming conference.

Commercial exhibitors will be given priority over non-profit exhibitors in space assignment. After commercial exhibitors have been assigned space based on their points, non-profit exhibitors will be ranked in relation to each other by the same point system and assigned remaining spaces.

For perimeter exhibits, an "exhibit space unit" is one 10'X10' space. For island exhibits, each 100 square feet of exhibit area will be counted as one unit. For example, a 20' x 20' island exhibit would be counted as 4 units. A 20' x 30' island space would

be counted as 6 units. For the purpose of calculation of exhibit fees, the cost will be \$3,700 for each 10' x 10' perimeter exhibit space. In regards to island space, the cost will be \$16,500 for the first 20' x 20' and \$3,700 for each additional 100 square feet. No island space may be smaller than 20' x 20'. The enclosed exhibit diagram shows several island locations.

Once an exhibitor is assigned to an island space, the Office will permit the exhibitor to adjust the size of the exhibit space within the following limits. No island space may be smaller than 20 x 20'. No island space may be reduced by more than one third of the size shown on the exhibit diagram. No island may be increased in size to the extent that, in the opinion of the Office, it interferes with necessary aisle space, interferes with space needed for food service, impedes access to neighboring exhibits, or otherwise creates problems in the layout of the exhibit area.

When listing preferred spaces on the application form, an exhibitor may indicate the desire to combine adjacent islands into a single larger unit. For example, a company might want a 40' x 30' island where the diagram shows two 20' x 30' islands separated by an aisle. If an exhibitor is assigned such a space, the Office will determine the precise placement of the resulting island exhibit in order to preserve adequate aisles and food service space.

Space assignments will be made on December 7, 2009 (three months prior to the conference). Exhibitors will be notified after December 7, 2009 with a confirmation letter and invoice for balance due at the time.

Companies that apply after December 7, 2009 will be assigned space on a first come first serve basis.

The Office reserves the right to revise the Exhibit Floor Plan. This could be necessary, for example, if there were many more exhibitors than originally expected. You will be notified of any such changes. The changes will be made in such a way as to preserve original spacial relationships as much as possible. Minor revisions, such as the conversion of a 20' x 20' foot island to a 20' x 30' island at the request of the exhibitor in that space, will not require notification of all exhibitors.

Terms of Payment

The exhibit fee schedule for commercial exhibits is:

Perimeter -

\$3,700 for each 10' x 10' perimeter space.

Island -

\$16,500 for the first 20' x 20' space,
\$3,700 for each additional 100 square feet of space.

The exhibit fee schedule for non-profit or publishers is:

Perimeter -

\$1,600 for each 10' x 10' perimeter space.

A deposit of 50% of the total exhibit fee is required at the time of application. An exhibitor's space priority points will not take effect until the deposit is received by the Office.

The balance of 50% must be received by the Office on or before Friday, January 15, 2010.

All Exhibit Applications submitted after January 15, 2010 must be accompanied by full payment.

Cancellations

Cancellation of exhibit space must be directed in writing to the ADC Exhibits Coordinator at the address listed on the bottom of the application. Refunds, less an administrative fee of 20%,

will be made at the discretion of exhibit management. However, no refund will be given for cancellation made after Friday, January 22, 2010.

In the event of cancellation of exhibits due to fire, the elements, strikes, governmental regulations or other causes beyond ADC's control, the ADC will not be held liable for failure to hold the Exposition as scheduled, and ADC will determine the amount, if any, of the exhibit fees to be refunded.

Dedicated Exhibit Times

Admission to the Exhibit Area will be by badge only. (Booths must be manned during these times)

Sunday, March 7	
9:30 - 11:00 am	Refreshment Break
3:30 - 5:00 pm	Refreshment Break
Monday, March 8	
7:00 - 8:30 am	Breakfast in the Hall
9:30 - 11:00 am	Refreshment Break
3:30 - 5:00 pm	Refreshment Break
Tuesday, March 9	
7:00 - 8:30 am	Breakfast in the Hall
9:30 - 11:00 am	Refreshment Break
11:00am - Midnight	Teardown begins

Registration

All participants affiliated with Exhibits must be pre-registered.

All exhibit staff must be registered. 4 complimentary conference exhibitor registrations are provided for every 10' x 10' space, up to a limit of 12 per exhibitor. Additional exhibit staff must be registered at a fee of \$200 each.

Please be sure you understand the following:

What you do get as an exhibit staff registrant:

- Access to all educational sessions.
- Access to the Exhibit Hall at all times.
- Access to catering in the Exhibit Hall.

What you do not get as an exhibit staff registrant:

- CME or nursing credit
- CD
- Abstract books
- Meals

Note that: If any of your staff wants continuing education credit they must be registered at the usual conference registration rate, using a conference registration form.

Exhibitor Services

The following services will be provided to Exhibitors at no additional charge:

- A standard identification sign showing Exhibitor's name and booth number
- Eight-foot high back wall and 36" high side rails of quality flame-retardant fabric
- Watchman service (24 hour)
- Daily cleaning of aisles in Exhibit area
- Refreshment Breaks in Exhibit Hall
- Continental breakfasts in the Exhibit Hall

- Exhibitor listed in the program given out at the conference.

An exhibit service kit containing rates for all labor, services, electrical connections, furniture and misc. equipment will be posted online at www.freemanonline.com and Freeman Decorating Company will send out email notifications, once exhibit booth spaces have been assigned.

All orders must be received by Freeman 14 days prior to the installation of exhibits to qualify for advance order discounts.

Installation/Dismantling/Removal Information

The Exhibit Area of the Center will be available for installation of Exhibits from 8:00am - 5:00pm on Saturday, March 6, 2010. (If you need special arrangements, contact the Office of Continuing Medical Education, 573/882-9973.) Cases and packing boxes will be delivered promptly to all booths. All Exhibits must be in position and ready for opening of the Exhibit Area by 9:30 am, Sunday, March 7, and are to remain intact until the close of the Exhibition (11:00am, Tuesday, March 9). Exhibitor cooperation will result in a speedier break-up of the show. The Exhibits must be completely removed from the Exhibit Area by 12:00 Midnight, Tuesday, March 9.

Exhibitors who plan to have an exhibit service firm (other than the official labor contractor) unpack, erect, assemble, dismantle and pack displays/equipment must notify Freeman and abide by the guidelines as outlined within the Exhibitor Service Manual. Manual may be accessed online at www.freemanonline.com.

Shipping Instructions

The Office has made arrangements on behalf of the Exhibitors with the decorating/drayage firm to receive, store and deliver exhibits directly to the Exhibit Area on set-up day. All shipments should be consigned as follows:

Annual Dialysis Conference
 Company Name
 Booth Number
 c/o Triumph Events Network, Inc
 12614 Interurban South Avenue
 Seattle, Washington 98168
 Phone: 206-431-1010

Exhibitors must ship all displays early to ensure arrival at least one week prior to installation date. All display material will be stored in the contractor's warehouse for up to 30 days as part of the official drayage service.

Booth Design and Use of Exhibit Space

Drapes will not be provided in Island Displays.

Display material is restricted to 8' in height (48" in height for the side walls of perimeter exhibits) unless specifically approved by the Office. Sufficient see-through and/or walk through area must be provided so as not to excessively block the view of adjacent Exhibits.

No Exhibit may span an aisle by roofing or floor covering. Exposed, unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. In the event the Exhibitor does not drape unfinished sides of an Exhibit, the Decorator, with the approval of the Office, will provide draping deemed necessary and charge the Exhibitor accordingly.

The aisles are the property of the Office. Therefore, each Exhibitor has the responsibility to assure proper flow of traffic

through the entire show. Do not place your demonstration areas on the aisle line of your Exhibit if you expect many people to congregate at one time. Leave space within your Exhibit Area to absorb the majority of your crowd.

No surveys or similar activities may be conducted by exhibit staff outside their company's exhibit area without specific prior approval by the Office.

Policy on Commercial Exhibits

The character of the Exhibits is subject to the approval of the Office. The right is reserved to refuse the Application of concerns not meeting the Office's standards, as well as the right to curtail exhibits or parts of Exhibits which reflect unfavorably upon the character of the Conference. Non-professional products or services are not to be displayed. This applies to displays, literature, novelties, souvenirs, conduct of persons, etc.

The following practices are prohibited at the Dialysis Conference:

- Noisy devices.
- Canvassing/distribution of advertising matter by an exhibitor outside of the Exhibitor's Booth.
- The distribution of material that in any way implies or suggests, in words or through the use of images, that the University of Missouri or the Annual Dialysis Conference makes any assertion whatsoever regarding a product, service or company, unless such assertion is documented in writing by the Office and the material is approved in advance by the Office.
- Distribution of promotional material to guest rooms in hotels that are part of the Conference hotel group, without the prior knowledge and approval of Hotel Management and the Office. All such material must be reviewed by the Office before distribution to assure that there is no implication of endorsement by the University of Missouri or the Conference.
- Entry into another Exhibitor's Booth without permission.
- Photographing or examining another Exhibitor's equipment without permission. (The Office does reserve the right to photograph the Exhibit area for its own noncommercial use.)
- The use of billboard advertisement and/or display of signs outside of an exhibitor's space without prior approval from the Office.
- Exhibit hours will be: Sunday, March 7, 9:30-11:00 am and 3:30-5:00 pm; Monday, March 8, 7:00-8:30 am, 9:30-11:00 am and 3:30-5:00pm; Tuesday, March 9, 7:00-8:30 am, 9:30-11:00 am . No other activities involving program registrants, such as focus groups or product demonstrations, may be conducted by exhibiting companies during educational sessions, regardless of where these activities occur, without prior approval by the Office.
- Although exhibit staff are welcome to attend all sessions, it is important to note that accreditation rules and AMA guidelines state that no promotional activities are permitted in educational sessions. For example, it is unacceptable for an exhibit staff person to ask questions or make comments that tend to stimulate positive discussion of his or her company's products. It is equally unacceptable to approach a customer individually to discuss business during an educational session. We recognize, however, that some exhibit staff members are health professionals and scientists and they are welcome to participate in product-

neutral discussions of the scientific and clinical issues addressed in an educational session.

Giveaways and Contests

Exhibitors may distribute promotional literature and related small items. Any food items require the prior approval of the Office. (The Office must in turn get permission from the Center's management.) Any exhibitor sponsoring a contest or raffle must have prior permission from the office regarding the way the contest will be conducted and the manner in which winners will be notified or announced.

Subletting Space

Subletting assignment or apportionment of the whole or any part of an Exhibit Booth or Island Display by an Exhibiting company is prohibited. No Exhibiting Company may permit any other party to exhibit in their space(s) any goods other than those manufactured or handled by the Contracting Exhibitor. Exhibitors may not permit the solicitation of business by others within your space. This rule is not meant to prevent exhibitors from exhibiting products of other companies for which they are formal sales representatives.

Downsizing of Booth Space

All requests for downsizing of booth space must be submitted to the Office in writing by January 25. All requests received on or prior to Monday, January 25, will receive a refund for the difference in booth fees, less a 20% administrative fee. Any requests received after Monday, January 25, will not be eligible for a refund.

Sales and/or Order Taking

Neither the Exhibitor nor its agents, employees, contractor or anyone connected with or authorized by the Exhibitors, shall conduct or permit any sales or order taking of machinery, equipment, goods or service of any kind in the Exhibit Hall or in any other facility provided or controlled by the Office in connection with the Annual Dialysis Conference meeting, unless Exhibitor or his agents has the necessary licenses and pays all necessary taxes in accord with local governments and the State of Washington.

Music and Other Copyrighted Material

It is the sole responsibility of exhibitors to assure that they have acquired the necessary permissions and licenses for any use of music or other copyrighted materials. It is strictly against show rules for an exhibitor to use music or other copyrighted materials without the necessary licenses and permissions.

Liability and Center Rules

1. Exhibitors are responsible for any damage or loss they may suffer in relation to participation in the Annual Dialysis Conference, unless such damage or loss is caused by the negligence of the Center, Freeman Decorating Company, the Office, or the employees and agents of these organizations.
2. Neither the Office, Freeman Decorating Company, nor the Center maintain insurance covering exhibitors' property. It is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor. Although the Office provides watchman service, the Office in no way suggests that the exhibit hall is a fully secure area and advises exhibitors not to leave valuable portable items unattended.
3. All packing containers, excelsior and wrapping paper,

must be flameproof, are to be removed from the floor, and must not be stored under tables or behind displays. All muslin, velvet, silken and any other decoration must stand a flameproof test as prescribed by the fire ordinance of the city of Seattle. All materials and fluids which are inflammable are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc. are not permitted without the permission of the Center and the Fire Prevention Bureau.

4. It is the responsibility of each Exhibitor to install its Exhibit before the opening of the Exhibition and to dismantle its Exhibit as soon as practicable but no later than 12:00 midnight Tuesday, March 9, 2009. All property is to be shipped to and from the drayage company by each Exhibitor.
5. Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls floors and other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. Damage repairs in connection therewith for the protection of the building, equipment or furniture will be at the expense of the Exhibitor.

Insurance and Security

Exhibitors wishing to insure their Exhibit materials, goods and/or wares of Exhibits against theft, damage by fire, accident or loss of any kind, must do so at their own expense. As a courtesy to Exhibitors, watchman service for the Exhibitor Hall will be furnished by the Office during the hours deemed necessary. The furnishing of such service is in no case to be understood or interpreted by the exhibitors as any guarantee to them against theft or loss of any kind. Therefore, Exhibitors are urged by the University to take out a portal-to-portal rider, available at a nominal cost on their own insurance policy, protecting them against loss through theft, fire, damage, etc. They are further advised that easily stolen, valuable objects should be secured during non-exhibit hours, especially overnight.

Violations

Violations of any of these Exhibit Guidelines and Regulations on the part of an Exhibitor, its employees or agents, shall annul the right to occupy space and such exhibitor will forfeit to the Office all monies which may have been paid. Upon violation of any of these regulations on the part of the Exhibitor, his employees or agents, the Office has the right to terminate the right to occupy space and the University may re-enter and take possession of the space and remove all persons and goods at the Exhibitor's expense. The Exhibitor will reimburse the Office for all damage which the Office may incur and forfeit all monies paid or due. By accepting these rules the Exhibitor expressly waives the service of written notice to re-enter and terminate.

Fire Regulations

All Exhibitors are required by the Seattle Fire Department and/or the Center to conform to the following regulations:

- Smoking is prohibited in Exhibit Areas at all times.
- All materials used in the Exhibit Hall must be flameproofed to meet test for scenery and decorations in the Municipal Code of Seattle. This flame test stipulates that if the flame from an ordinary wood match does not ignite a substance or material or cause it to burn or to carry a flame or glow on removal of the lighted match, the substance or material

shall be construed as having been treated with a flame retardant solution in a satisfactory manner and as meeting the regulations of the Seattle Fire Department.

- Empty cartons, boxes and crates must be removed from the Center prior to the opening of the show and returned at the close of the show. (Removal, storage and return of cartons included in the drayage service provided by Freeman Decorating Company.)
- Excelsior or shredded paper should not be used in crating merchandise.
- Aisles must be kept completely clear and unobstructed during show hours. They must be kept as clear and uncluttered as possible during set-up and dismantle hours.
- Fire exits and fire hose cabinets must be kept clear at all times.

Cancellation of Conference

Should any situation beyond the control of the Office arise to prevent the Annual Dialysis Conference, the Office will not be held liable for any expenses incurred by the Exhibitor except the rental cost of booth space, which will be refunded.

Advertising Opportunity and Deadlines

Of special interest to annual meeting exhibitors and supporters is the opportunity to advertise in either or both the 3rd Dialysis Brochure and/or Pocket Program. The 3rd Dialysis Brochure has an international mailing list of over 20,000 and the Pocket Program is handed out on-site to all who register for the Annual Meeting.

3rd Dialysis Brochure

Advertising Closing Date: October 16, 2009
Materials Due: October 26, 2009

Conference Pocket Program

Closing Date: November 16, 2009
Materials Due: November 25, 2009

Advertise in both issues with the same Ad Materials, and receive a 50% discount off the black & white rate of the second ad.

One complimentary copy of the Conference Brochure and Pocket Program will be sent to each confirmed exhibiting company once the issues have been published.

Reserve space now!

Advertisers, Exhibitors, Sponsors — Reserve your space now for the 30th Annual Dialysis Conference

For more information contact:

Elaine Rogers
2401 Lemone Industrial Boulevard, DC345.00
Columbia, Missouri 65212
Telephone: 573-882-9973
Fax: 573-882-5666
E-mail: rogerse@health.missouri.edu

Dates to Remember:

ASAP	Return application with 50% deposit per booth
December 7	Assignment of space (tentative)
January 15	Full payment due
January 22	Last day for full refunds - less 20% cancellation fee per booth
January 29	Deadline to submit names for badges
March 6	Exhibit set up begins
March 6	Exhibitor registration begins. Exhibits should be completed by 7:00 pm
March 7	Exhibit floor opens 9:30 am
March 9	Exhibits close at 11:00 am and dismantling begins. Exhibits must be removed by midnight.

Sponsorship Opportunities to Increase Your Visibility

There are several opportunities listed below to increase your visibility at the Annual Dialysis Conference and gain exposure for your company or product. If interested, please see the Sponsorship Form that is included in your exhibit packet.

- Speaker Reception - \$25,000
- Registration Reception - \$30,000
- First Day Lunch - \$20,000
- Second Day Lunch - \$20,000
- Conference Bags - Please Call
- Opening Keynote Speaker - \$5,000
- 75-minute session (2 speakers) - \$5,000
- 90-minute session (3 speakers) - \$7,500
- 120-minute session (4 speakers) - \$10,000
- Fellows Funding - \$5,000-\$10,000
- Binders for Fundamentals of Dialysis in Children, Home HD, and Comprehensive Course in HD - \$10,000
- Exhibit Hall Refreshments - One Daily - \$8,000
- CD for Dialysis Conference - \$10,000
- Dessert with the Poster Presenters - \$5,000
- Grip-It Luggage Identifier - \$5,000
- Hand Sanitizer - \$5,000
- Internet Café - Please Call
- Lanyards - \$5,000
- Official Conference Pin - \$5,000
- Signs - signage courtesy of XXX (small line at bottom of each poster) \$5000
- Pens/Pencils - \$3,000
- Conference Memo Pads with sponsoring company information on cover - \$5,000
- Bottled Water with sponsoring company on label - Please Call
- Hotel Room Key Cards - Please Call
- Educational Grant Support - Please Call
- Lead Retrieval Machines - Please Call
- Conference Padfolios - Please Call