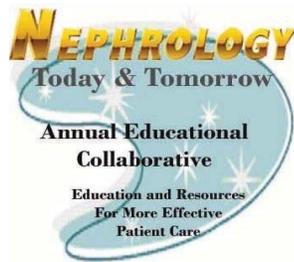




END STAGE RENAL DISEASE NETWORK OF TEXAS



2014 Annual Educational Collaborative

Meeting Dates: October 24-25, 2014
Omni Mandalay Hotel at Las Colinas
Irving, Texas

Exhibitor Prospectus

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MEETING OVERVIEW

Thank you for your interest in the ESRD Network of Texas, Inc. 2014 Annual Educational Collaborative, *Nephrology Today & Tomorrow!* We are always excited to bring together this large group of nephrology professionals and patients that engage in and contribute to the improvement of quality care for the state of Texas. We invite you, as a provider of goods and services in the renal community, to join us in our efforts to disseminate knowledge and best practices to enhance patient care. This year's theme is ***Blueprint for Success!***

The ESRD Network of Texas, Inc. (Network #14) is a not-for-profit organization under contract with the Centers for Medicare & Medicaid Services (CMS) to oversee quality in over 550 dialysis and transplant programs in the Texas. Network #14 also ensures quality care for Texas ESRD patients, which number over 50,000, with a focus on patient- and family-centered care. To this end, we will incorporate the patients' voice into conference sessions to assist providers in better understanding and implementing patient- and family-centered care at the facility level.

This educational collaborative offers valuable CEU, CNE, and CME hours required for all licensed professionals. It also provides the renal community with up-to-date information and resources for Nephrologists, Administrators, Directors of Nurses, Social Workers, Dietitians, and Technicians. Attendees will include our Medical Review Board, Board of Directors, Network Council, and Texas ESRD patients.

The event will be held on October 24-25, 2014, at The Omni Mandalay Hotel located in Irving, Texas. The Omni is located near a major freeway and offers premier shopping and restaurants within a 5 mile radius. Exhibitors will be featured in one of the hotel's grand ballrooms, The Mandalay Ballroom and Foyer. Sign-in will be located in the Mandalay pre-foyer area for your convenience.

Information on booths, rental space, fees, rules and regulations, hotel accommodations, important dates and deadlines, and contacts can be found in their individual sections of this prospectus.

We look forward to seeing you there!

EXHIBITOR BOOTH INFORMATION

The Exhibitor Hall is open from 7:00AM to 6:00PM on Friday, October 24, and from 7:00AM to 12:00PM on Saturday, October 25. Breakfast and refreshments will be served in the Exhibitor Hall at designated break times, allowing attendees time to visit the booths. Booth set-up will be on Thursday, October 23, from 3:00PM to 8:00PM. These times are subject to change. Partnership opportunities are detailed below. By supporting Network #14, you will help us keep registration fees low, resulting in increased attendance.

Corporate Partner: \$1,200

The Corporate Partner rate includes two (2) 8x10 priority exhibit spaces, 110V electrical power for the space, and special recognition as a “Corporate Partner” during the general sessions and on marketing materials associated with the meeting. Additionally, you will receive up to four (4) name badges, a roster of attendees, and the opportunity to network and build relationships with many leaders in the renal community from around the state. The Corporate fee includes food and beverage for no more than four (4) representatives.

Community Partner: \$675

The Community Partner rate includes one (1) 8x10 exhibit space, 110V electrical power for the exhibit space, and recognition as a “Community Partner” on marketing materials associated with the meeting. Additionally, you will receive up to two (2) name badges, a roster of attendees, and the opportunity to network and build relationships with many leaders in the renal community from around the state. The Community fee includes food and beverage for no more than two (2) representatives.

Please note: Exhibitor fees do not include access to the full event. If your organization’s representatives wish to attend any of the sessions and earn credits for continuing education, they must register separately as attendees. Attendee registration is priced at **\$225** per person.

To reserve your space, please complete the application and waiver provided in this prospectus and submit them to Rachelle DuBose Caruthers by email to rcaruthers@nw14.esrd.net, by fax to 972-503-3219, or by mail to the address provided on the application. We must receive your form by **August 13, 2014**. We must receive all payments prior to assigning your exhibit space.

Payment in full is due no later than **August 13, 2014**, in order for your organization’s logo to be included in the final conference program. Payments may be check or made online at: <http://www.esrdnetwork.org/network/annual-meeting.asp>.

Once your application, payment, and signed waiver are reviewed and approved, you will receive a confirmation email. *The ESRD Network of Texas, Inc. reserves the right to reject any application to exhibit at or sponsor the conference.*

SPONSORSHIP OPPORTUNITIES

Network #14 is excited to offer several new sponsorship opportunities that will enable your organization to reach your target audience throughout the conference. Sponsorship opportunities are detailed below. All sponsorship fees include a **Corporate Partnership** (see page 3).

Nephrology Today & Tomorrow 2014 App: \$4,900-6,900

This app will allow attendees access to conference materials and information, as well as keep track of the panels and sessions they are interested in attending. Your organization's name and logo will appear on the app and all marketing materials associated with the conference as the app sponsor. *Due to the nature of app-building, the final cost is to be determined; a quoted range has been provided.*

Lunch on Friday, October 24: \$6,000

The attendees dine together on Friday in the Las Colinas Ballroom. Your organization's name and logo will appear on special event signage and on all marketing materials associated with the conference.

Breakfast on Friday, October 24: \$4,500

Breakfast on Friday is the first opportunity for attendees to visit the Exhibitor Hall. Your organization's name and logo will appear on special event signage and on all marketing materials associated with the conference.

Breakfast on Saturday, October 25: \$4,500

Breakfast on Saturday is another opportunity for attendees to visit the Exhibitor Hall. Your organization's name and logo will appear on special event signage and on all marketing materials associated with the conference.

Refreshment Break on Friday, October 24: \$3,000

The breaks are additional opportunities for the attendees to visit the Exhibitor Hall throughout the conference. Your organization's name and logo will appear on special event signage and on all marketing materials associated with the conference. *There are two (2) separate refreshment sponsorships available for Friday.*

Refreshment Break on Saturday, October 25: \$3,000

The breaks are additional opportunities for the attendees to visit the Exhibitor Hall throughout the conference. Your organization's name and logo will appear on special event signage and on all marketing materials associated with the conference.

Please note: Sponsor fees do not include access to the full event. If your organization's representatives wish to attend any of the sessions and earn credits for continuing education, they must register separately as attendees. Attendee registration is priced at **\$225** per person.

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Payment in full is due no later than **August 13, 2014**, in order for your organization's logo to be included in the final conference program. Payments may be check or made online: <http://www.esrdnetwork.org/network/annual-meeting.asp>.

Once your application, payment, and signed waiver are reviewed and approved, you will receive a confirmation email. *The ESRD Network of Texas, Inc. reserves the right to reject any application to exhibit at or sponsor the conference.*

IMPORTANT NOTICE: Due to printing deadlines, Network #14 must receive a high-resolution logo (PNG or JPEG files) for your organization **no later than** August 13, 2014. If we do not receive your logo by the deadline, it will not appear on the conference program.

EXHIBITOR RULES AND REGULATIONS

As a condition of exhibiting, and when applying for exhibit space, an exhibitor agrees to adhere to all conditions and regulations outlined in the Exhibitor Prospectus. The rules and regulations have been prepared to serve the best interests of the exhibitors and attendees. Violations of the rules and regulations will subject the exhibiting organization to exclusion from future Network #14 events.

U.S. FDA Regulations

Exhibitors are responsible for compliance with the Food and Drug Administration (FDA) rules and regulations regarding drug promotions. Questions/concerns should be directed to the FDA at 301-443-1544.

PhRMA Regulations

Exhibitors are expected to adhere to the guidelines and compliance restrictions as listed in the *2010 Code on Interactions with Healthcare Professionals* by Pharmaceuticals Research and Manufacturers of America (PhRMA).

Terms of Payment

Payment must be received **no later than** August 13, 2014. Space will not be assigned, nor will your organization's logo be included on marketing materials, without payment. Please see partnership and sponsorship information for logo deadlines.

Exhibitor Personnel

Booths are subject to a maximum number of personnel. For Corporate Partners, no more than four (4) representatives may attend. The same restrictions apply to sponsors. For Community Partners, no more than two (2) representatives may attend. A final list of booth personnel must be submitted no later than **September 30, 2014** for the printing of name badges. **Network #14 expects the booths to be staffed at all scheduled Exhibitor Hall viewings: breakfast, breaks, dessert.**

Booth Cancellation

Cancellation requests must be received in writing. Due to budget restraints, there will be no refunds for cancellations.

Booth Breakdown

Exhibitors may not break down their booths prior to 10:30AM on Saturday, October 24.

Media Waiver

Network #14 will take video and/or pictures at the conference and may use them for future purposes, including, but not limited to educational and other public media/marketing. By exhibiting at the conference, your organization and its representatives authorize Network #14 to collect and use such photographic or electronic reproductions.

HOTEL ACCOMMODATIONS

Network#14 has reserved a block of rooms at The Omni Mandalay Hotel for the event's attendees and exhibitors at a discounted rate to ensure convenient access to the event. The event takes place during the peak season, and the discounted rate for this year is \$179 a night.

This year, the Dallas Cowboys host the Monday Night Football game against division rivals, the Washington Redskins, the Monday following our event! Hotel rooms in the Irving/Arlington area will sell out quickly. To secure your room, please make your reservations **no later than** September 30, 2014, by calling 1-800-THE-OMNI. Ask for the ESRD Network group rate and room block. Reservations made after September 30, 2014, may be unavailable or available at a higher rate.

Reservation Deadline: September 30, 2014

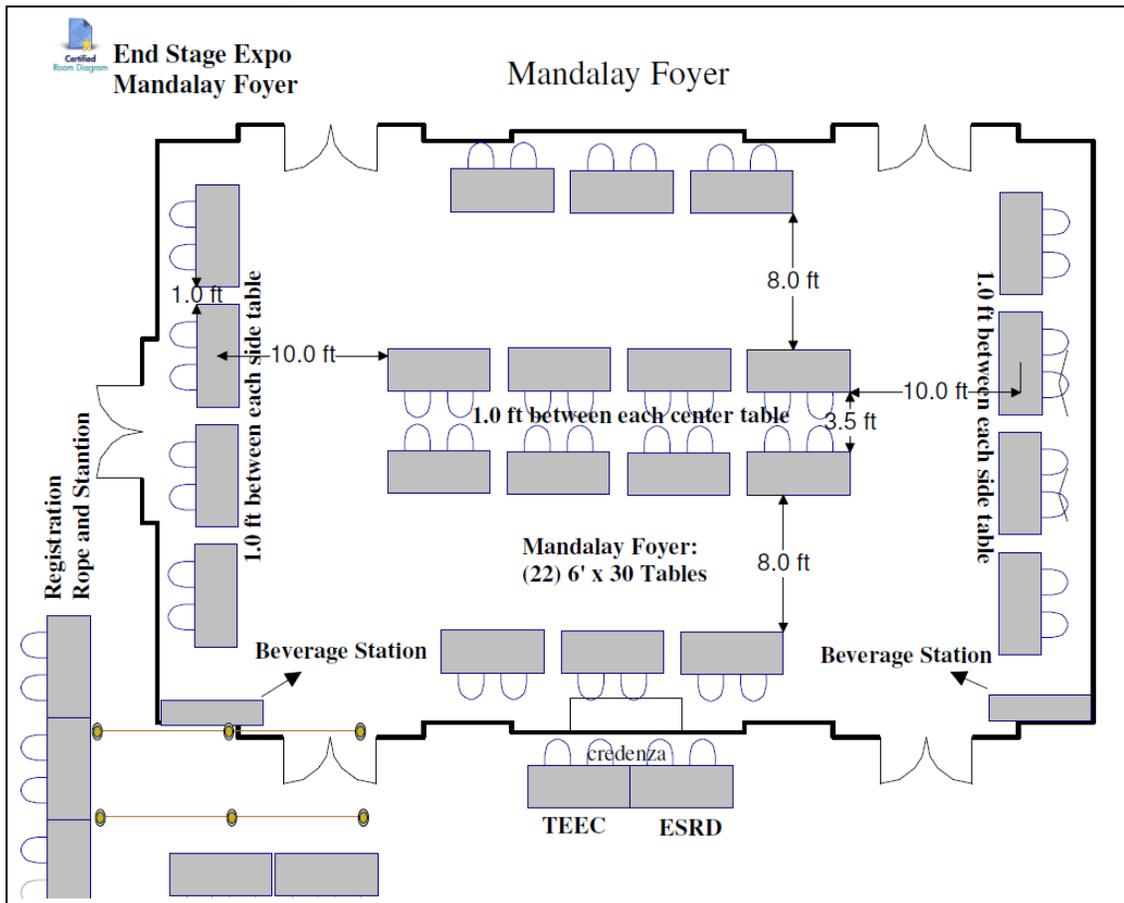
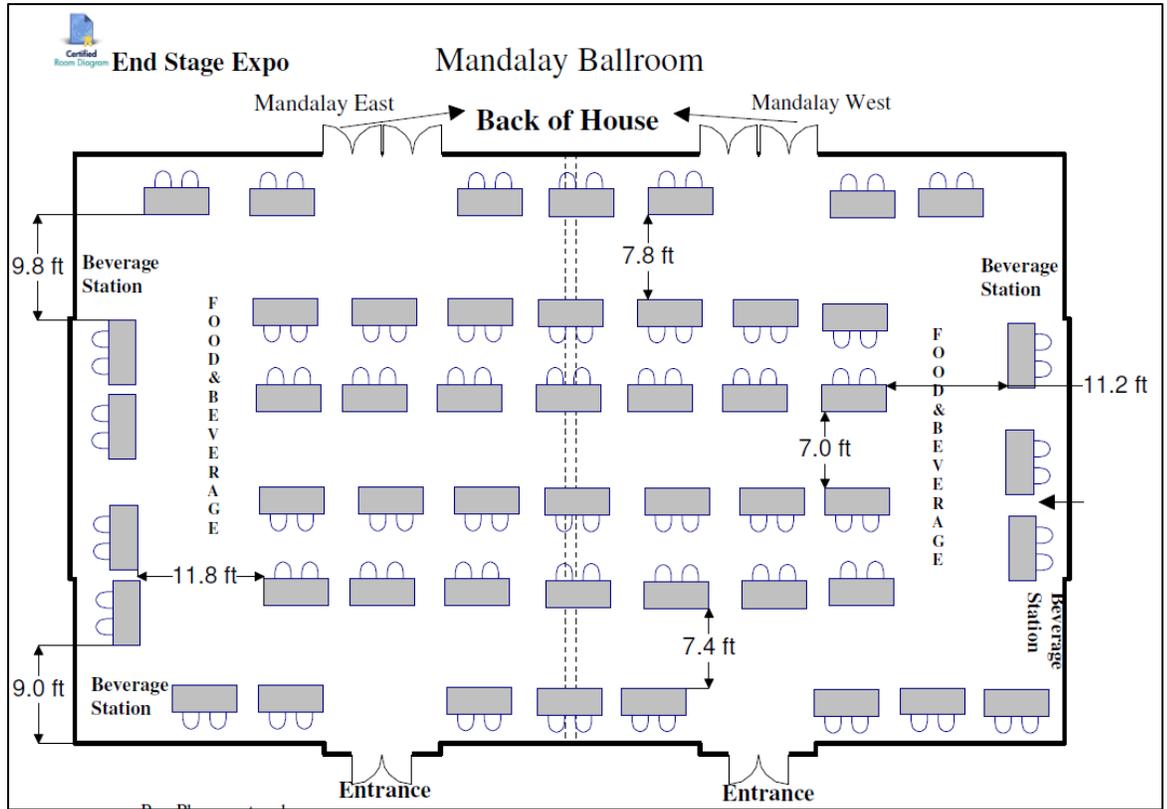
Hotel website: www.omnimandalay.com

Hotel reservation line: 1-800-THE-OMNI

Parking: Hotel parking is limited. Additional parking is available across the street for \$5 a day.



EXHIBITOR HALL FLOOR PLAN



2013 EXHIBITORS

AbbVie Renal	DSI Renal, Inc.	National Kidney Foundation
Alexion Pharmaceuticals	DSS Research	National Renal Administrators Association (NRAA)
Amergen Renal Associates	Elik Dialysis Home Therapy	Nephrotech
Amgen	ESRD Network of Texas, Inc.	NXStage/Medisystems
Angelini Pharma, Inc.	Fresenius Medical Care	Pentec Health
American Nephrology Nurses' Association (ANNA)	Fresenius Medical Care-Renal Therapies Group	Pure Life Renal
Asahi Kasei Medical America, Inc.	Fresenius Renal Therapy Group	Quality Dialysis One, LP
Ascend Clinical	Gambro	Renal Ventures Management
B. Braun Medical, Inc.	Henry Schein, Inc.	Sankar Nephrology Group, LLC/Tarrant Nephrology Associates
Baxter Healthcare	Hulen Wound Care Professionals	Sanofi Renal
Care Fusion	Infian/Health Informatics International	Satellite Healthcare, Inc.
Carstens	Liberty Dialysis North Texas	Spectra Laboratories
Champion Manufacturing, Inc.	Lifeline Vascular Access	St. Luke's Cooley Transplant Center
Children's Medical Center Dallas	Mar Cor Purification	State of Texas Kidney Foundation
Cryolife	McKesson	Texas Department of Assistive and Rehabilitation Services (DARS)
Dallas Nephrology Associates	Medical Education Institute	Texas ESRD Emergency Coalition (TEEC)
DaVita	Medivators	Transonic
DaVita Labs	Merit Medical Systems	U.S. Renal Care, Inc.
DCRX Infusion	Methodist Dallas Medical Center	Visionex, LLC
Dialysis Patient Citizens	Methodist J.C. Walter, Jr. Transplant Center	Water & Power Technologies

IMPORTANT DATES AND DEADLINES

August 13, 2014

- Application & Waiver
- Logo Submission
- Payment in Full

September 30, 2014

- Hotel Reservation
- Final Booth Personnel List

CONTACT INFORMATION

Rachelle DuBose Caruthers

- Outreach Coordinator
- ESRD Network of Texas, Inc.
- P: 469-916-3800
- F: 972-503-3219
- rcaruthers@nw14.esrd.net

- Marketing questions
- Exhibit space questions
- Logistics questions

Debbie O'Daniel

- Office Manager
- ESRD Network of Texas, Inc.
- P: 469-916-3804
- F: 972-503-3219
- dodaniel@nw14.esrd.net

- Travel/lodging questions
- Payment/invoice questions
- Attendee registration questions

Sherri Cook

- Event Planner
- Sherri Cook & Associates
- P: 972-490-4977
- F: 775-490-4975
- sherri@sherricookassociates.com

- Shipping to/from the hotel
- Additional electrical or AV/internet needs

Visit us online!



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Click me!

Follow us on Twitter!



Click me!



END STAGE RENAL DISEASE NETWORK OF TEXAS

EXHIBITOR APPLICATION - DEADLINE: August 13, 2014

Apply online at: <http://www.esrdnetwork.org/network/annual-meeting.asp>

COMPANY IDENTIFICATION

Company Name (as it should appear in printed material): _____

Marketing Contact Person: _____ Email (REQUIRED): _____

Company Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

BOOTH REPRESENTATIVE(S), LOCATION, SIZE & PAYMENT INFORMATION

Booth Representative #1: _____ Email (REQUIRED): _____
(Name and Title as it should appear on the nametag)

Booth Representative #2: _____ Email (REQUIRED): _____
(Name and Title as it should appear on the nametag)

Booth Representative #3: _____ Email (REQUIRED): _____
CORPORATE PARTNER ONLY (Name and Title as it should appear on the nametag)

Booth Representative #4: _____ Email (REQUIRED): _____
CORPORATE PARTNER ONLY (Name and Title as it should appear on the nametag)

I wish to be located **AWAY FROM** the following company(ies):

EXHIBIT SPACE ONLY

____ \$675 – Community Partner (1 8x10 booth)

____ \$1,200 – Corporate Partner (2 8x10 booths)

(Exhibit space will not be assigned until full payment is received.)

SPONSORSHIP OPPORTUNITIES – includes Corporate space

____ \$4,900-6,900 – NTT 2014 App

____ \$6,000 – Lunch Sponsor – Friday

____ \$4,500 – Breakfast Sponsor – Friday or Saturday

____ \$3,000 – Refreshment Break Sponsor – Friday or Saturday

Check Enclosed: # _____

Make check payable to: End Stage Renal Disease Network of Texas, Inc.

Address listed below

Charge Credit Card

Credit card payments can be made through our website at the URL above.

(We accept Visa, MasterCard, & American Express)

The End Stage Renal Disease Network of Texas, Inc. is a not-for-profit (501(c)3) organization. Our Federal Tax ID# is: 75-1566003.

RETURN COMPLETED FORMS & PAYMENT TO

ESRD Network of Texas, Inc.

Fax: 972-503-3219

Attn.: Rachelle DuBose Caruthers

Email: rcaruthers@nw14.esrd.net

4040 McEwen Road, Suite 350

Dallas, TX 75244

Supporting Quality Care



END STAGE RENAL DISEASE NETWORK OF TEXAS

EXHIBITOR WAIVER FORM

The End Stage Renal Disease Network of Texas, Inc. is pleased that you are participating as an exhibitor during our Nephrology Today & Tomorrow 2014 Annual Education Collaborative, October 24-25, 2014, at the Omni Mandalay Hotel, 221 East Las Colinas Boulevard, Irving, Texas 75039.

Please read, sign, and return this waiver to the End Stage Renal Disease Network of Texas, Inc. office.

The End Stage Renal Disease Network of Texas, Inc. (Network #14) and its officers, agents, and employees disclaim any and all liability for any loss, damage, or injury to person or property sustained by an exhibitor, his agents, or any other person, caused by fire, theft, water, accidents, or in any other manner, whether cause be an act or failure to act, either intentionally or negligently caused by conduct of Network #14, its officers, agents or employees, or by a party or parties.

The undersigned exhibitor hereby agrees to indemnify and hold forever harmless Network #14, its officers, agents and employees for any loss, damage, or injury sustained by an exhibitor or any other person caused by fire, theft, water, accidents, or in any other manner resulting from the act or failure to act of the undersigned exhibitor, his agents or employees, or by any other party or parties. Network #14 is not responsible for any fees or charges incurred for shipping, receiving, or storage assessed by the Omni Mandalay Hotel.

Exhibitors will only display facilities, products, and services regularly sold by them. No space may be shared or sublet without prior written permission of Network #14 management. Failure to comply is deemed cause for cancellation of the space. Once space is requested and paid for, it is non-transferable and non-refundable.

Authorized Signature

I have read and understand the information contained in this document.

Authorized by (print): _____

Title: _____

Authorization Signature: _____ Date: _____

Company Name: _____

RETURN THIS FORM TO

ESRD Network of Texas, Inc.
Attn.: Rachele Dubose Caruthers
4040 McEwen Road, Suite 350
Dallas, TX 75244

Fax: 972-503-3219
Email: rcaruthers@nw14.esrd.net

Supporting Quality Care