



RHA 2023

ANNUAL CONFERENCE

OCT. 4-6 MEMPHIS

**MOVIN' & GROOVIN' TOGETHER TO
HIGHER STANDARDS IN RENAL HEALTHCARE**

Exhibitor Prospectus and Sponsorship Opportunities

RHA 2023 ANNUAL CONFERENCE

The RHA Annual Conference is the largest gathering of renal healthcare professionals and is an unparalleled opportunity to interact with decision-makers and influencers from around the country. Attendees are seeking out resources to streamline operations, reduce costs, increase efficiencies, and access information in order to achieve better quality outcomes. This is your annual chance to showcase how your products and services can help them.

Build and strengthen relationships with RHA attendees, representing hospitals, universities, and free-standing facilities who are:

- Facility Administrators
- Nurse Managers
- Medical Directors
- Nephrologists
- Technicians
- Financial/Billing Managers
- Senior Executives

BENEFITS OF EXHIBITING AT RHA 2023:

In-Person Interaction with Influential Decision Makers

To allow for the maximum number of attendee visits to your booth, the Exhibit Hall hours are unopposed by educational sessions. The following events are held inside the RHA Exhibit Hall so that all conference attendees have the opportunity to walk the show floor:

- Wednesday Evening Reception
- Thursday and Friday Breaks and Lunches

Access to 250+ Attendees

The RHA Exhibit Hall is designed to ensure steady traffic throughout the show floor during all showtimes. Lunch and breaks will be in the back of the hall, driving attendees to visit all sections of the exhibit hall.

Increased Visibility for Your Company and Products

Exhibitors are listed in the conference program, with a 50-word description, booth location listing, and exhibitor map, making it easy for attendees to find you on the exhibit floor.



WHAT TYPES OF COMPANIES EXHIBIT AT RHA?

The RHA Exhibit Hall attracts vendors showcasing state-of-the-art technology and information resources. Exhibitors represent healthcare services, renal publications, pharmaceutical companies, water treatment, device manufacturers, certification providers, and more.

Former Renal Healthcare Association exhibitors. Add your name to the list in 2023!

- | | |
|---------------------------------|---|
| • AbbVie, Inc. | • Mar Cor Purification |
| • Akebia | • Medical Education Institute |
| • American Kidney Fund | • Meridian Laboratory Corp |
| • AmeriWater | • MIQS, Inc |
| • Amgen | • Nephrology News & Issues |
| • AOSS Medical Supply | • Nephrology Nursing Certification Commission |
| • Ascend Clinical | • Nikkiso America, Inc. |
| • AstraZeneca | • Nipro |
| • ASD Healthcare | • NxStage Medical, Inc. |
| • B. Braun Medical | • Optum |
| • Baxter Healthcare | • Physician Software Systems |
| • Cardinal Health (RPG) | • Physicians Choice Dialysis |
| • Cath Dry, Inc. | • Quantitative Medical Systems |
| • Champion Manufacturing | • Relypsa Biopharmaceutical |
| • Christopher Kidd & Associates | • Renal Billing |
| • CSL Vifor | • Renesan Software |
| • Cybernius Medical | • Rockwell Medical |
| • Dialysis Clinic, Inc. | • RPC |
| • Diasol Inc. | • Sanofi |
| • Foundation Medical Staffing | • Satellite Healthcare |
| • Fresenius Medical Care | • Sceptre Management Solutions |
| • G.I.A. Medical | • ScheduleWise, LLC |
| • Gaia Software | • Spectra Laboratories |
| • GF Health Products | • TNT Moberg Int'l Limited |
| • GSK | • Vase-Alert LLC |
| • Henry Schein | • Visonex LLC |
| • Infian | • Winco Mfg. |
| • InteloMed, Inc. | |
| • Keryx Biopharmaceuticals | |

EVENT DETAILS

RHA Annual Conference
October 4-6, 2023
The Peabody Memphis
149 Union Avenue
Memphis, TN 38103

EXHIBIT LOCATION

Exhibits are located in the Peabody Grand Ballroom of the Peabody Hotel in Memphis, TN. The Exhibit Hall is protected by security after hours.

HOTEL ACCOMMODATIONS

The 2023 Annual Conference is taking place at Peabody Memphis. Renal Healthcare Association has secured discounted rates per night, plus applicable taxes. The special rate will be offered until **Tuesday, September 5**, or until the group block is sold-out, whichever comes first. Please refer to our [website](#) for up-to-date information on hotel accommodations.

CONTACT

Samantha Adams
Exhibit and Sponsorship Manager
sadams@talley.com



TENTATIVE EXHIBIT SCHEDULE

Please note that exhibit show hours kick off Wednesday night at the Welcome Reception. The hours listed are tentative and subject to change.

WEDNESDAY OCTOBER 4	
8:00 AM - 4:00 PM	EXHIBITOR SET-UP
5:00 PM - 6:30 PM (Welcome Reception)	SHOW HOURS
THURSDAY, OCTOBER 5	
10:00 AM - 10:30 AM 12:30 PM - 1:30 PM 3:30 PM - 4:00 PM	SHOW HOURS
FRIDAY, OCTOBER 6	
10:00 AM - 10:30 AM 12:30 PM - 1:30 PM	SHOW HOURS
1:30 PM - 2:00 PM	EXHIBITOR/SPONSOR MEETING with RHA Executive Director, Marc Chow in Exhibit Hall
2:00 PM - 4:00 PM	EXHIBITOR TEAR DOWN

BOOTH RENTAL RATES

8' x 10' Booth (\$3,750) includes:

- Unfurnished booth
- Pipe and drape back wall/side rails
- Existing carpeted booth space
- A company identification sign featuring the company name and booth number
- One (1) wastebasket
- A company listing and 50-word description in the official onsite conference program
- Two (2) registrations to the Annual Conference

Additional equipment may be rented from the General Service Contractor. Order forms will be available in the Exhibitor Service Kit.

Tabletop (\$2,300) includes:

- 6' skirted table with two (2) chairs
- A company identification sign featuring the company name and tabletop number
- One (1) Wastebasket
- Tabletops are not separated by draping
- A company listing and 50-word description in the official onsite conference program
- One (1) registration to the Annual Conference

Browse Table (\$500) includes:

Unmanned table space (6') outside of the exhibit hall. Materials may be sent to the attention of the Meeting Manager and will be set up and maintained throughout the exhibit hours. Shipping and handling fees are to be paid by the company. Unused materials will not be returned.

GENERAL SERVICE CONTRACTOR

Alliance Nationwide Expositions, Inc. will be the official General Service Contractor. Exhibitor Service Kits will be available approximately 60 days prior to the show. Shipping and handling of show materials, furniture, labor, drayage, electrical, signs, and other booth furnishings may be ordered directly from the General Service Contractor. All charges for additional services are the sole responsibility of the exhibitor.

RESERVE EXHIBIT SPACE

Preview the available space and reserve your space through the online [exhibitor portal here](#). Once you have completed the online application, an email will be sent to confirm your reservation.

If you have any questions about the Exhibit Hall, please contact Samantha Adams, Exhibit and Sponsorship Manager at sadams@talley.com.



EXHIBITOR DEADLINES

Exhibitor & Sponsor Sign-Up Deadline: **Wednesday, July 12**

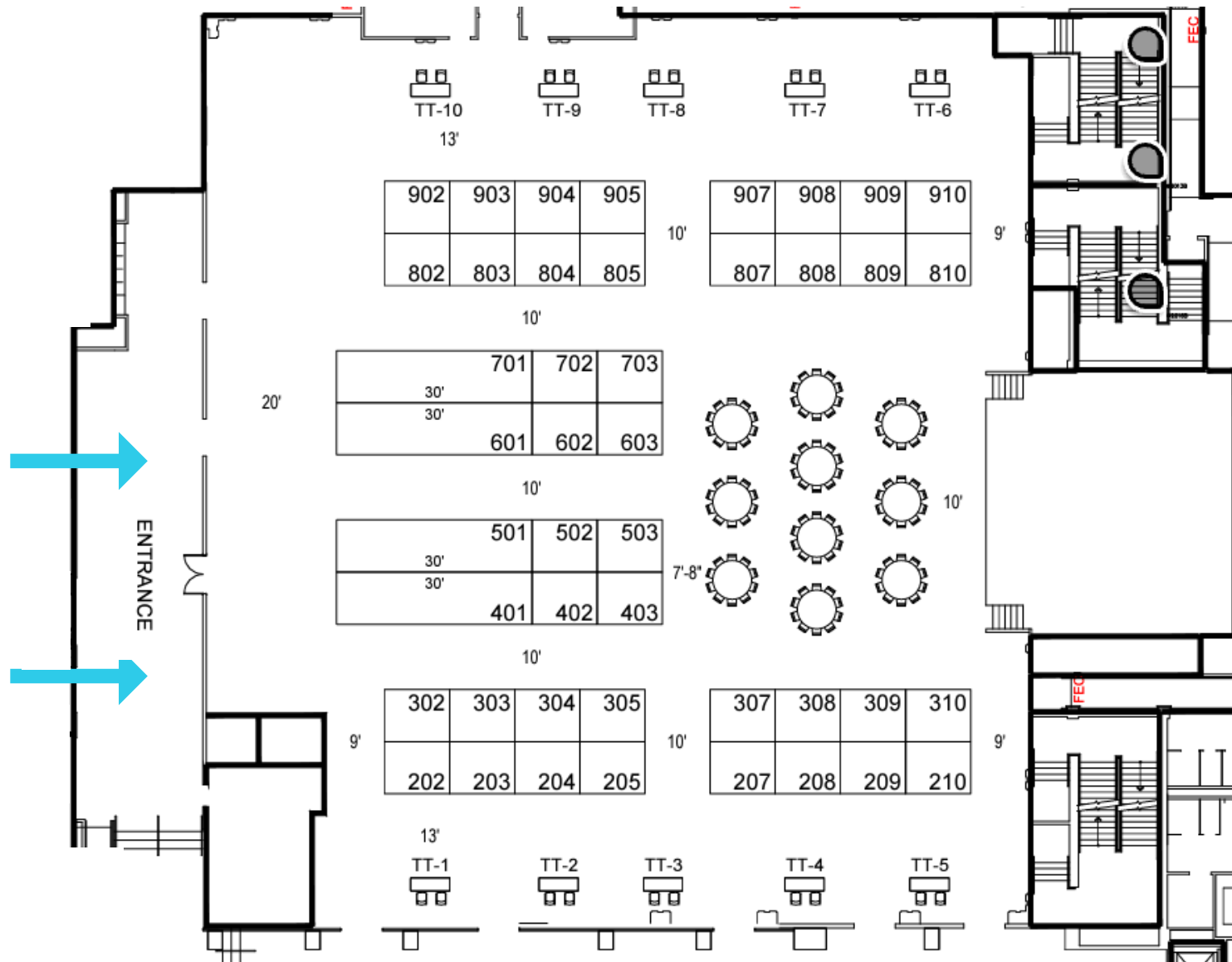
All Exhibitor Information is Due on Exhibition Portal: **Wednesday, July 26**

Payment Due: **Wednesday, July 26**

Last Day to Cancel Booth: **Wednesday, July 26**

Hotel Deadline (for room block): **Tuesday, September 5**

The exhibit hall floor plan is subject to change.



OVERALL SPONSORSHIP

Annual Conference - Partner (\$5,000)

- Recognition in signage at the registration area
- Opportunity to insert a promotional flyer in the registration folder (500 pieces)
- Recognition in the Conference Onsite Program
- Half-page advertisement in the Conference Onsite Program
- List of pre-registrants one week prior to the meeting (name, company, mailing address)
- Three (3) complimentary registrations for the Annual Conference

Annual Conference - Patron (\$3,000)

- Recognition in signage at the registration area
- Opportunity to insert a promotional flyer in the registration folder (500 pieces)
- Recognition in the Conference Onsite Program
- Two (2) complimentary registrations for the Annual Conference

Annual Conference - Friend of RHA (\$1,000)

- Recognition in signage at the registration area
- Opportunity to insert a promotional flyer in the registration folder (500 pieces)
- Recognition in the Conference Onsite Program
- One (1) complimentary registration for the Annual Conference



INDIVIDUAL SPONSORSHIPS

CONFERENCE FOLDERS – \$5,000

Your one-color company logo, along with the RHA logo is on the folder distributed to all attendees at registration and offers great exposure through the length of the meeting (RHA will produce).

CUSTOM HOTEL KEY CARDS – \$5,000

Have your company's name and logo on the second most important thing people carry after their wallet – their hotel key card. On average, hotel guests look at their guest room key card no less than 10 times a day, making key cards the number one advertising tool in the hotel. Your company's name and logo can be on every attendee's key card.

- Your custom-designed hotel key card (approved by RHA)
- Recognition in the printed conference onsite program

LANYARDS - \$3,000

Your one-color company logo, along with the RHA logo is on the lanyard distributed to all attendees at registration and offers great exposure throughout the meeting (RHA will produce).

EVENT APP OFFERINGS

Increase your organization's visibility through multiple engagement opportunities within the event app:

- **Push Notification: \$1,500**
145-character message sent out to all conference attendees
- **Poll Question: \$1,500**
One question with 2-6 answer options. You will receive the voter information.
- **Banner Ad: \$1,500**
An advertisement of your choice on the activity page of all attendees throughout the conference.

SATELLITE SYMPOSIUM - \$15,000

Two (2) Opportunities Available: Thursday, October 5th or Friday, October 6th

A one-hour breakfast symposium held from **7:30-8:30 AM**, independently developed and directly supported by your company. Presentations may be formatted as presentation(s) by speaker(s), panel discussion, video presentation and/or product demonstration. This price includes the following:

- One-hour access to meeting space for up to 100 attendees
- Signage outside of meeting room
- Inclusion on printed programs and mobile app

It is not endorsed by RHA and it is not eligible for CE/CME. RHA does not guarantee headcount.

Host Responsibilities:

- Company is responsible for breakfast, audio-visual, etc.
- Company is responsible for marketing the event (upon approval from RHA).
- Company has the ability to submit an article for Renal Watch (RHA's weekly newsletter) highlighting the program with registration instructions.

RHA Responsibilities:

- Providing company with appropriate hotel contacts.
- Providing company with one pre-registration list (name, company, mailing address) on September 6.
- Approving marketing materials for company to utilize to market the event.
- Listing the symposia title, description, and registration information on the RHA Annual Conference website, in Annual Conference marketing materials and in Renal Watch (as provided by the company).

Criteria for Acceptance: Applications will be reviewed in the order in which they are received and assessed for the topic relevance to the Annual Conference audience.

Application Process and Deadline:

The completed application must be submitted via the [online form](#) by **Wednesday, July 12 at 5:00 PM EDT**. RHA will notify all applications by Wednesday, July 26.

NEW! PRODUCT THEATER - \$3,500

Three (3) Opportunities Available on Thursday, October 5th

A new opportunity for three companies to present back-to-back 15-minute presentations during lunch on **Thursday, October 5th, from 12:30-1:30 pm**. Product theaters will be independently developed and directly supported by your company. Presentations may be formatted as presentations by the speaker, video presentations, and/or product demonstrations. This price includes the following:

- 15-minute access to the exhibit hall stage during lunch break for all attendees – All exhibitors will be present
- Inclusion on printed programs and mobile app

It is not endorsed by RHA, and it is not eligible for CE/CME. RHA does not guarantee headcount.

RHA Responsibilities:

- Providing screen, projector and mic
- Listing the product theater title and description on the conference app.

Host Responsibilities:

- Company is responsible for additional audio visual beyond what is listed below

Criteria for Acceptance: Applications will be approved on a first come, first serve basis, and assessed for the topic relevance to the Annual Conference audience.

Application Process and Deadline:

The completed application must be submitted via the [online form](#) by **Wednesday, July 12 at 5:00 PM EDT**. RHA will notify all applications by Wednesday, July 26.

Please direct all questions to Samantha Adams at sadams@talley.com.

SOCIAL EVENT OPPORTUNITIES

ENTERTAINMENT SPONSOR - \$7,000

AT PRESIDENT'S RECEPTION

Add some entertainment to the President's Reception by sponsoring a DJ.

- DJ to shout out your company as the sponsor
- Recognition in signage during the reception
- Recognition in the Onsite Program

DRINK TICKET SPONSOR - \$5,000

At the Welcome Reception or President's Reception

Each attendee will receive two drink tickets with your logo at the Welcome Reception or Presidents Reception.

- Recognition in signage during the reception
- Recognition at the registration area
- Recognition in the Conference Onsite Program

NEW! THEMED COCKTAIL SPONSOR - \$5,000

At the Welcome Reception or President's Reception

Choose a cocktail and give it a clever name for the Welcome Reception or Presidents Reception.

- Recognition in signage during the reception
- Recognition at the registration area
- Recognition in the Conference Onsite Program

REFRESHMENT BREAK - \$3,000

Three (3) opportunities are available.

Morning and afternoon refreshment breaks (coffee, tea, water) are scheduled to take place in the exhibit hall. This allows you added exposure during one of the three refreshment breaks during the Annual Conference.

- Recognition in signage at the designated break area
- Area for company literature/promotional product at the designated break area
- Recognition in the conference onsite program
- Opportunity to provide branded napkins (500 pieces)

NEW! LOGO'D DESSERT SPONSOR - \$3,000

At the Welcome Reception or President's Reception

Have your logo displayed on a cookie or dessert during the Welcome Reception or Presidents Reception.

- Recognition in signage during the reception
- Recognition at the registration area
- Recognition in the Conference Onsite Program

ADVERTISING IN CONFERENCE PROGRAM

All ads/artwork must be approved by RHA.

Inside Front Cover (Full Color) – **\$1,500**

Inside Back Cover (Full Color) – **\$1,300**

Full Page (Black & White) – **\$600**

Half Page (Black & White) – **\$400**

Ad Specifications:

- Full page: 6" wide x 9" tall and Half page: 6" wide x 4.5" tall
- Submit ads as high-resolution PDF or JPG with images at 300dpi. For black and white ads, submit grayscale.
- Ads are due on **Wednesday, July 26** on the portal.

PURCHASE SPONSORSHIP OPPORTUNITIES

Preview and purchase sponsorship opportunities through the [online portal here](#).

If you have any questions about sponsorship opportunities, please contact Samantha Adams, Exhibit and Sponsorship Manager, at sadams@talley.com.

Become a Corporate participating Supporter Member TODAY, and your booth and registration fees will be included in the supporter fee.

Platinum - \$35,000 for 12 months

- Use of the RHA Platinum badge logo
- Access to the RHA RSE Dialysis Provider Database, a proprietary product of Renal Services Exchange. The database is compiled and analyzed from a number of different sources and provides market intelligence on the dialysis provider market.
- Opportunity to market educational programs to RHA members. (The RHA Education Council evaluates and determines if a corporate educational program is appropriate for the membership.)
- 30 feet of contiguous booth space at the Annual Conference exhibit hall (\$9,750 value)
- 30 complimentary registrations at the Annual Conference (\$12,000+ value)
- Full-page ad in Annual Conference program book (\$600 value)
- Invitation to present to the RHA Board of Directors during three of their Board business meetings each year. Presentations are between 20 – 30 minutes and can be done in person or via conference call. Each Platinum Partner will be given their own time slot, and can invite as many company representatives as they wish. Presentations may feature audio visual and/or open discussion.
- Invitation to meet informally with members of the RHA Board of Directors twice a year. At the Annual Conference, all Platinum Partner attendees are invited to a one-hour reception with the RHA Board on the evening following the Board meeting. At the Winter Board Meeting, all Platinum Partners are invited to send up to three representatives to join the RHA Board (and their guests) for dinner, on the evening following the Board meeting.
- Listing with logo on the sponsor page of the Conference Onsite Program
- Priority placement for booth space in the Exhibit Hall
- Recognition with signage thanking sponsors at the meeting
- 30 RHA memberships, with access to RHA members-only section, e-mail and committees
- Logo placement with url link on RHA website and weekly e-newsletter
- Access to an electronic version of RHA mailing list

Gold - \$25,000 for 12 months

- Use of the RHA Gold badge logo
- 20 feet of contiguous booth space at the Annual Conference exhibit hall (\$6,500 value)
- 20 complimentary registrations at the Annual Conference (\$10,000+ value)
- Half page ad in Annual Conference program book (\$400 value)
- Listing with logo on the sponsor page of the Conference Onsite Program
- Priority placement for booth space in the Exhibit Hall
- Recognition with signage thanking sponsors at the meeting
- 20 RHA memberships, with access to RHA members-only section, e-mail and committees
- Logo placement with url link on RHA website and weekly e-newsletter

Silver - \$12,500 for 12 months

- Use of the RHA Silver badge logo
- 10 feet of contiguous booth space at the Annual Conference exhibit hall (\$3,250 value)
- 10 complimentary registrations at the Annual Conference (\$5,000+ value)
- Half page ad in Annual Conference program book (\$400 value)
- Listing with logo on the sponsor page of the Conference Onsite Program
- Priority placement for booth space in the Exhibit Hall
- Recognition with signage thanking sponsors at the meeting
- 10 RHA memberships, with access to RHA members-only section, e-mail and committees
- Logo placement with url link on RHA website and weekly e-newsletter

For more information, contact Samantha Adams, Exhibit and Sponsorship Manager, at sadams@talley.com.