



School of Medicine  
& Health Sciences

THE GEORGE WASHINGTON UNIVERSITY

## 2<sup>nd</sup> Annual Global Summit | May 8-10, 2020

### Global Kidney Innovations: Expanding Patient Choices & Outcomes

*presented by The American Association of Kidney Patients & George Washington University*  
Jack Morton Auditorium (The George Washington University Campus)

## SPONSORSHIP OPPORTUNITIES

**The 2nd Annual Global Summit on Global Innovations: Expanding Patient Choices & Outcomes** is a two-day event in Washington, D.C. designed to engage the top international experts in the field of kidney care including healthcare professionals, academics, government leaders and regulators, industry experts, entrepreneurs and patient advocates. This event is a partnership of the George Washington University School of Medicine and Health Sciences, one of the top medical schools in the nation with an internationally recognized kidney care program, and the American Association of Kidney Patients (AAKP), the oldest and largest fully independent kidney patient organization in the United States. AAKP led the fight in the U.S. Congress to establish the Medicare End Stage Renal Disease Program in 1972, which has saved over a million lives through dialysis coverage, and works globally with patients and drug and device development companies on treatment design, clinical trials and patient education and mobilization.

The Global Summit will feature both national and international speakers from leading academic institutions, renowned medical professional experts in the field of nephrology, industry partners developing cutting-edge innovations, representatives from government agencies and patients.

## GLOBAL SUMMIT 2019 HIGHLIGHTS

- Over **200 registrants**
- More than **five countries** represented
- **35 total presentations**
- **Live stream watched by thousands** of patients and healthcare professionals worldwide in more than 50 countries.

A world map with a dark blue background and light blue landmasses. The map is overlaid with a grid of white lines. A small white box with a black border is positioned in the lower-left quadrant of the map, containing the text 'Thousands of participants from 52 countries!'.

Thousands of participants from  
**52**  
countries!

# 2020 SPONSORSHIP OPPORTUNITIES

## Gold Sponsor ..... \$50,000

- Verbal acknowledgment during opening remarks
- Acknowledgment included in event sponsor slides (Company logo)
- Recognition on registration area signage (Company logo)
- Recognition on event web page (Company logo and link)
- Acknowledgment in all event marketing/promotions pre/post event
- Table top exhibit display
- Sponsorship of one of the following (first come, first reserved basis): Welcome Reception or Event Live Streaming/Recording
- Attendee tote bag insert
- Three (3) complimentary registrations

## Silver Sponsor ..... \$35,000

- Verbal acknowledgment during opening remarks
- Acknowledgment included in event sponsor slides (Company logo)
- Recognition on registration area signage (Company logo)
- Recognition on event web page (Company logo and link)
- Acknowledgment in all event marketing/promotions pre/post event
- Table top exhibit display
- Sponsorship of networking lunch (Company logo on lunch tote)
- Attendee tote bag insert
- Two (2) complimentary registrations

## Bronze Sponsor ..... \$25,000

- Recognition on registration area signage (Company logo)
- Recognition on event web page (Company logo and link)
- Acknowledgment in all event marketing/promotions pre/post event
- Table top exhibit display
- Sponsorship of one of the following (first come, first reserved basis): Attendee tote bag or Attendee name badges
- Attendee tote bag insert
- One (1) complimentary registration

## Table Top Exhibit Display .... \$5,000\*

\*Exhibit space is very limited, priority given to sponsors. Remaining space will be available to those interested in exhibiting only and available on a first come, first reserved basis. Exhibit space includes 6ft table and two chairs.

## NEW Marketing Opportunity

The AAKP is pleased to offer our industry partners the opportunity to run a paid, advertising commercial during the Global Summit. Commercial video ads will run between panel sessions and be seen by the live audience at the event and by the audience viewing the live stream. Commercials will also be incorporated into the Global Summit recording for an expanded reach post-event. Pricing and information is below, companies that have secured a Global Summit sponsorship will receive a 15% discount on this add-on opportunity:

Commercial Spot	Price	Sponsor Discount
30 second commercial	\$7,500	\$6,375
45 second commercial	\$10,000	\$8,500
60 second commercial	\$15,000	\$12,750

Deadline for marketing opportunity is March 31, 2020. Limited ad space is available, commercial spots will be reserved on a first come, first served basis. Video file must be provided to AAKP by April 15, 2020 in format/specs provided. Commercial run not guaranteed if deadline(s) are missed, refunds are not available.

*Sponsorships are accepted up until event date. To receive full sponsorship benefits as listed, sponsorship commitments are encouraged no later than April 1, 2020.*

# 2020 MEETING OPPORTUNITIES FORM

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Sponsorship Type:

- Gold       Silver       Bronze       Table Top Exhibit Display       Marketing

Payment Method:

Enclosed is a check in the amount of \$ \_\_\_\_\_

Please send an invoice to process payment. Payment must be received in order to receive sponsor benefits.  
Special instructions for invoice: \_\_\_\_\_

Please charge my credit card:

- Visa       MasterCard       American Express       Discover

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3 or 4 digit security code: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Authorized signature: \_\_\_\_\_

Please submit completed form to:

**American Association of Kidney Patients • Global Summit**  
**14440 Bruce B. Downs Blvd., Tampa, FL 33613**

**or**

**Fax (813) 636-8122, Attn: Erin Kahle, ekahle@aakp.org**