

National Meeting Opportunities



45th National Patient Meeting
September 11-12, 2020 | Virtual Event

American Association of Kidney Patients
The Independent Voice of Kidney Patients Since 1969™

The background image shows a conference setting with several people. On the left, a man in a red shirt has a name tag that says 'GAND' and 'VIP SPEAKER'. In the center, a woman is smiling. On the right, another woman is looking towards the center. There are banners in the background, one of which says 'EDUCATION'.

AAKP National Patient Meeting

We are pleased to invite you to participate in our 45th National Patient Meeting! AAKP's National Patient Meeting is a unique program that educates and inspires the nation's largest gathering of kidney patients and their families. The 2019 meeting exceeded AAKP's all-time record for both in-person and online attendance!

For 2020, another record is expected to be broken.

Join AAKP virtually, engaging a larger and more geographically diverse audience than ever before!

Sponsorship is vital to the success of the Meeting and demonstrates your support and corporate commitment to AAKP as well as the kidney patient population.

AAKP | A Legacy of Patient Engagement & Public Policy

The AAKP is the oldest and largest, fully independent kidney patient organization in America. For over 50 years, AAKP has been the leader in the fields of patient engagement, patient-centered education and public advocacy efforts. AAKP is proud of our legacy and we consider ourselves among the original pioneers of increased access to high quality care for kidney patients. One of our earliest advocacy achievements is a well-known Federal program, familiar across America and within the United States Congress, the End Stage Renal Disease (ESRD) Program administered by the Centers for Medicare and Medicaid Services (CMS).

AAKP is an IRS registered Sec. 501(C) (3) organization and is governed, by original design and intent, by a patient-majority National Board of Directors. AAKP was founded in 1969 by six kidney patients who were brought together by their disease they shared the prospect of a premature death and an intense desire to undergo and expand the availability of the still experimental and highly risky process of dialysis. These pioneers of patient engagement called themselves NAPH (National Association of Patients on Hemodialysis), the direct forerunner of AAKP. They set out to inform fellow patients and the public about the devastating impact of kidney disease for both patients and the families that depended upon them

At the start, these AAKP kidney patients – and their compassionate care teams - knew their actions and early engagement would impact not only their own lives, but the lives of patients who they might never

meet in the years and decades ahead. However, they also knew that self-less activism alone - absent a national strategy and the combined strength of powerful allies and sophisticated advocacy techniques – would not result in the national changes in treatment access and quality they sought for all kidney patients.

They developed and refined their strategy as they moved forward and targeted specific Federal laws and regulations that posed either barriers or potential opportunities to best address the needs of kidney patients. These early AAKP patient advocates demonstrated courage and leadership as they publicly told their personal stories, sought out empathetic allies in academia, among medical professionals, visionaries in the pharmaceutical industry, early leaders in the provider community, and among elected and appointed leaders throughout government.

After several years of non-partisan advocacy, a bi-partisan majority of the United States Congress passed the 1972 Amendments to the Social Security Act. According to the official history of the U.S. Social Security Administration, the 1972 legislative amendments extended health insurance coverage to people who had Chronic Kidney Disease (CKD) and required dialysis (including peritoneal dialysis) or kidney transplantation services. President Richard M. Nixon signed this bi-partisan measure in 1973 and Federally-covered dialysis treatment and transplantation services for kidney patients began that same year.



AAKP is dedicated to improving the lives and long-term outcome of kidney patients through education, advocacy, patient engagement and the fostering of patient communities. AAKP fights for early detection; increased kidney transplantation and pre-emptive transplantation; full patient choice of either in-center or home dialysis; protection of the patient/physician relationship; promotion of research and innovation; and the elimination of barriers for patient access to available treatment options.

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For More Information Please Contact:

Erin Kahle, Director of Stakeholder Operations, ekahle@aakp.org

Phone: (813) 400-2393

Fax: (813) 636-8122



Sponsorship Levels

The American Association of Kidney Patients is pleased to offer a variety of sponsorship packages for its Virtual National Patient Meeting. Sponsorship is an effective way to reach your target audience, patients who use your company's product and services. Each package is designed to provide companies with a number of ways to engage with meeting registrants. AAKP can also work with companies to create a more customized package that fits your needs. For additional information, please contact [Erin Kahle at ekahle@aakp.org](mailto:ekahle@aakp.org) or (813) 400-2393.

Platinum Sponsor: \$35,000

- **Sponsor Spotlight**
 - » This includes an opportunity to host a 30-minute, live presentation (during assigned time) and provides companies with a unique opportunity to engage directly with meeting attendees. Sponsor Spotlight will be listed on the meeting agenda during Sponsor Hall hours (non-competing times).
- **Virtual Exhibit (specified hours):**
 - » Company listing with name, logo, description, contact information, website link
 - » Opportunity to upload digital banner
 - » Area to embed videos
 - » Ability to upload resources/handouts/pdfs
 - » Ability to list company representative point of contact
- **Sponsored Commercial Spot**
 - » Includes a 60 second video (provided by company in final format required) to be played during session transition (scheduled time TBD)
- **Sponsorship of an educational session (based on availability, first-come, first reserved)**
 - » Includes Company name/logo recognition on presentation screen for duration of the session.
- **(1) company branded insert/brochure to be mailed to attendees who register by Sept. 1st.**
- **Social media recognition as sponsor**
- **Company logo listed on event web page**
- **Company name recognition in press releases, marketing & promotion of event**

Gold Sponsor: \$25,000

- **Virtual Exhibit (specified hours):**
 - » Company listing with name, logo, description, contact information, website link
 - » Opportunity to upload digital banner
 - » Area to embed videos
 - » Ability to upload resources/handouts/pdfs
 - » Ability to list company representative point of contact
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- **(1) company branded insert/brochure to be mailed to attendees who register by Sept. 1st.**
- **Social media recognition as sponsor**
- **Company logo listed on event web page**
- **Company name recognition in press releases, marketing & promotion of event**

Sponsorship Levels (continued)

Silver Sponsor: \$15,000

- **Virtual Exhibit (specified hours):**
 - » Company listing with name, logo, description, contact information, website link
 - » Opportunity to upload digital banner
 - » Area to embed videos
 - » Ability to upload resources/handouts/pdfs
 - » Ability to list company representative point of contact
- **Sponsorship of an educational session (based on availability, first-come, first reserved)**
 - » Includes Company name/logo recognition on presentation screen for duration of the session.
- **(1) company branded insert/brochure to be mailed to attendees who register by Sept. 1st.**
- **Social media recognition as sponsor**
- **Company logo listed on event web page**
- **Company name recognition in press releases, marketing & promotion of event**

Bronze Sponsor: \$10,000

- **Virtual Exhibit (specified hours):**
 - » Company listing with name, logo, description, contact information, website link
 - » Opportunity to upload digital banner
 - » Area to embed videos
 - » Ability to upload resources/handouts/pdfs
 - » Ability to list company representative point of contact
- **(1) company branded insert/brochure to be mailed to attendees who register by Sept. 1st.**
- **Social media recognition as sponsor**
- **Company logo listed on event web page**
- **Company name recognition in press releases, marketing & promotion of event**

Patron Sponsor: \$5,000

- **Virtual Exhibit (specified hours):**
 - » Company listing with name, logo, description, contact information, website link
 - » Opportunity to upload digital banner
 - » Area to embed videos
 - » Ability to upload resources/handouts/pdfs
 - » Ability to list company representative point of contact

For additional information, please contact Erin Kahle at ekahle@aakp.org or (813) 400-2393.

Sponsorship Form

American Association of Kidney Patients
National Patient Meeting
Sept. 11-12, 2020
(813) 400-2393
(813) 636-8122 (fax)

Deadline for Receipt: August 18, 2020

Company Name: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Authorized Signature: _____

Sponsorship Opportunities

Please place a check mark in the box provided next to the Sponsorship Package you wish to sponsor. An AAKP representative will contact you to confirm additional sponsor benefits.

- Platinum Package: \$35,000**
- Gold Package: \$25,000**
- Silver Package: \$15,000**
- Bronze Package: \$10,000**
- Patron Package: \$5,000**

Paying by Check:

Please make payable to:
American Association of Kidney Patients
14440 Bruce B. Downs Blvd.
Tampa, FL 33613
Tax ID: 11-2306416

Paying By Credit Card:

VISA MasterCard American Express Discover

Card Number: _____

3 or 4-digit security code: _____ Expiration Date: _____

Amount: \$ _____

Name on Card: _____

Authorized Signature: _____

Virtual Patient Roundtable Opportunities

There are several opportunities for companies to host Virtual Roundtables with patients during the AAKP Patient Meeting. Roundtables take place virtually by video chat with a limit of 10 participants per roundtable. Virtual Roundtables must be approved by AAKP and can only occur during specified times.

LIMITED TIME SLOTS AVAILABLE FOR VIRTUAL ROUNDTABLES, CONFIRMED ON A FIRST COME, FIRST RESERVED BASIS.

The Application to conduct a virtual roundtable must be received by AAKP no later than: August 18, 2020

AAKP charges a fee of \$2,000 per virtual roundtable. AAKP will mail and e-mail a pre-approved notice of your company's virtual roundtable to all registered AAKP Meeting registrants. The company conducting the virtual roundtable must submit the text for the letter, but AAKP will place the approved text on AAKP letterhead. If your company prefers to include a flier in addition to the letter, the appropriate number of fliers must be sent to AAKP (the flier must also be approved by AAKP prior to mailing).

Payment for the virtual roundtable (\$2,000) is required by **August 18, 2020**. Payment is required before any advertising or mailing for the virtual roundtable is initiated.

Important Dates to Remember

August 18, 2020	Deadline to submit application for virtual roundtable
August 18, 2020	Deadline for virtual roundtable payment
August 18, 2020	Deadline to submit text for virtual roundtable announcement sent by AAKP
August 18, 2020	Deadline to send AAKP any company fliers for mailing

For More Information Please Contact:

Erin Kahle, Director of Stakeholder Operations, ekahle@aakp.org

Phone: (813) 400-2393

Fax: (813) 636-8122



Virtual Patient Roundtable Form

American Association of Kidney Patients National Patient Meeting
September 11-12, 2020
(813) 400-2393
(813) 636-8122 (fax)

Deadline for Receipt: August 18, 2020

Individual Submitting Application

Name: _____

Company: _____

Name of Virtual Patient Roundtable: _____ Date of Event: _____

Start/End Time: _____

Describe the Proposed Activity: _____

Organizer of the Proposed Activity, if applicable:

(organization handling the details [i.e., communications company, agency, etc])

Contact Name: _____

Contact Telephone: _____ Fax: _____

Email: _____

Address: _____

Paying by Check:

Please make payable to:

American Association of Kidney Patients

14440 Bruce B. Downs Blvd.

Tampa, FL 33613

Tax ID: 11-2306416

Paying By Credit Card:

VISA MasterCard American Express Discover

Card Number: _____

3 or 4-digit security code: _____ Expiration Date: _____

Amount: \$ _____

Name on Card: _____

Authorized Signature: _____



American Association of Kidney Patients

14440 Bruce B. Downs Blvd.

Tampa, FL 33613

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Fax: (813) 636-8122

info@aakp.org

www.aakp.org

The Independent Voice of Kidney Patients Since 1969™

We look forward to seeing you virtually!

www.AAKP.org

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@KidneyPatients



@KidneyPatients