



PARTNERSHIP & EXHIBITION PROSPECTUS

THE INTERNATIONAL LIVER CONGRESS™
LONDON, UNITED KINGDOM | 15-19 APRIL, 2020





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WHY ATTEND THE INTERNATIONAL LIVER CONGRESS 2020?

The International Liver Congress™ (ILC) is the most influential congress of its kind worldwide, with participants attending from across the globe. ILC serves as the leading platform to exhibit best practice and science, introduce the latest trends in hepatology, present scientific advances, offer education and nurture networking at an international level.

THE BENEFITS

- ▶ Showcase your brand to a quintessential market through our comprehensive platform
- ▶ Reinforce your position and credentials as a key player in the industry through exclusive and tailor-made packages
- ▶ Be part of a unique platform dedicated to education and idea exchange for medical professionals
- ▶ Help shape new trends, innovations and challenges for the future of hepatology
- ▶ Reach out to and engage with KOLs from multiple markets at the Congress and beyond
- ▶ A state of the art Congress venue with numerous meeting room options
- ▶ Be an EASL partner and share its goals of improving and changing the world of hepatology

2019 STATISTICS

-  **>8,500** PARTICIPANTS
-  **120** COUNTRIES REPRESENTED
-  **4024** UNIQUE LIVESTREAMING VISITORS
-  **78** EXHIBITORS
-  **21,74** MILLION TWITTER IMPRESSIONS
-  **2,447** ABSTRACTS SUBMITTED **1720** ABSTRACTS ACCEPTED
-  **954** YOUNG INVESTIGATORS
-  **500** INVITED FACULTY



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THE VENUE

ILC 2020 will be held at the ExCel London, offering an attractive destination for science and business.



www.excel.london

ExCeL London

One Western Gateway
Royal Victoria Dock
London E16 1XL
United Kingdom
East entrance





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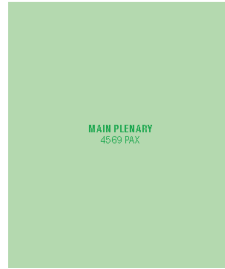
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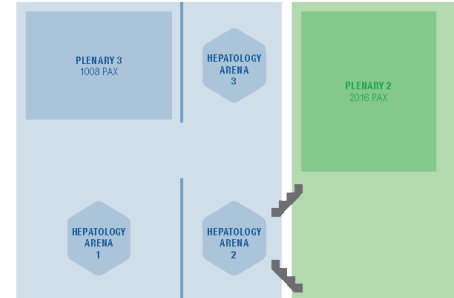
FLOOR PLAN

MAIN PLENARY



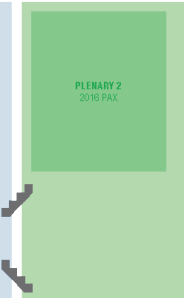
GROUND FLOOR

PLENARY & HEPATOLOGY ARENAS



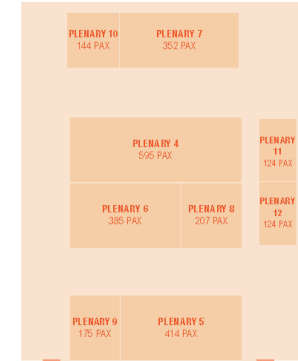
1ST FLOOR

PLENARY



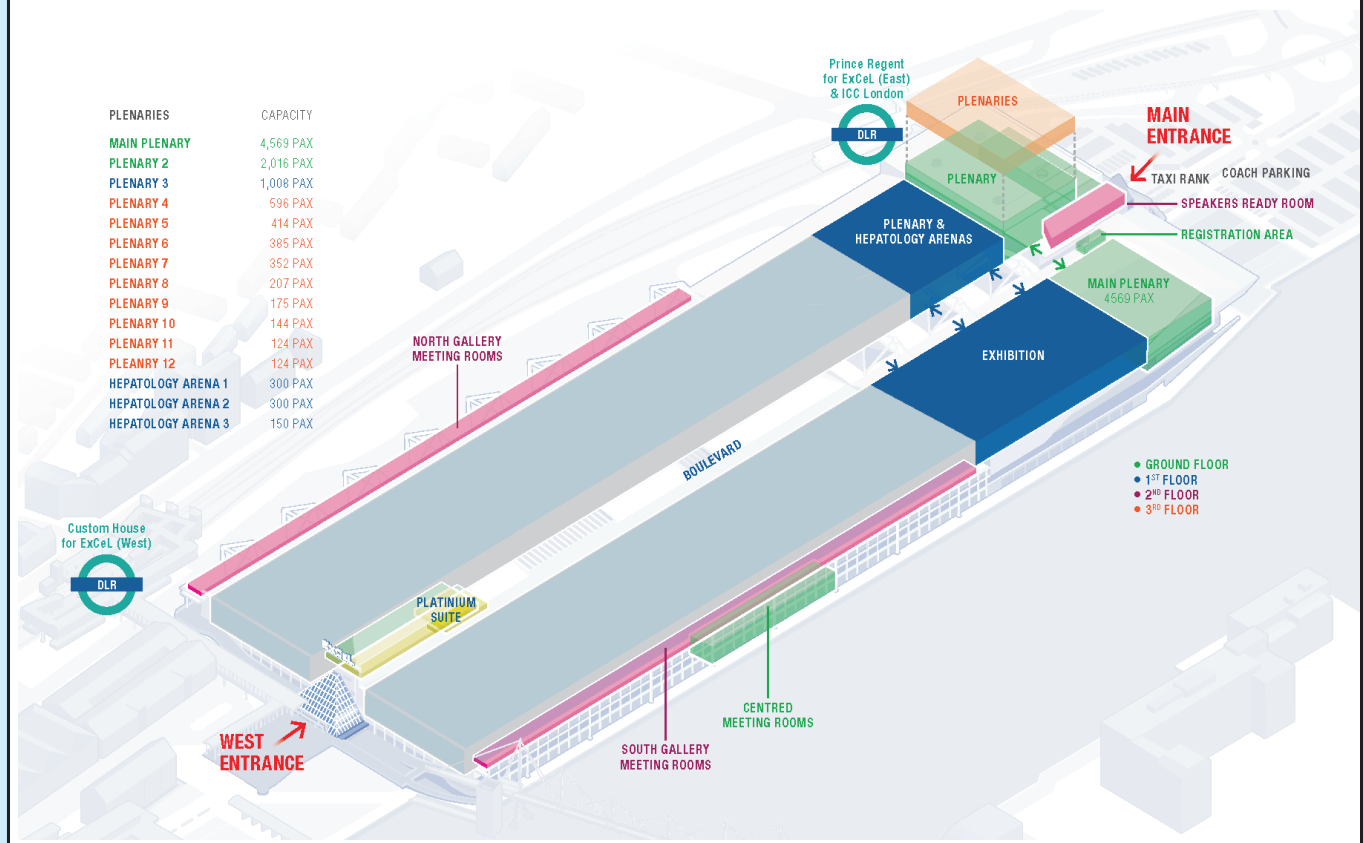
GROUND FLOOR

PLENARIES



3RD FLOOR

PLENARIES	CAPACITY
MAIN PLENARY	4,569 PAX
PLENARY 2	2,016 PAX
PLENARY 3	1,008 PAX
PLENARY 4	596 PAX
PLENARY 5	414 PAX
PLENARY 6	385 PAX
PLENARY 7	352 PAX
PLENARY 8	207 PAX
PLENARY 9	175 PAX
PLENARY 10	144 PAX
PLENARY 11	124 PAX
PLENARY 12	124 PAX
HEPATOLOGY ARENA 1	300 PAX
HEPATOLOGY ARENA 2	300 PAX
HEPATOLOGY ARENA 3	150 PAX



- GROUND FLOOR
- 1ST FLOOR
- 2ND FLOOR
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CONGRESS KEY DATES

OCTOBER 2019

01 01 October 2019
Accommodation, registration
& website opening

NOVEMBER 2019

19 19 November 2019
Abstract submission closes

29 29 November 2019
Industry satellite symposia
programme submission

JANUARY 2020

14 14 January 2020
Registration early fee
deadline

31 31 January 2020
Submission of advertisement
& company profile

FEBRUARY 2020

14 14 February 2020
Late breaking abstract
submission opens

24 24 February 2020
Late breaking abstract
submission closes

MARCH 2020

12 12 March 2020
Submission of group names

17 17 March 2020
End of exhibition sales

APRIL 2020

15-19
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SCIENTIFIC PROGRAMME (Overview)

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30	14:00	14:30	15:00	15:30	16:00	16:30	17:00	17:30	18:00	18:30	19:00	19:30	20:00	20:30		
WEDNESDAY	EXHIBITION SET-UP (FURNISHING ONLY)																													
			SESSION			SESSION				SESSION				SESSION				SESSION							IS					
					CB				CB				CB					CB			PGC									
THURSDAY			EXHIBITION																											
			SESSION			SESSION				SESSION				SESSION				SESSION						IS						
																					PGC									
						CE						LUNCH					CE						CB							
FRIDAY			EXHIBITION																											
			SESSION			SESSION				SESSION				SESSION				SESSION						IS						
						CE						LUNCH					CE							CB						
SATURDAY			EXHIBITION																											
			SESSION			SESSION				SESSION				SESSION				SESSION						IS						
						CE						LUNCH					CE							CB						
SUNDAY			EXHIBITION																											
			SESSION			SESSION				SESSION				SESSION				SESSION												
					CB																									

- SESSION Scientific Session
- PGC Postgraduate Course (this year on NAFLD)
- IS Industry sessions: Satellite symposium & Mini-workshops
- LUNCH Lunch Break
- CB Coffee Break
- EXHIBITION SET-UP Exhibition Set-up Hours
- EXHIBITION Exhibition Hours
- CE Challenge the Experts



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INDUSTRY EXHIBITION



EXHIBITION OPPORTUNITIES

The International Liver Congress™ 2020 will be held in the ExCel London, which is situated close to all other Congress activities such as the lecture halls, poster presentations, registration desks and meeting rooms. The floor plan is designed to maximise exhibitors' exposure to delegates, and all coffee and lunch breaks will be held in the exhibition area.

Spaces related to major sponsorship packages will be allocated using a ballot system. All further spaces will be allocated based on the reservations received, on a first-come, first-served basis.

Exhibition Times

Thursday 16 April	09:00-17:00
Friday 17 April	09:00-17:00
Saturday 18 April	09:00-17:00

Exhibition Costs

Exhibition space is available in multiples of 9 sqm and the costs per sqm for raw space are as follows (N.B. Major Partners will receive discounts on these prices):

	Early fee (until 16 August 2019)	Full fee (after 17 August 2019)
Commercial entity	EUR 525/sqm	EUR 625/sqm
NGO/ not-for-profit	EUR 250/sqm	EUR 300/sqm

Shell Scheme Booth (price upon request)

In addition to the raw space, standard pre-built booths are available with the following items included:

- Separation walls (2.4m high) — 3 closed sides
- Carpeting (grey, blue or red)
- Customised fascia panel
- 1 table, 2 chairs,
- 1 spotlight per 4 sqm
- 1 triple socket outlet (electric main connection up to 2,0 kW and power consumption)

For further information and costs, please contact ilc.industry@easloffice.eu





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Booking

To book your booth, please:

- View the exhibition floor plan and select your 3 preferred options
- Complete and sign the Exhibition Booking Form on page 14. Applications can only be made in writing via the official Booking Form.
- Return your completed and signed Exhibition Booking Form via email to the EASL Office ilc.industry@easloffice.eu.
- Once your exhibition space is confirmed by the EASL Office you may then add any further services and packages to your booking

Important Booking Notes

- Completion of the Booking Form by the exhibitor shall be considered as a commitment to purchase the items indicated
- Once the official confirmation of exhibition space has been issued, any request for location change will be considered as a cancellation and a new booking required. Such requests will therefore be subject to a penalty change according to the contract policy.

Allocation

Priority of allocation will be given to ILC 2020 Major Partners. All further spaces will be allocated based on the reservations received, on a first-come, first-served basis.

It is in the interest of EASL that you are satisfied with your booth allocation. Please note that whilst we will strive to allocate the best possible booth space for your company, EASL cannot guarantee any preferences on neighbouring exhibition booth spaces or companies.



Company Information

A short description of your company will be published in the programme book and on the Congress mobile app. Exhibitors are encouraged to complete and return their company profile forms upon request from the EASL Office. Submission deadline on 31 January 2020

Exhibitor Badges

Each company booking exhibition space is entitled to several free exhibitors' badges. These free registrations are for your staff working on your booth and are only valid for access to the exhibition hall and the meeting rooms. Exhibitor badges do not permit access to scientific lectures, with the exception of when it is the symposium or workshop organised by your own company. Name submission by 13 March 2020



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EXHIBITION BOOKING FORM

Please complete and send to ilc.industry@easloffice.eu

Please note: companies who opt for one of ILC's Major Partnership packages are not required to complete this booking form.

Contact Name:

Company Name:

Address:

.....

City:

Country:

Code:

Telephone:

Fax:

Email:

Website:

PO Number:

I would like to book the following exhibition space:

	Stand No.	We require... (please delete as appropriate)	No. of square metres
1st Choice		raw space/shell scheme	
2nd Choice		raw space/shell scheme	
3rd Choice		raw space/shell scheme	

We have read the Terms & Conditions, exhibition guidelines, codes of compliance and the EASL Code of Practice (available on the ILC website) and agree to observe and be bound by them*

Signature: Date:

*These terms are the contractual agreement between the organiser and the Exhibiting Firm

If you would like to book any individual sponsorship items, please use the **Sponsorship Booking Form** on page 34.



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Following on-going feedback from our industry partners, EASL has developed three unique packages to deliver the greatest opportunity for companies who wish to maximise their association with The International Liver Congress™ 2020 and the global hepatology community.

Major Partners will be given priority on exhibition space and key satellite symposia slots.

Major Partnership Packages

GOLD
EUR 250,000+

SILVER
EUR 215,000

BRONZE
EUR 115,000

Benefits

MAXIMUM OPPORTUNITY TO ENGAGE WITH A GLOBAL HEPATOLOGY AUDIENCE

Help shape the Congress*

- Organise a satellite symposium
- Submit abstracts for presentation at the Congress
- Participate in key sessions
- Invitation to join EASL and other industry partners at a pre-Congress planning meeting BMI Board

Be visible*

- Prominent placement of your logo in Congress materials and on the Congress website
- Right to use the ILC logo (following approval from the EASL office)
- Opportunity to hold a press conference
- On-site signage and sponsor recognition

Commercial benefits

- Complimentary exhibition space
- Complimentary registrations, including VIP seating for opening session

Privileges

- Symposia programme in programme book*
- A satellite symposium time slot
- Permission to use the phrase 'Integrated Satellite Symposium of The International Liver Congress™ 2020'
- Inclusion in an e-newsletter distributed by the EASL Office to all Congress delegates
- Invitation to join EASL and other major sponsors on a pre-Congress site visit and planning meeting
- Other benefits as described in this brochure

*Subject to compliance regulations



MAJOR PARTNERSHIP PACKAGES

	GOLD	SILVER	BRONZE
SCIENCE AND EDUCATION — INDUSTRY SATELLITE SYMPOSIA			
Entry into Ballot Wednesday/Thursday/Friday/Saturday evening (90 minutes symposia slots) & Thursday/Saturday midday (60 minutes symposia slots)	●	●	
Entry into Ballot for Thursday/Saturday Midday (60 minute symposia slot)	●	●	●
INDUSTRY SATELLITE SYMPOSIA SUPPORT Please choose from the below options			
Option 1: Live and/or on-demand webcast	●	●	
Option 2: Interactive symposium mobile app	●	●	
Option 3: Digital branding for Satellite Symposium on-site	●	●	●
PROMOTION			
Symposium promotion via social media (at discretion of the EASL Office)	●	●	●
Symposium promotion via e-newsletter	●	●	●
Permission to use the phrase 'Integrated Satellite Symposium of The International Liver Congress™ 2020'	●	●	●
One (1) push notification announcing the Symposium on the mobile app, as allowed by compliance regulation	●	●	
Minimum of one (1) on-site promotional board to be placed in the Congress centre	●	●	●
Advertising page in programme book	●	●	
Individual symposium programme in programme book	●	●	●
Symposia Overview	●	●	●



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	GOLD	SILVER	BRONZE
COMMERCIAL INVOLVEMENT			
Priority assignment of exhibition space (within each level)	●	●	●
Number of sqm included	81 sqm	81 sqm	18 sqm
Company banner on mobile app carousel	●	●	
Discount on additional exhibition space	20%	10%	
ADDITIONAL BENEFITS	●	●	
One (1) office space (up to 20 sqm) within the venue	●	●	
Free registrations	50	40	5
Priority allocation of hotel room blocks	●	●	
Priority allocation of hospitality rooms in the venue	●	●	
Discount on additional sponsorship items	15%	10%	5%
Possibility of a company welcome desk in the registration area	●	●	
ACKNOWLEDGEMENT			
ILC website	●	●	●
Enhanced company description in Congress mobile app	●	●	●
On-site sponsors' board	●	●	●
Programme book (printed and e-book version)	●	●	●

All items above are subject to compliance



MAJOR PARTNERS BOOKING PROCESS

In order to initiate a Major Partnership package for ILC 2020, we invite you to take the following steps:

1

Review the packages and indicate your preference on the Major Partners Booking Form

2

Choose one symposium option and an exhibition space

3

Add in additional industry satellite symposium

4

Add in additional exhibition space and individual sponsorship items as required

5

Suggest any amendments to the package by sending requests in writing to ilc.industry@easloffice.eu

6

Complete the application form, agree to the terms and conditions of booking and return the signed form to ilc.industry@easloffice.eu

Please note that EASL will advise all companies of VAT requirements



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MAJOR PARTNERS BOOKING FORM

Please complete and send to ilc.industry@easloffice.eu

I would like to book the following package:

- Gold
 - Silver
 - Bronze
 - We require additional exhibition space (please indicate total space required)
-
-
-

I would like to book the following additional sponsorship items:

Sponsorship item	Price (EUR)
<input type="checkbox"/> Industry Satellite Symposia	Upon request
<input type="checkbox"/> Webcast or live streaming of Symposium	Upon request
<input type="checkbox"/> Interactive Symposium Package	18,000
<input type="checkbox"/> Challenge the experts session	15,000
<input type="checkbox"/> Mini-Workshop	20,000
<input type="checkbox"/> Poster Tours	20,000
<input type="checkbox"/> Poster track signage	20,000
<input type="checkbox"/> USB Sticks	Upon request
<input type="checkbox"/> Live Streaming	100,000
<input type="checkbox"/> Content Dissemination	45,000
<input type="checkbox"/> Travel Grants — Young Investigators	130,000
<input type="checkbox"/> Travel Grants — Nurses	Upon request
<input type="checkbox"/> Travel Grants — Patient Advocates	Upon request
<input type="checkbox"/> Internet Corner	Upon request
<input type="checkbox"/> Business Lounge	Upon request
<input type="checkbox"/> Delegates Lounge	Upon request
<input type="checkbox"/> Patient Lounge	Upon request
<input type="checkbox"/> Delegate WIFI	75,000
<input type="checkbox"/> Mini Programme	20,000
<input type="checkbox"/> Notepads and pens	10,000
<input type="checkbox"/> Congress Bags	65,000
<input type="checkbox"/> Twitter Feed (per screen)	18,000
<input type="checkbox"/> Programme Advert	12,000

Sponsorship item	Price (EUR)
<input type="checkbox"/> Programme back cover	20,000
<input type="checkbox"/> Bookmark	35,000
<input type="checkbox"/> "You Are Here" Plan	18,000
<input type="checkbox"/> Mobile App — Live voting Q&A	18,000
<input type="checkbox"/> Mobile App — Enhanced profile	5,000
<input type="checkbox"/> Mobile App — Splash Screen	45,000
<input type="checkbox"/> Mobile App — Invitation email	35,000
<input type="checkbox"/> Mobile App — Lead retrieval	Upon request
<input type="checkbox"/> Mobile App — Dedicated symposium app package	35,000
<input type="checkbox"/> Mobile App — Post event notification email	35,000
<input type="checkbox"/> Meeting rooms <small>(please email your requirements to EASL)</small>	Upon request

Device Companies Only

<input type="checkbox"/> Track Skills in Hepatology	5,000
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Biotech Companies Only

<input type="checkbox"/> Biotech Village	15,000
<input type="checkbox"/> On-site presence	8,000
<input type="checkbox"/> Marketing & communication	3,500
<input type="checkbox"/> Education activities	4,500

Contact Name:

Company Name:

Address:

.....

.....

Country:

Post/Zip Code:

Telephone:

Fax:

Email:

Website:

Please send me a sponsorship contract and an invoice

We have read the Terms & Conditions, exhibition guidelines, codes of compliance and the EASL Code of Practice (available on the ILC website) and agree to observe and be bound by them.

Signature

Date

*These terms are the contractual agreement between EASL and the sponsorship company/organisation



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INDIVIDUAL SPONSORSHIP OPPORTUNITIES

Scientific

Fulfills the scientific needs of the delegates

Drive brand awareness

Increase your brand awareness and visibility

Networking opportunities

Increase the networking opportunities

Exclusivity

Offer an exclusive and innovative item to delegate. Enabling you to make a difference

Post event exposure

Extend your brand visibility post congress

	Benefit 1	Benefit 2	Benefit 3	Benefit 4	Benefit 5
Education & Science	Scientific	Drive brand awareness	Networking opportunities	Exclusivity	Post event exposure
Industry Satellite symposium	●	●			
Mini-workshop	●	●			
Challenge the experts session	●	●			
Industry symposium live streaming and/or on demand webcast	●	●			●
Interactive symposium package supported by the congress app	●	●	●		
Dissemination package	●				●
Live Streaming & webcast of the congress	●				
Poster tours	●	●		●	
Poster track signage	●	●			
Abstracts on USB sticks	●	●	●	●	
Travel grants	●				
Branding & Delegate Enhancements	Scientific	Drive brand awareness	Networking opportunities	Exclusivity	Post event exposure
Delegate Areas		●	●	●	
Patient lounge		●	●	●	
Wifi		●		●	
Programme book advert		●			
Programme back cover		●		●	
Mini-programme		●		●	
Bookmark		●		●	
Congress bags		●		●	
"you are here" map		●			
Twitter feed		●	●		
Notepads and pens		●			
ILC congress mobile app	Scientific	Drive brand awareness	Networking opportunities	Exclusivity	Post event exposure
Splash screen		●		●	
Enhanced profile		●			
Email invite		●		●	
Post event notification email		●		●	●
Lead retrievals		●	●		



EDUCATION & SCIENCE

INDUSTRY SATELLITE SYMPOSIA

Sponsoring a satellite symposium is an ideal way to educate and stimulate a targeted audience. This is a unique opportunity to offer cutting edge science, presenting case studies or interact with delegates from around the world.

All symposia must be held at the Congress venue in existing scientific session rooms used for the Congress. Seating will be in theatre style. Room allocations will be made on a first-come, first-served basis. Slots are limited and the organization of industry symposia and mini-workshops are subject to approval by the EASL Governing Board. A draft programme for each symposium, indicating the title, speakers and titles of presentations should be submitted to EASL by **November 29, 2019.**

Midday industry satellite symposia (60 min)

Thursday	12:00-13:00
Saturday	13:00-14:00

The lunch symposia can only be approved with two companies confirmed and booked. No later than October 30, EASL shall cancel any booking if a minimum of two symposia have been booked. Companies opting for a lunch symposium are required to provide refreshments to Congress delegates in accordance with the organizer.

Evening industry satellite symposia (90 min)

Wednesday	18:00-19:30
Thursday	19:00-20:30
Friday	18:30-20:00
Saturday	18:30-20:00

Prices are available upon request and may vary according to the size of the meeting room. Additional services for enhanced AV support or catering should be later booked via the Congress centre directly.

Rates include:

- Rental of meeting room
- Standard AV equipment
- AV technician on-site
- Rehearsal — 1 hour
- Announcement in the online programme, and EASL communication tools (at discretion of the EASL Office)
- Promotion on-site in designated areas approved by EASL

Additional services for enhanced AV support or catering should be booked via the Congress centre directly.

PRICE UPON REQUEST

WEBCAST AND/OR LIVE STREAMING OF SYMPOSIUM

You may have the opportunity to enhance the value of their satellite symposium by recording the session and having an on-demand webcast version produced.

All satellite symposia to be posted on EASL Campus

Technical staff and equipment on-site

Logo acknowledgement on the opening / introduction screen of the webcast

Acknowledgements on EASL social media platforms

PRICE UPON REQUEST

INTERACTIVE SYMPOSIUM PACKAGE

Make your satellite symposium interactive by adding real time voting and Q&A facility to your sessions. You can use it to present interactive medical cases or to give your expert panel the opportunity to address questions coming from the audience.

The interactive tool is versatile, easy to use and includes a moderation layer. The package pricing will include support for all Symposia at the Congress. Package includes 1 dedicated member of staff to support the interactive tool during your symposium.

EUR 18,000



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CHALLENGE THE EXPERT'S SESSION

Further to your satellite symposium, give the opportunity to the delegates to exchange actively with 1 or 2 experts on stage.

The challenge the expert(s) sessions are complementary to satellite symposia. To ensure the session remains interactive, the maximum attendance is limited to 70 participants. The topic session must be in line with the previous organised satellite symposium.

Room set up in cabaret style

AV provided

Session displayed on the website

Session displayed on symposia board

EUR 15,000

MINI-WORKSHOP

This format is available to companies with a specific target audience and to Biotech companies.

Sponsors with clinical data for rare diseases or with innovative new products will find it a perfect platform for delivering cutting-edge information to key individuals.

This option is not suitable for all companies and topics. EASL reserves the right to prioritise bookings based on the suitability of the application.

MAX 60
PERSONS,
INCL.
FACULTY

EUR 20,000

LIVE STREAMING & WEBCAST

Provide the liver community with free access to content as an integral part of the EASL education dissemination portfolio.

ILC content is live streamed to ensure the latest science is accessible all year long for the liver community on a global scale.

Acknowledgment on the Live Streaming/webcast LC website and ILC section of the EASL Educational platform

Use of the EASL campus URL (ILC section only) on your website or affiliate website (education relevant webpages) subject to EASL approval and regulation

Sponsorship acknowledgement on the EASL campus webpages (ILC section only)

EUR 100,000



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CONTENT DISSEMINATION

Spread liver knowledge throughout the year! EASL will select the 'Best of ILC' slides and ensure content can be accessed by the entire liver community. Be seen as an active education disseminator

Acknowledgement on educational material from the congress

- Best of ILC 2020
 - ILC Daily news
-

Acknowledgement as a sponsor on the website

Acknowledgement on Sponsor board

EUR 45,000

POSTER TOURS

EXCLUSIVE

During The International Liver Congress™ 2020, sponsors have the opportunity to support the Poster Tours. The Poster Tours were implemented for the first time during our annual Congress in 2016 and achieved great success.

By sponsoring this educational activity, you will be offered the following services:

Branded meeting point

Acknowledgement as a sponsor on the website

Acknowledgement of support in the poster tour programme

EUR 20,000

POSTER TRACK SIGNAGE

During The International Liver Congress™ 2020, sponsors have the opportunity to support the poster tracks and printing.

By sponsoring this educational activity, you will be offered the following services:

Branded poster track

Acknowledgement as a sponsor on the website

EUR 20,000



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USB STICKS

EXCLUSIVE

USB sticks with Congress abstracts

Company name/logo will be placed on one side of the USB stick, which includes Congress abstracts.

This opportunity provides sponsors with a means of providing delegates with all the information they need on the Congress, as well as a visible advertising method that delegates will take away with them.

The USB sticks will be supplied, programmed and distributed by the sponsors at their company booth.

Promotional communication will be made by EASL through the programme book and the mobile app.

ONLY ONE
AVAILABLE.
GOLD SPONSORS
HAVE PRIORITY.

PRICE UPON REQUEST

TRAVEL GRANTS

Whilst all stakeholders with an interest in liver disease play a vital role in the Congress, many do not have the means to participate. Since their voices are essential in furthering the developments of improving patient outcomes, we would like to bring together as many as possible from wide-ranging backgrounds. Receivers of a sponsored grant are selected by the EASL Scientific Committee.

Young Investigators

EUR 130.000

Please note: EASL will distribute travel bursaries, including a free registration, to the 200 highest scored abstracts.

Nurses

PRICE UPON REQUEST

Your support will cover the cost of their travel and accommodation for up to 2 days. Grants for nurses will be managed by the EASL Office.

Patient advocates educational travel grant

PRICE UPON REQUEST

Your support will cover the cost of their travel and accommodation for up to 3 days. Grants for patient advocates will be managed by the EASL Office.



BRANDING & DELEGATE ENHANCEMENTS

Situated in the Exhibition Hall, these individual sponsorship opportunities provide an opportunity to create a networking space for delegates to use throughout the Congress.

This presents the sponsor with engagement opportunities with delegates in addition to creating a facility for delegates to hold small networking meetings, check emails, conduct work or to utilise seating.

Benefits of sponsorship include:

Acknowledgement as a Sponsor on the website

Acknowledgement on the Sponsor board

Corporate branding of the area

DELEGATE AREAS

EXCLUSIVE

Delegates lounge

This area is dedicated to delegates who want to work, network and charge their devices.

EXCLUSIVE

Internet corner

Working space dedicated to Congress delegates with access to computers, printers and the internet.

EXCLUSIVE

Business lounge

The business Lounge offers a quieter environments to work and print material.

PRICE UPON REQUEST

PATIENT LOUNGE

EXCLUSIVE

Congresses by nature are busy and noisy places. Yet in order to heal, patients need a restful space. Quietness is important for patients, which is why it is a priority to us. We ask that you please partner with us to create a healing environment. Together, we can create a comfortable, quiet place for all of our patients attending ILC 2020.

PRICE UPON REQUEST

DELEGATE WIFI

EXCLUSIVE

Contribute to digital communication in offering WIFI to all delegates. Define your password and communicate with delegates daily.

Sponsoring the WIFI will include the following:

A half-page advert in the final programme

Specifying the network name, password and company's acknowledgment support

1 push notification per day

Visibility of the network name and password on the 'Practical Information' section of the congress website and in the mini-programme.

EUR 75,000



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BRANDING & DELEGATE ENHANCEMENTS

MINI PROGRAMME

This indispensable pocket programme book is offered to all Congress delegates. It includes the full Congress programme and schedule.

Benefits to sponsors include:

Acknowledgement as a sponsor on the website

Acknowledgement of the support in the poster tour programme

Company logo printed on the mini programme

INCLUDES
ALL
PRODUCTION
COSTS

EUR 20,000

NOTEPADS AND PENS

This provides a unique opportunity to raise your brand recognition with delegates during the conference.

Please note that the notepads and pens will be produced by the sponsor.

Sponsoring these materials will provide the following:

The notepads and pens will bear the sponsor's company

Acknowledgement on the on-site 'supporters' board

Acknowledgement in the final programme

EUR 10,000

CONGRESS BAGS

EXCLUSIVE

Conference bags are a valuable commodity and an essential resource for the ILC delegate experience.

The conference bags will be distributed to all attendees at the ILC upon registration.

The bags are processed with recycled material.

EUR 65,000

CHARGING STATIONS

Ensure that delegates have a full battery to tweet and communicate with their devices. Sponsoring the charging stations will include the following:
Self-standing charging stations (for mobile phones and computers) branded with your company's logo and/or name

Charging stations located in the registration area and the exhibition/poster area

Acknowledgement on the on-site 'supporters' board

PRICE UPON REQUEST



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ADVERTISING, COMMUNICATION AND NETWORKING

TWITTER FEED

EXCLUSIVE

Twitter feed screens

Display screens will be located within the Congress venue, showing all ILC related tweets to enhance and support participant interaction.

Sponsors will benefit from:

Acknowledgement on the screens with "sponsored by" logo

Acknowledgement as a Congress sponsor on the Congress website

Acknowledgement on sponsor board on-site

EUR 18,000 PER SCREEN

PROGRAMME ADVERT

1 advertisement page in the final printed and digital programme

Page designed and provided by sponsor

Acknowledgement as a sponsor on ILC website

EUR 12,000

BOOKMARK

EXCLUSIVE

Fully branded bookmark

1 bookmark per bag will be provided (approx. 10,000 units depending on the number of registered delegates)

Acknowledgement on ILC website

EUR 35,000

PROGRAMME BACK COVER

EXCLUSIVE

Fully branded back cover in the final printed and digital programme

Page designed and provided by sponsor

Acknowledgement as a sponsor on ILC website

EUR 20,000

"YOU ARE HERE" PLAN

This package offers exclusive visibility on 4 on site floor plans. "You are here" boards displayed in key areas of the venue.

EUR 18,000



@easnews & @easledu



EASL, The Home of
Hepatology @easnews



EASLEurope



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ILC CONGRESS MOBILE APP

LIVE VOTING & Q&A

Make your satellite symposium interactive by adding real time voting and a Q&A facility to your sessions. Use it to present interactive medical cases or to give your expert panel the opportunity to address questions coming from the audience. The interactive tool is versatile, easy to use and includes a moderation layer. The package pricing includes support for all Symposia at the Congress and 1 dedicated member of staff to support the interactive tool during your symposium.

EUR 18,000

ENHANCED PROFILE

Enhance your company profile by adding additional content and information.

The company profile can be accessed over the main menu of the App (Sponsors or Exhibitors section).

It can be accessed via a link from a push notification message or by scanning a printed QR code located on your booth.

Maximum 3 pdf files with 2 MB each

Maximum video size
10 MB

EUR 5,000

SPLASH SCREEN

Logo displayed when downloading the App

All delegates who open the App will see the logo

>10,000 downloads expected

EUR 45,000

LEAD RETRIEVAL

With the ILC mobile app, exhibitors can easily retrieve leads and track contacts, visits and interests all through a simple scan of either the QR code within the delegate's ILC app or through the code on the delegate's badges.

Use of the lead retrievals will provide the data for your transfer of value reports.

PRICE UPON REQUEST



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EMAIL INVITE

Email to be sent to all Congress delegates

Sponsor acknowledgement

Company banner displayed

EXCLUSIVE

EUR 35,000

DEDICATED SYMPOSIUM APP PACKAGE

Provide delegates with a dedicated app for your symposium.

The app will be entirely custom branded to your organisation's symposium and will include a page banner, interactive programme and the possibility of adding PDF documents (such as presentations or supporting information).

Package also supports:

- Live Q&As, polling and Word Clouds
- Faculty list, photos and biographies
- Session evaluations or surveys
- Analytics for session views, presenter views, document views and more

Device rental (iPod or iPad) also available.

EXCLUSIVE

EUR 35,000

POST EVENT NOTIFICATION EMAIL

Inform active app users that they can still access your content via the app or web app.

An exclusive opportunity.

EUR 35,000



MEETING ROOMS

Meet companies, clients, colleagues and KOLs face to face in your own private Hospitality Suite conveniently located within the Congress venue.

Meeting rooms are closed rooms and may not be used to exhibit company's products or to organise activities, such as media briefings, press conferences, any other type of meetings, including satellite symposia, educational and Meet-the-Expert sessions.

BLACK OUT TIMES:

All restricted times listed are reserved exclusively for EASL programmes, meetings and official functions of The International Liver Congress™ 2020. Events of more than 75 participants are not allowed in the venue premises and in the surrounding hotels during the following restricted times:

Wednesday	15 April 2020	Not allowed
Thursday	16 April 2020	07:00 – 20:30
Friday	17 April 2020	07:30 – 20:30
Saturday	18 April 2020	07:30 – 20:00
Sunday	19 April 2020	08:00 – 14:30

MEETING ROOMS

Your meeting room includes:

- ▶ Meeting room rental for the expected duration
- ▶ Tables and chairs according to room size
- ▶ Your company name on the room door and signage

The prices will depend on the duration of the room rental and the capacity required.

Depending on the duration and the number of seats, you will be granted with passes to access the meeting rooms to be distributed to your attendees. This is offered at the discretion of the EASL Office.

Access

All persons involved in the operation of the hospitality suite must have a valid badge (exhibitor, delegate, day badge). All persons requesting access to the hospitality suite must be registered either as delegates or as exhibitors. Persons without such a badge will not be allowed to enter the room. Hospitality suites can be open throughout the entire Congress.

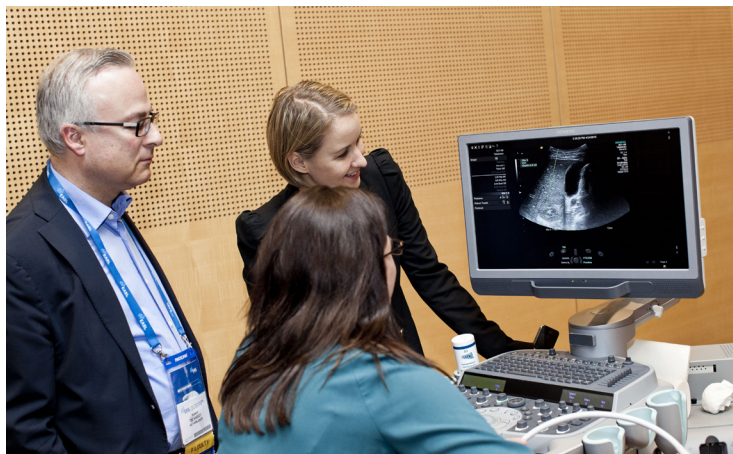
PRICE UPON REQUEST

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OPPORTUNITIES FOR DEVICE COMPANIES

The European Association for the Study of the Liver (EASL) wishes to encourage Device and MedTech companies to take part in The International Liver Congress™ 2020.

Device companies will be able to have a dedicated area to showcase their devices to delegates and the following two specific sponsorship activities have been created solely for device companies. These activities are interactive and practical for delegates.



TRACK SKILLS IN HEPATOLOGY

This project raises awareness of diagnostic and therapeutic techniques and offers delegates the possibility of testing their knowledge and skills. The friendly atmosphere with experts will enable participants to ask broad questions related to the practice of interventions in patients with liver disease.

This area is opened during specific times throughout the Congress and video teaching is encouraged.

EUR 5,000



OPPORTUNITIES FOR BIOTECH COMPANIES

EASL will support biotech companies to network and present their latest research to the medical community taking part in the Congress. This is a unique platform for meeting with high-level executives and influential decision makers.

The EASL biotech village is an EASL Governing Board initiative in support of biotech companies. Companies that are selected to take part in this initiative are entitled to highly subsidised pricing conditions, which are exclusive.

Due to limited availability of space and very high demand, we invite interested companies to contact us as soon as possible via ilc.industry@easloffice.eu



BIOTECH VILLAGE

EUR 15,000

Complete package includes:

- ▶ Dedicated space of 9 sqm

- ▶ Branded meeting space in the exhibition area

- ▶ Marketing & Communication — EASL will provide support to leverage your visibility

- ▶ The possibility to host a press conference

- ▶ Acknowledgement on Congress materials

The different modules can also be bought individually and the costs are as follows:

- ▶ On-site presence **EUR 8,000**

- ▶ Marketing & Communication **EUR 3,500**

- ▶ Education Activities **EUR 4,500**



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ADDITIONAL/INDIVIDUAL SPONSORSHIP BOOKING FORM

Please complete and send to ilc.industry@easloffice.eu

I would like to book the following individual/additional sponsorship items:

Sponsorship item

<input type="checkbox"/> Industry Satellite Symposia	Upon request
<input type="checkbox"/> Webcast or live streaming of Symposium	Upon request
<input type="checkbox"/> Interactive Symposium Package	18,000
<input type="checkbox"/> Challenge the experts session	15,000
<input type="checkbox"/> Mini-Workshop	20,000
<input type="checkbox"/> Poster Tours	20,000
<input type="checkbox"/> Poster track signage	20,000
<input type="checkbox"/> USB Sticks	Upon request
<input type="checkbox"/> Live Streaming	100,000
<input type="checkbox"/> Content Dissemination	45,000
<input type="checkbox"/> Travel Grants — Young Investigators	130,000
<input type="checkbox"/> Travel Grants — Nurses	Upon request
<input type="checkbox"/> Travel Grants — Patient Advocates	Upon request
<input type="checkbox"/> Internet Corner	Upon request
<input type="checkbox"/> Business Lounge	Upon request
<input type="checkbox"/> Delegates Lounge	Upon request
<input type="checkbox"/> Patient Lounge	Upon request
<input type="checkbox"/> Delegate WIFI	75,000
<input type="checkbox"/> Mini Programme	20,000
<input type="checkbox"/> Notepads and pens	10,000
<input type="checkbox"/> Congress Bags	65,000
<input type="checkbox"/> Twitter Feed (per screen)	18,000
<input type="checkbox"/> Programme Advert	12,000

Price (EUR)

Sponsorship item

<input type="checkbox"/> Programme back cover	20,000
<input type="checkbox"/> Bookmark	35,000
<input type="checkbox"/> "You Are Here" Plan	18,000
<input type="checkbox"/> Mobile App — Live voting Q&A	18,000
<input type="checkbox"/> Mobile App — Enhanced profile	5,000
<input type="checkbox"/> Mobile App — Splash Screen	45,000
<input type="checkbox"/> Mobile App — Invitation email	35,000
<input type="checkbox"/> Mobile App — Lead retrieval	Upon request
<input type="checkbox"/> Mobile App — Dedicated symposium app package	35,000
<input type="checkbox"/> Mobile App — Post event notification email	35,000
<input type="checkbox"/> Meeting rooms <small>(please email your requirements to EASL)</small>	Upon request
Device Companies Only	
<input type="checkbox"/> Track Skills in Hepatology	5,000
Biotech Companies Only	
<input type="checkbox"/> Biotech Village	15,000
<input type="checkbox"/> On-site presence	8,000
<input type="checkbox"/> Marketing & communication	3,500
<input type="checkbox"/> Education activities	4,500

Price (EUR)

Contact Name:

Company Name:

Address:

.....

.....

City:

Country:

Post/Zip Code:

Telephone:

Fax:

Email:

Website:

Please send me a sponsorship contract and an invoice

We have read the Terms & Conditions, exhibition guidelines, codes of compliance and EASL's Code of Practice and agree to observe and be bound by them*

Signature

Date

*These terms are the contractual agreement between the organiser and the sponsorship company/organisation

CONTACTS

EASL GOVERNING BOARD

Secretary General

Philip N. Newsome, United Kingdom

Vice-Secretary

Thomas Berg, Germany

Treasurer

Francesco Negro, Switzerland

Eu Policy Councillor

Helena Cortez-Pinto, Portugal

Maria Buti, Spain

– EU Policy Councillor elect

Scientific Committee Members

Emma Andersson, Sweden

Markus Cornberg, Germany

Pierre-Emmanuel Rautou, France

Maria Reig, Spain

Emmanuel Tsochatzis, United Kingdom

Luca Valenti, Italy

EDUCATIONAL COUNCILLOR

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CONGRESS VENUE

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East entrance and ICC London



EASL™
The Home of Hepatology

