

THE **DIGITAL**
INTERNATIONAL
LIVER CONGRESS[™]



**PARTNERSHIP
& EXHIBITION
PROSPECTUS**

27–29 August 2020
www.ilc-congress.eu



CONTENTS

WELCOME

WHY SUPPORT
DIGITAL ILC 2020
& KEY DATES

SCIENTIFIC
PROGRAMME

BRONZE, SILVER, GOLD
SPONSORSHIP

EXHIBIT AND
SPONSORSHIP ITEMS
À LA CARTE

REGISTRATION
FEES

CONTACT
US

CONTENTS

A MESSAGE FROM EASL SECRETARY GENERAL	03
WHY SUPPORT DIGITAL ILC 2020 & KEY DATES	04
SCIENTIFIC PROGRAMME	05
BRONZE, SILVER, GOLD SPONSORSHIP	07
EXHIBIT AND SPONSORSHIP ITEMS À LA CARTE	10
REGISTRATION FEES	18
CONTACT US	19

[CONTENTS](#)[WELCOME](#)[WHY SUPPORT
DIGITAL ILC 2020
& KEY DATES](#)[SCIENTIFIC
PROGRAMME](#)[BRONZE, SILVER, GOLD
SPONSORSHIP](#)[EXHIBIT AND
SPONSORSHIP ITEMS
À LA CARTE](#)[REGISTRATION
FEES](#)[CONTACT
US](#)

REGISTER NOW FOR THE DIGITAL INTERNATIONAL LIVER CONGRESS™ 2020

Given the continuing impact of the SARS-CoV-2 pandemic and resulting restrictions, EASL has decided to transition the onsite International Liver Congress™ 2020, planned for 25–28 August, to an immersive and exciting online event – **The Digital International Liver Congress™ 2020**, which will be held **27–29 August 2020**.

Since 2019, EASL has been livestreaming all sessions at its events and has been providing educational content online through the EASL Campus. This experience of delivering online content to the liver community will now be stepped up to the next level at The Digital ILC 2020.

The Digital International Liver Congress™ 2020 will be an **innovative** and **engaging** digital event for the worldwide **liver community to connect & learn**.

Our carefully curated selection of original live and on demand content will bring you a Digital International Liver Congress programme with unprecedented global relevance, reach and convenience. Whether you are in the Americas, Africa, Asia, Europe or Oceania all the key presentations and much more will be available to you at the click of a key.

The event will be hosted on our online learning platform EASL Campus and we are busily developing a host of smart networking and engagement functions as well as a virtual EASL Central area where you can catch up with EASL Leadership and Staff. Our aim is to ensure that your Digital ILC experience is as close as possible to the real thing.

Our industry partners have always played an important part in EASL events and their commitment to the hepatology community remains as strong as ever, you can look forward to roaming the virtual exhibition and of course attending a select number of first rate Industry Satellite Symposia.

Very special registration rates are now available for this unique online only event and EASL Members will receive further reductions, see below on how to become a member and how to register. If you have already registered for ILC 2020 in London you do not need to do anything yet, we will be contacting you to arrange a conversion of your registration to the new digital event and a refund of the remaining amount.

We look forward to meeting you online in August, in the meantime we salute healthcare providers, carers and all those of you around the world who are helping us get through this pandemic and its consequences.

The EASL Office



[CONTENTS](#)[WELCOME](#)[WHY SUPPORT
DIGITAL ILC 2020
& KEY DATES](#)[SCIENTIFIC
PROGRAMME](#)[BRONZE, SILVER, GOLD
SPONSORSHIP](#)[EXHIBIT AND
SPONSORSHIP ITEMS
À LA CARTE](#)[REGISTRATION
FEES](#)[CONTACT
US](#)

WHY SUPPORT THE DIGITAL INTERNATIONAL LIVER CONGRESS™ 2020?

The Digital International Liver Congress will be hosted on the EASL Campus. The EASL Campus is EASL's online educational tool, that provides unbiased, high-quality, interactive continuing medical and professional education in the fields of hepatology and liver-related diseases. The educational content is based on needs assessment determined by EASL Educational Committee and is aiming to respond to the identified gaps in knowledge. The first targeted audience is the hepatology community: MDs, MD/PhDs, PhDs and in the future, nurses and patients.

We have structured the programme for The Digital ILC 2020 to provide optimal global reach, taking into consideration the locations and time zones of our participants. Wherever you are based – the Americas, Africa, Asia, Europe or Oceania – you will be able to attend the key presentations at a time that is convenient for you.

At the Digital International Liver Congress™ 2020, EASL is turning its attention to health in daily life and its importance in protecting the liver. Doctors, patients and patient groups, allied health professionals, and policymakers will discuss important new insights and information to help combat liver disease. Attendees will hear the latest epidemiological and real-world data on the latest liver research.

Join us!

KEY DATES

MAY 2020

04 04 May 2020
Website launch

28 28 May 2020
Registration opens

JUNE 2020

30 30 June 2020
Industry Satellite Symposia
programmes submissionn

JULY 2020

15 15 July 2020
Early registration fee
deadline

16 16 July 2020
Late registration now open

AUGUST 2020

20 20 August 2020
Abstracts available online

27-29

27-29 August 2020
**THE DIGITAL INTERNATIONAL
LIVER CONGRESS™ 2020**



SCIENTIFIC PROGRAMME

Needs assessment process and derived educational needs

The programme is carefully designed to cover, for all Hepatology topics, the most recent research advances, developments and treatments, in a wide variety of formats (symposium, workshop, courses, case presentations) focusing on the interaction between faculty and audience to enhance the learning process of the delegates.

Encouragement of knowledge exchange between clinical practitioners, researchers, and basic scientists; as well as established investigators and your upcoming talents by interaction in sessions and networking opportunities

Expected educational outcome(s)

- ✓ Update delegates on the latest research finding in Hepatology
- ✓ Discussion of cases to help diagnosis and treatment in the delegate's future daily practice.
- ✓ State-of-the-art, and symposium to increase/complete the knowledge of hepatologists.
- ✓ Public Health session to increase awareness of major public health issues



CONTENTS

WELCOME

WHY SUPPORT
DIGITAL ILC 2020
& KEY DATES

SCIENTIFIC
PROGRAMME

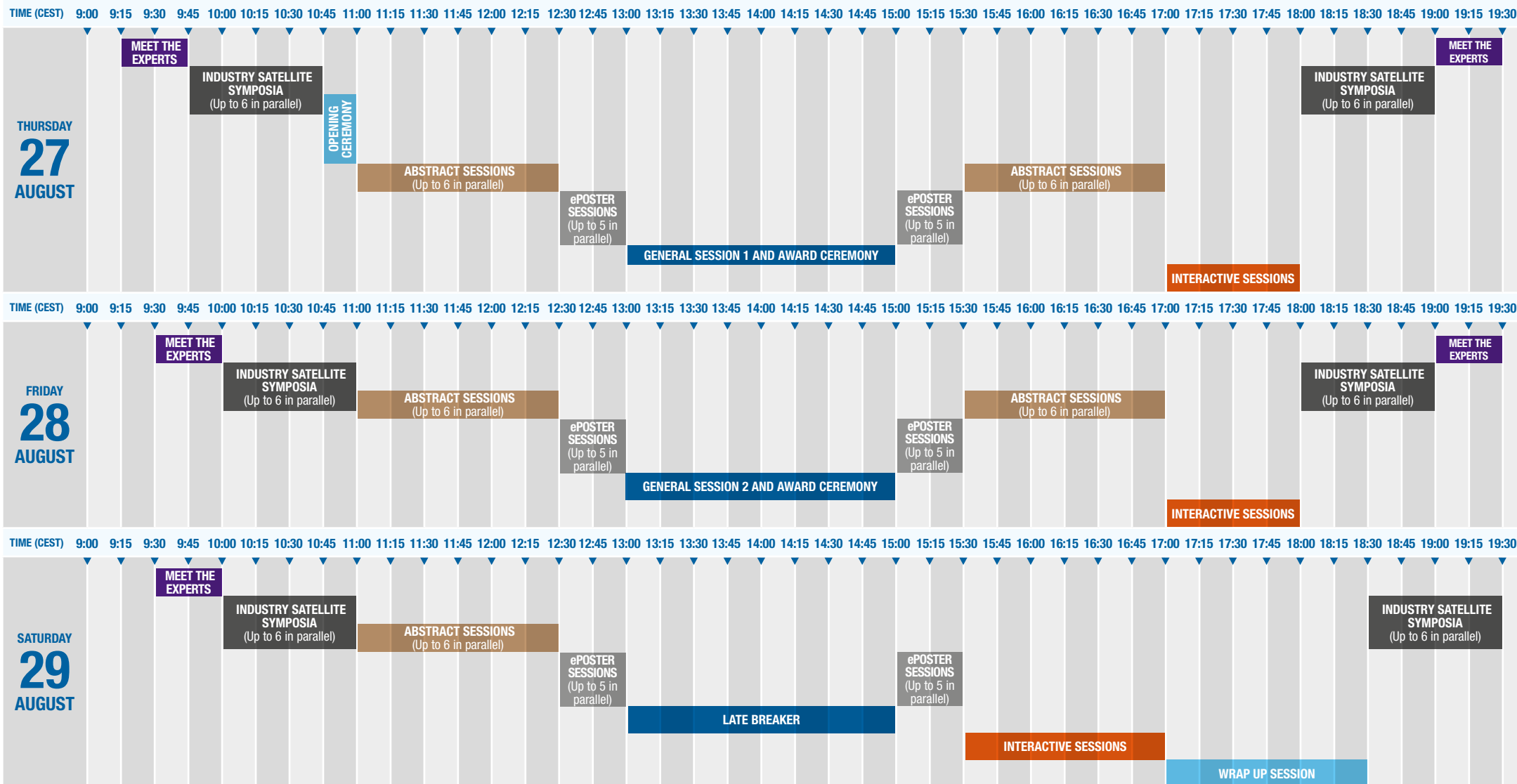
BRONZE, SILVER, GOLD
SPONSORSHIP

EXHIBIT AND
SPONSORSHIP ITEMS
À LA CARTE

REGISTRATION
FEES

CONTACT
US

SCIENTIFIC PROGRAMME OVERVIEW





CONTENTS

WELCOME

WHY SUPPORT
DIGITAL ILC 2020
& KEY DATES

SCIENTIFIC
PROGRAMME

BRONZE, SILVER, GOLD
SPONSORSHIP

EXHIBIT AND
SPONSORSHIP ITEMS
À LA CARTE

REGISTRATION
FEES

CONTACT
US

BRONZE, SILVER, GOLD SPONSORSHIP

Industry partners supporting the Digital International Liver Congress in the form of a sponsorship package will benefit from:

- ✓ the chance to discuss additional innovative solutions to be integrated into the event
- ✓ association with an groundbreaking EASL educational event
- ✓ privileged access to the global hepatology community
- ✓ priority on the symposium time slot
- ✓ priority on the exhibit
- ✓ free registrations
- ✓ acknowledgement
- ✓ discount on additional purchased items
- ✓ display their industry satellite symposia on the EASL Campus
- ✓ privileged access to other opportunities



CONTENTS

WELCOME

WHY SUPPORT
DIGITAL ILC 2020
& KEY DATES

SCIENTIFIC
PROGRAMME





BRONZE, SILVER, GOLD
SPONSORSHIP

EXHIBIT AND
SPONSORSHIP ITEMS
À LA CARTE

REGISTRATION
FEES

CONTACT
US

BRONZE, SILVER, GOLD SPONSORSHIP PACKAGES RELATED OPPORTUNITIES AND BENEFITS

	BRONZE EUR 28,750	SILVER EUR 53,750	GOLD EUR 62,500
SYMPOSIUM			
Priority allocation on symposia slot of Industry Satellite Symposium timeslot	✓	✓	✓
Live symposium 60 min Industry Satellite Symposium	✓	✓	✓
Webcast of Industry Satellite Symposia included on EASL Campus* 	displayed 3 months on the EASL campus 	displayed 1 year on the EASL campus 	unlimited time on EASL campus 
Q&A on the platform	✓	✓	✓
Pre-question to speakers from delegates	EUR 5,000	EUR 5,000	EUR 5,000
Single auditorium (dedicated and private area where your symposium or symposia will be hosted)	EUR 5,000	EUR 5,000	EUR 5,000
Fully customised and branded auditorium	EUR 5,000	EUR 5,000	EUR 5,000
Pre & Post assessment/survey (max. 5 pre & 5 post questions)	EUR 5,000	EUR 5,000	EUR 5,000
Integrated voting from digital platform	EUR 2,000	EUR 2,000	EUR 2,000
Symposia leads (names, city, country and email)	EUR 10,000	EUR 10,000	EUR 10,000
Symposia statistics (criteria on p.16)	EUR 2,000/criteria	EUR 2,000/criteria	EUR 2,000/criteria

***IMPORTANT NOTE:** Industry Satellite Symposia hosted on the EASL campus must not contain any brand names of medications. The reviewed and approved Industry Satellite Symposia will be hosted on the EASL Campus industry section.



BRONZE, SILVER, GOLD SPONSORSHIP PACKAGES RELATED OPPORTUNITIES AND BENEFITS

	BRONZE EUR 28,750	SILVER EUR 53,750	GOLD EUR 62,500
EXHIBIT			
Priority allocation of space	✓	✓	✓
Customised Exhibit			✓
Pre-designed exhibit - choose your modular exhibit	✓	✓	✓
Company branding	✓	✓	✓
Product branding	✓	✓	✓
Document display or download (jpeg or pdf files, non animated - no video/no audio)	5	7	10
ACKNOWLEDGEMENT			
Digital ILC 2020 mobile app	✓	✓	✓
On EASL website - Digital ILC 2020 home page	✓	✓	✓
Platform lobby	✓	✓	✓
Carrousel in the app	✓	✓	✓
Digital ILC 2020 Communication	✓	✓	✓
ADDITIONAL			
Registrations	5	10	15

IMPORTANT NOTICE: Only concerns companies with existing package already booked an sponsorship package for the congress



CONTENTS

WELCOME

WHY SUPPORT
DIGITAL ILC 2020
& KEY DATES

SCIENTIFIC
PROGRAMME

BRONZE, SILVER, GOLD
SPONSORSHIP

EXHIBIT AND
SPONSORSHIP ITEMS
À LA CARTE

REGISTRATION
FEES

CONTACT
US

EXHIBIT AND SPONSORSHIP ITEMS À LA CARTE



EXHIBIT À LA CARTE*

ITEMS	9 sqm ²	18 sqm ²	27 sqm ²	36 sqm ²	Every additional 9 sqm ² 1 additional item can be included
Predesigned Exhibit	✓	✓	✓	✓	✓
Customised Exhibit	EUR 2,000	EUR 2,000	EUR 2,000	EUR 2,000	✓
Company branding	✓	✓	✓	✓	✓
Product branding				✓	✓
Document display or download (jpeg or pdf files, non animated - no video/no audio)	2	3	4	5	5
Document display or download (jpeg, pdf files or animated files (with audio and video) not longer than 30 seconds.	EUR 2,000	EUR 2,000	EUR 2,000	EUR 2,000	✓
Dedicated chat room(s)	EUR 5,000	EUR 5,000	EUR 5,000	EUR 5,000	EUR 5,000
Exhibit statistics	EUR 2,000	EUR 2,000	EUR 2,000	EUR 2,000	✓
Exhibit leads	EUR 10,000	EUR 10,000	EUR 10,000	EUR 10,000	EUR 10,000
Appointment request	EUR 2,000	EUR 2,000	EUR 5,000	EUR 2,000	✓
Webinar (15 min recorded presentation) scheduled at specific times (2 times in the morning and 2 times in the evening) accessible by 20 IP addresses at the same time.	Upon request	Upon request	Upon request	Upon request	Upon request
Workshop (15 min presentation) scheduled at specific times (2 times in the morning and 2 times in the evening) accessible by 20 IP addresses at the same time including voting functions.	Upon request	Upon request	Upon request	Upon request	Upon request
Meet the expert (15 min presentation) scheduled at specific times (2 times in the morning and 2 times in the evening) accessible by 20 IP addresses at the same time including voting functions and Q&As.	Upon request	Upon request	Upon request	Upon request	Upon request
Quiz upon EASL's approval	Upon request	Upon request	Upon request	Upon request	Upon request

***IMPORTANT NOTICE:** Only concerns companies who have already booked an exhibit.

All prices are VAT excluded



EXHIBIT

The International Liver Congress™ (ILC) is the most influential congress of its kind worldwide, with participants attending from across the globe.

No exhibit booking yet? Join the Digital International Liver Congress and exhibit best practice, science, introduce your latest trends in hepatology, present scientific advances, offer education and nurture networking at an international level.

ITEMS	COST
Predesigned Exhibit	EUR 3,000
Customised Exhibit	EUR 5,000
Company branding	included
Product branding	EUR 1,000
Document display or download (jpeg or pdf files, non animated - no video/no audio)	EUR 200 / document
Document display or download (jpeg, pdf files or animated files (with audio and video) not longer than 30 seconds.	EUR 2,000
Dedicated chat room(s)	EUR 5,000
Exhibit statistics	EUR 2,000
Exhibit leads	EUR 10,000
Appointment request	EUR 2,000
Webinar (15 min recorded presentation) scheduled at specific times (2 times in the morning and 2 times in the evening) accessible by 20 IP addresses at the same time.	Upon request
Workshop (15 min presentation) scheduled at specific times (2 times in the morning and 2 times in the evening) accessible by 20 IP addresses at the same time including voting functions.	Upon request
Meet the expert (15 min presentation) scheduled at specific times (2 times in the morning and 2 times in the evening) accessible by 20 IP addresses at the same time including voting functions and Q&As.	Upon request
Quiz	Upon request



SPONSORSHIP ITEMS

ITEMS	COST
On demand webcast	EUR 5,000
Q&A on the platform	✓
Pre-question to speakers from delegates	EUR 5,000
Single auditorium (dedicated and private area where your symposium will be hosted)	EUR 5,000
Fully customised and branded auditorium	EUR 5,000
Pre & Post assessment / survey max. 5 pre & 5 post questions	EUR 5,000
Symposium or mini workshop leads	EUR 10,000
Symposium or mini workshop statistics	EUR 2,000

INDUSTRY SATELLITE SYMPOSIUM

Organizing 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.

Interactive symposium package.

DEADLINE TO SUBMIT FINAL PROGRAMME: TUESDAY 30 JUNE 2020

Satellite symposia schedule: 60min

Thursday 27 August	09:45-10:45	18:00-19:00
Friday 28 August	10:00-11:00	18:00-19:00
Saturday 29 August	10:00-11:00	18:30-19:30

EUR 25,000

MINI WORKSHOP

Interactive session where you can share knowledge and science with a limited audience. The format will be based on 40 min and with a limited attendance of 80 ip addresses.

DEADLINE TO SUBMIT FINAL PROGRAMME: TUESDAY 30 JUNE 2020

Mini workshop schedule: 40min

Thursday 27 August	09:45-10:25	18:30-19:10
Friday 28 August	10:00-10:40	18:30-19:30
Saturday 29 August	10:00-10:40	19:00-20:00

EUR 18,000



DIGITAL ILC 2020 WEBCAST

Provide the liver community with access to a full digital ILC 2020 webcast on the EASL campus

Ensure that the latest science, education and advocacy is accessible all year long by physicians on a global scale.

Acknowledgement on the Digital ILC webcast page located on the EASL Campus.

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

The Digital ILC 2020 content will be open access as of 1 November 2020 on the EASL Campus.

This is a multi-sponsor acknowledgement post event initiative to be seen as an active educational supporter.

EUR 75,000

Public on EASL campus

BEST OF DIGITAL ILC 2020 SLIDES DECKS

Spread liver knowledge throughout the year!

EASL will select the 'Best of Digital 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 Digital ILC 2020 slides decks
- Digital ILC 2020 news

Acknowledgement as a sponsor on the website

Acknowledgement on Sponsor board

EUR 45,000 - 1 TOPIC

EUR 135,000 - ALL TOPICS

Public on EASL campus

LOUNGE AREA PER TOPIC

A dedicated and topic oriented lounge for delegates who want to share knowledge, best practice and network.

A 30 min (but not limited) session organized each day and animated by an expert in the field.

The companies supporting a lounge will be thanked as lounge sponsor.

VISIBILITY

EUR 10,000

LEADS

EUR 20,000

Open to multisponsors



CONTENTS

WELCOME

WHY SUPPORT
DIGITAL ILC 2020
& KEY DATES

SCIENTIFIC
PROGRAMME

BRONZE, SILVER, GOLD
SPONSORSHIP

EXHIBIT AND
SPONSORSHIP ITEMS
À LA CARTE

REGISTRATION
FEES

CONTACT
US

POSTER AREA PER POSTER

Acknowledgement of a poster topic of your
choice as supporter

Acknowledgement on website as supporter

EUR 10,000

DIGITAL CONGRESS BAG

The digital congress bag will be available on the
congress platform to store abstracts, symposia
invitations, notes and various documents

This digital bag can be branded and will be
an essential part of the platform

EUR 50,000

PLATFORM TUTORIAL

Sponsor the 'Welcome and How to use
Digital ILC 2020 video tutorial'

First step viewed by the delegates when
entering on the platform

EUR 5,000

POSTER TOUR

Acknowledgement on the poster tour
meeting point

Acknowledgement on website as supporter

EUR 10,000

DIGITAL CONGRESS BAG INSERT

Insert in the digital congress bag your
satellite symposium or invitation to visit your
exhibit or another item of choice (submit to
EASL approval)

EUR 10,000 / ITEM



LIVE INTERPRETATION

Live interpretation of the scientific content. You will be acknowledged as a supporter of this initiative:

Full congress content: live & webcast interpretation

5 languages

Chinese, Japanese, Portuguese, Russian and Spanish

EUR 175.000

Full congress content: live interpretation

1 or more of the following languages:

Chinese, Japanese, Portuguese, Russian and Spanish

EUR 45.000/language

Interpretation of your symposium

EUR 10.000

Webcast production cost

EUR 3.000

SPLASH SCREEN

When downloading the Digital ILC 2020 mobile app., your company logo will be displayed

Acknowledgement as congress supporter

EUR 30,000

TWITTER WALL

Acknowledgement as a sponsor of the Twitter wall included in the digital platform

EUR 30,000

STATISTICS FROM THE PLATFORM

Country	Session most viewed
Speciality	Page view
Professional role	Visitors device
Area of interest	Visitors browser
Number of prescribers	Social media stats
Number of patients treated per year	Mobile app statistics
Time spent on platform	
Exhibit statistics	
Symposia statistics	

PLATFORM VIEWS FOR ALL ABOVE CRITERIA

EUR 25,000

PLATFORM VIEW PER SINGLE CRITERIA

EUR 2,000



DIGITAL ILC 2020 REGISTRATION FEES

	EARLY FEES (ends 15 July 2020)	LATE FEES (16 July to 29 August 2020)
Regular/Corresponding/ Emeritus EASL members	100 €	150 €
Young Investigators/ Nurses & AHPs/ Patients EASL members	50 €	100 €
Regular delegates non EASL members	350 €	400 €
Young Investigators/ Nurses & AHPs/ Patients non EASL members	100 €	150 €

Registration fees are VAT excluded. 7,7% VAT applies for Swiss companies only

Already registered Groups:

OPTION 1

ILC 2020 registrations transfer the Digital ILC™ 2020 + NEW Digital ILC™ 2020 registrations to cover the difference.

OPTION 2

ILC 2020 registrations transfer the Digital ILC™ 2020 + a credit note to be used for ILC 2021 registrations.

OPTION 3

ILC 2020 registrations transfer the Digital ILC™ 2020 + donate the difference to the EASL covid-19 fund.

Options available until July 15 2020

Group registration website: <https://ilc-congress.eu/>

Group registration contact: ilc.delegates@mci-group.com



CONTENTS

WELCOME

WHY SUPPORT
DIGITAL ILC 2020
& KEY DATES

SCIENTIFIC
PROGRAMME

BRONZE, SILVER, GOLD
SPONSORSHIP

EXHIBIT AND
SPONSORSHIP ITEMS
À LA CARTE

REGISTRATION
FEES

CONTACT
US

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Dear Industry Partners,

You will find all the service order forms and the most updated logistical information about the event under:

<https://easl.eu/digital-ilc-2020-sponsorship/>

Please feel free to contact us at anytime for a customized investment.

We are looking forward to working with you

The EASL team



CONTENTS

WELCOME

WHY SUPPORT
DIGITAL ILC 2020
& KEY DATES

SCIENTIFIC
PROGRAMME

BRONZE, SILVER, GOLD
SPONSORSHIP

EXHIBIT AND
SPONSORSHIP ITEMS
À LA CARTE

REGISTRATION
FEES

CONTACT
US

The EASL guidelines will be communicated to the participating companies in due course to help with the organisation of the Digital ILC 2020.

All terms and conditions regarding your participation will be detailed in our agreement.

Should you require any further information regarding the application process, please contact us at:
ilc.industry@easloffice.eu

For all other information, please visit our website:
www.easl.eu



EASL™
The Home of Hepatology

