



**THE**

**INTERNATIONAL**

**LIVER**

**CONGRESS**<sup>™</sup>

**BEATING LIVER DISEASE** *together*

**PARTNERSHIP & EXHIBITION  
PROSPECTUS**

AMSTERDAM, THE NETHERLANDS



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# WELCOME MESSAGE

## THE INTERNATIONAL LIVER CONGRESS™ 2021: A MULTIDISCIPLINARY APPROACH TO BEATING LIVER DISEASE

The European Association for the Study of the Liver (EASL) is welcoming you to Amsterdam for **The International Liver Congress™ 2021** – EASL's 56<sup>th</sup> annual meeting (ILC 2021).

In 2020, with the COVID-19 pandemic, medical associations like ours took their flagship onsite events offline, bringing their communities together digitally and keeping vibrant scientific exchange alive. EASL reacted with agility, holding The Digital ILC 2020 online as a lively, immersive, three-day event.

In 2021, we will be bringing the members of our community together again in person, around the same table, to explore how to tackle liver disease with a multidisciplinary approach.

Attendees will hear the latest in epidemiological and real-world data on liver disease and gain a deeper understanding of the underlying mechanisms. Leading clinicians and researchers in the field will talk about daily interactions with patients, to help or even reverse liver disease, and updates on treatment options.

The congress will also update attendees on EASL's important policy and advocacy work, providing evidence and support to governments and international organisations implementing laws and policies that promote liver health. EASL is continuing to forge new alliances with diabetes, obesity, and oncology associations to enhance our educational programming. Through 2020, we promoted the year of the nurse and our nurses and allied health professionals (AHPs) task force, at the heart of multidisciplinary practice, who will have dedicated sessions to share their expertise at ILC 2021.

Whatever your role, ILC 2021 will involve you in EASL's mission to improve liver health and support you in doing your part.



Welcoming you to The International Liver Congress™ 2021!

**Phil Newsome**  
EASL Secretary General





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# WHY SUPPORT THE INTERNATIONAL LIVER CONGRESS 2021?

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.

HCPs, patients and patient groups, allied health professionals, and policymakers will discuss important new insights and information to help combat liver disease.

Attendees will benefit from cutting-edge epidemiological and real-world data on liver research.

**Join us in Amsterdam!**

## 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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# SCIENTIFIC PROGRAMME

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**All major aspects of liver disease and recent clinical and basic science findings will be addressed.**

The issues addressed, as well as the rationale for the needs of the educational programme, are separated below for each of the disease tracks defined by EASL.

## Key sessions:

### One day courses:

Postgraduate course: Lifestyle and the liver

Basic science seminar: Artificial intelligence and omics data in hepatology

### State of the Art lecture:

- Immunotherapy in HCC
- Immunometabolism for hepatologists?
- Steps towards cirrhosis – and back?



## General Hepatology

### Key issues addressed

1. Advances in Basic Science and Regenerative Medicine
2. Application of computer science in hepatology: role of big data processing for integrating omics data, and artificial intelligence for improving disease risk stratification and image interpretation
3. Update on immunological liver diseases and liver transplantation
4. Update on the most significant advances relevant to all hepatologists during the last year

The General Hepatology track will provide an update on the new advancements in Basic Research and Regenerative Medicine, and on the application of Computer Science (big data processing and artificial intelligence) to the characterization of biological processes and disease risk stratification that have been rendered possible by recent technological breakthroughs.

It will also provide an update on immunological liver disease and liver transplantation (not covered by other tracks), and on the most important novelties emerged during the last year that are relevant to all hepatologists.

## Metabolic, alcohol and toxicity

### Key issues addressed

1. Role of lifestyle in the pathogenesis of liver disease – obesity and excess alcohol main aetiological factors
2. New screening and case-finding strategies for liver disease in the population and novel biomarkers
3. Emerging mechanisms of disease, including the role of gut-liver axis and inflammatory pathways
4. Advancements in the development of new treatments and therapeutic approaches for non-alcoholic fatty liver disease

Increased fat in the liver (fatty liver) is becoming the leading cause of liver disease worldwide, and prevalence is on the rise, posing a threat to public health. Risk factors include excess calories and alcohol, low physical activity and obesity and the presence of comorbidities such as diabetes and hypertension. Alterations in the gut-liver axis and inherited factors play a role in the pathogenesis.

Urgent unmet needs include: development of optimal approaches to improve lifestyle and prevent disease development and progression, strategies to identify individuals at risk at the general population level, novel more accurate non-invasive biomarkers of liver damage, and pharmacological treatments to delay or reverse disease progression.



## Cirrhosis and complications

### Key issues addressed

1. Liver vessels changes as drivers of liver disease progression
2. Management of ascites acute kidney and its complications
3. Management of oesophageal varices in 2021
4. New challenges in the management of vascular liver diseases

ILC 2021 will present an overview of the role of vessels in liver diseases. It includes the role of liver sinusoidal changes in liver disease progression, but also the management of portal and hepatic vein thrombosis and their complications.

Management of complications of portal hypertension in 2021 will also be addressed, including management of refractory ascites, bacterial infection, acute kidney injury and variceal bleeding.

## Cholestasis and autoimmune

Cholestasis can arise as a consequence of hepatocyte dysfunction, biliary defects, or autoimmune dysregulation. Cholestatic liver disease also results in other symptoms, which must be handled by the hepatologist. This track therefore encompasses clinical considerations from itch and fatigue to bone and skin disorders in cholestasis, which are addressed in a Board and a Meet the experts session, allowing interactions between physicians to discuss how best to handle these cases. A pros and cons session will also address whether or not to use Fxr agonists in cholangiopathies, while a Grand Rounds session will tackle the discussion of how to manage patients with sclerosing cholangitis.

In order to develop therapies or cures, a deeper understanding of the genetic and cellular mechanisms leading to cholestasis is needed; and will be the focus of both a Symposium and a Meet the Experts sessions.

By addressing these basic and clinical points, this track aims to highlight the most recent developments in clinical practice and the state of the art for basic research.



## Viral Hepatitis

### Key issues addressed

1. The pipeline to cure chronic hepatitis B
2. The road towards global HCV elimination
3. New treatment options for chronic hepatitis D are on the horizon
4. Understanding the pathogenesis of hepatitis E virus infection and developing concepts to cure chronic hepatitis E

Viral hepatitis is a major cause of chronic liver disease. Infections with hepatitis B, C, D and E viruses can lead to chronic viral hepatitis and hepatocellular carcinoma. Treatment options for chronic viral hepatitis have evolved in recent years. Chronic hepatitis C can now be cured in almost all patients. Therefore, the new goal and the new focus is the global elimination of HCV. Chronic hepatitis B can be controlled by antiviral agents, but new drugs targeting HBV are under development to achieve the new goal “HBV Cure”. Chronic hepatitis D is the most aggressive form and the treatment options have been very limited so far. New treatment options are now close to approval.

These new therapeutic developments are currently the focus of chronic hepatitis B and D. Hepatitis E is the most common acute viral hepatitis, and chronic cases are limited to immunodeficient individuals. Other interesting aspects of this infection emerge, e.g. extrahepatic manifestations. Therefore, the focus is on understanding virology and developing treatment concepts.

## Liver tumours

### Key issues addressed

1. Knowledge in the liver carcinogenesis mechanisms is growing
2. Radiology and pathology tools for liver cancer diagnosis
3. Management of special populations
4. Immunotherapy in liver cancer

The liver cancer field is under incredible changes due to the epidemiology modification of the liver diseases after the HCV cure with DAA, the increase of metabolic diseases and the more interest in rare tumours. All these factors are also linked with the better understanding of liver carcinogenesis mechanism related to immunity and potential role of new diagnostic tools. This is key for the improvement in the diagnosis and staging.

The absence of positive clinical trials beyond drugs related to angiogenesis in the systemic treatment field reflects the need to refine the understanding of the evolutionary paths of the patients and the stratification of patients according to novel parameters. This should be a major aim of the EASL community and of the physicians dealing with cancer patients along the different stages. This is also precision medicine.

In addition, tumours different from HCC such as cholangiocarcinoma or hemangioendotelioma are other areas with very active evolution that we also consider in the ILC 2021.





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## THE VENUE

ILC 2021 will be held at the RAI, Amsterdam, offering an attractive destination for science and business.

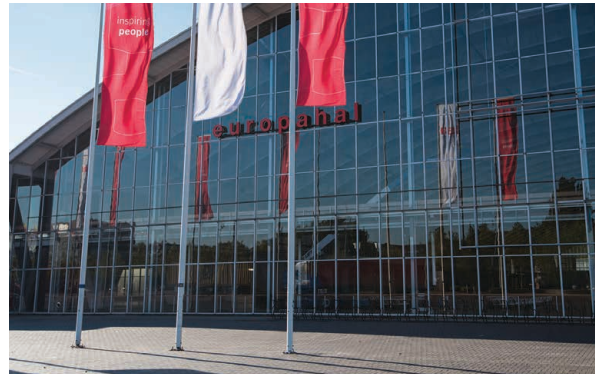


**Website:** <https://www.rai.nl/>

**Virtual Tour:** <https://www.rai.nl/en/organising/the-location/virtual-tour/>

### RAI Amsterdam

Europaplein 22  
1078 GZ Amsterdam  
The Netherlands  
Entrance K





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The Home of Hepatology

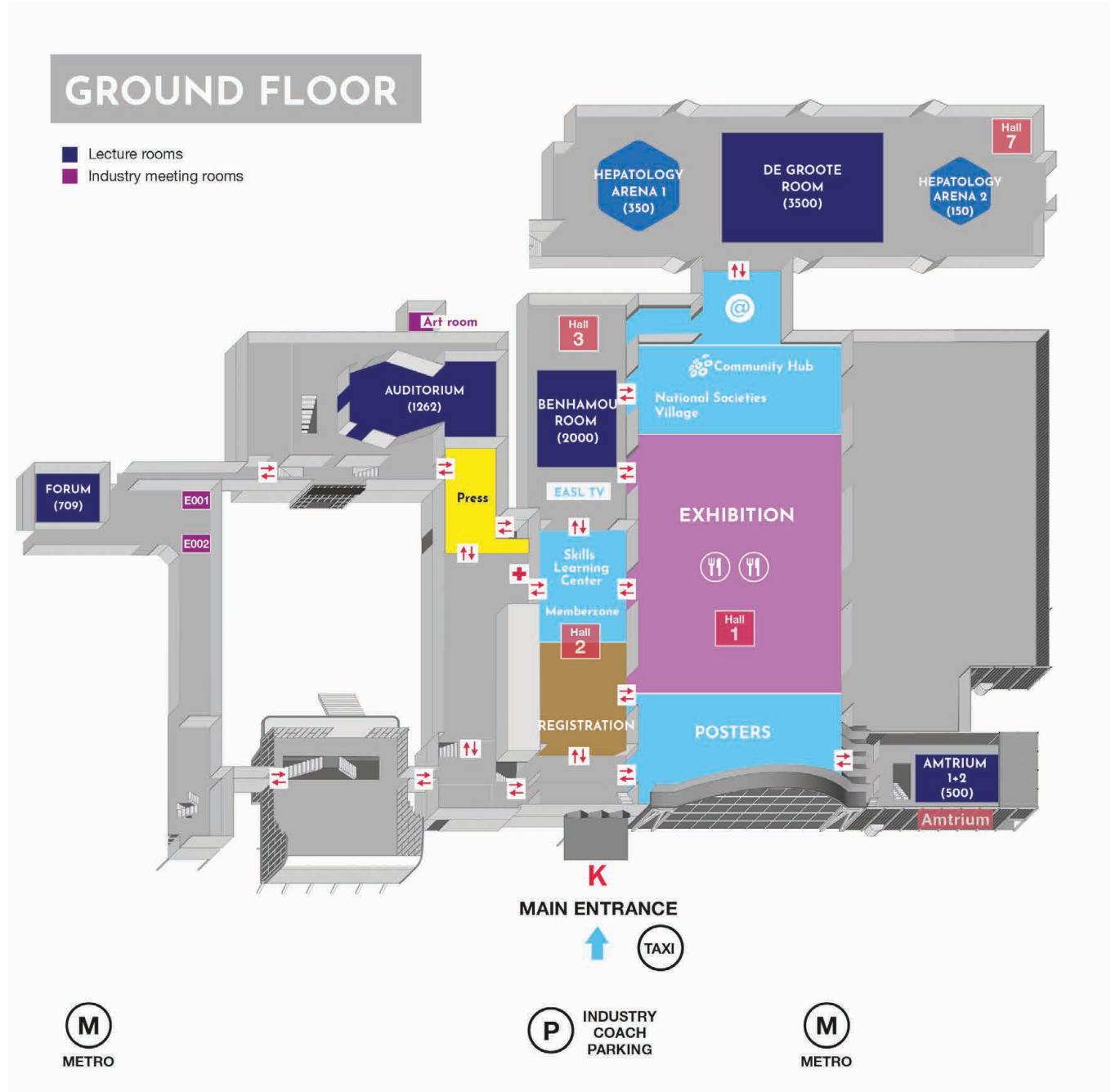
**THE INTERNATIONAL LIVER CONGRESS™**

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[www.ilc-congress.eu](http://www.ilc-congress.eu)

**ROOM CAPACITIES**

De Groote room	3500 seats
Benhamou room	2000 seats
Auditorium	1262 seats
Elicium 2	800 seats
Forum	709 seats
Elicium 1	500 seats
Amtrium 1+2	500 seats
E103	320 seats
E106	320 seats
G102	300 seats
Emerald room	260 seats
E102	150 seats
D202	98 seats
D201	94 seats
D203	100 seats
D204	100 seats
Hepatology Arena 1	350 seats
Hepatology Arena 2	150 seats





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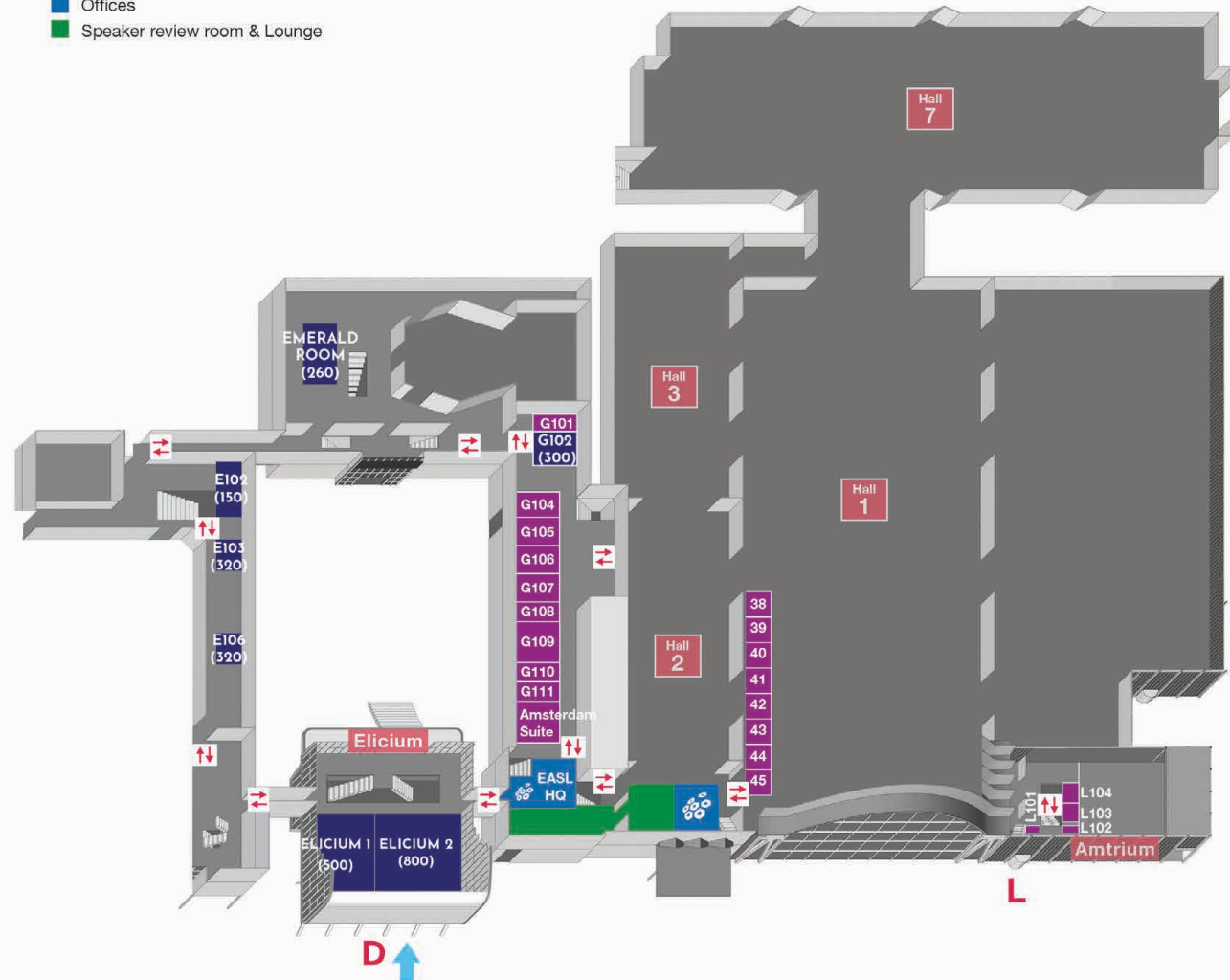
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# FIRST FLOOR

- Lecture rooms
- Industry meeting rooms
- Offices
- Speaker review room & Lounge





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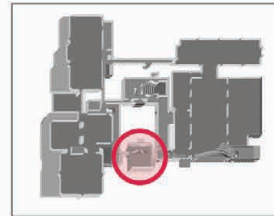
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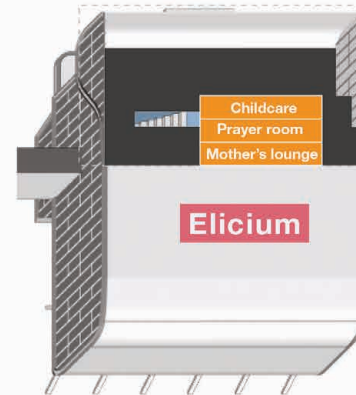
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# ELICIUM

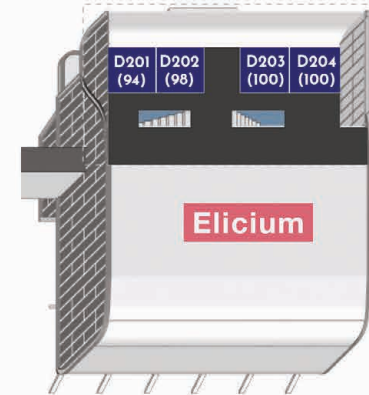
- Lecture rooms
- Industry meeting rooms



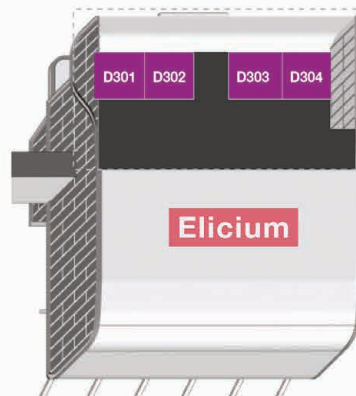
## -1<sup>ST</sup> FLOOR



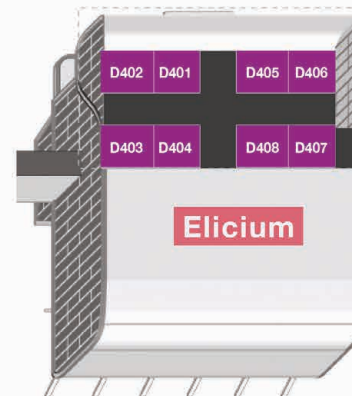
## 2<sup>ND</sup> FLOOR



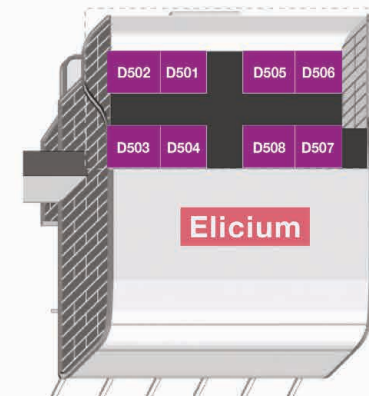
## 3<sup>RD</sup> FLOOR



## 4<sup>TH</sup> FLOOR



## 5<sup>TH</sup> FLOOR





# INDUSTRY PARTNER LOYALTY SCHEME PRINCIPLES

## Concept

EASL has decided to implement an eligible points system. Sponsor & exhibitors will be rewarded points based on type of sponsorship and/or exhibition space purchased and overall investment. This industry partner loyalty scheme has been designed to:

- ✓ Value our long-term partners
- ✓ Increase your visibility until your product launch
- ✓ Give you priority in the industry satellite symposium time slot & exhibition space selection
- ✓ Offer additional benefits such as free registration, additional exhibition space, increased acknowledgement

## How does the programme work?

### Programme based on points collection

#### Points collected based on

1. Sponsorship items
2. Educational items
3. Overall investment
4. Exhibit space
5. Registration
6. Accommodation

The industry partner loyalty scheme is based on 3 years partnership cycle

Your ILC 2021 support will define your rank for ILC 2022



## HOW DO YOU EARN POINTS?

### COMMIT TO A SPONSORSHIP PACKAGE

SPONSORSHIP PACKAGE	POINTS
Bronze	40
Silver	80
Gold	100

### BOOK YOUR EXHIBIT

EXHIBIT SPACE	POINTS
9-30 sqm	2
30-45 sqm	7
45-60 sqm	12
60-81 sqm	17
Over 81 sqm	22
Every additional 50 sqm	5

### HOTEL ROOMS BOOKED THROUGH EASL OFFICIAL HOUSING AGENCY

ROOMS	POINTS
40	10
60	15
80	20
100	25
Every 50 additional registrations	5

### COMMIT TO EDUCATIONAL ITEMS

ITEMS	POINTS
Symposia, congress live stream, dissemination package for all tracks	50
dissemination package (1 track), mini-workshop, challenge the experts	30
Poster tour, poster track signage, Skill learning center	20

### FULL ACCESS PAYING REGISTRATIONS

NUMBER OF PAYING REGISTRATION	POINTS
40	10
60	15
80	20
100	25
Every 50 additional registrations	5

### BONUS POINTS LINKED TO YOUR OVERALL INVESTMENT

INVESTMENT RANGE	POINTS
€ 20,000 – 30,000	20
€ 30,000 – 45,000	25
€ 45,000 – 60,000	30
€ 60,000 – 80,000	35
€ 80,000 – 100,000	40
€ 100,000 – 150,000	45
€ 150,000 – 200,000	50
Over € 200,000	55



# INDUSTRY PARTNER LOYALTY SCHEME BENEFITS ON CURRENT ILC

## Main benefits

### 1. Bronze, Silver, Gold sponsorship package

- a) Symposium(a) slot(s) selection (within each level and followed by points)
- b) Exhibit space selection (within each level and followed by points)
- c) Hotel accommodation block selection (within each level and followed by points)
- d) Meeting room(s) block selection (within each level and followed by points)

### 2. Symposia

- a) Symposia slot selection (following points)

### 3. Exhibit

- a) Exhibit space selection (following points)

### 4. Hotel accommodation

- a) Allotment selection (following points)

## Additional benefits

### 1. Discount on purchased items (not applicable to sponsorship packages)

- a) From 200 points
  - i. 10% sponsorship
  - ii. 10% exhibition

### 2. Free registrations

- a) Every 200 points
  - i. 2 full access registrations

### 3. 1 digital congress bag insert

- a) As of 800 points

### 4. Additional banner in app carousel promoting your industry satellite symposium or exhibit

- a) As of 500 points



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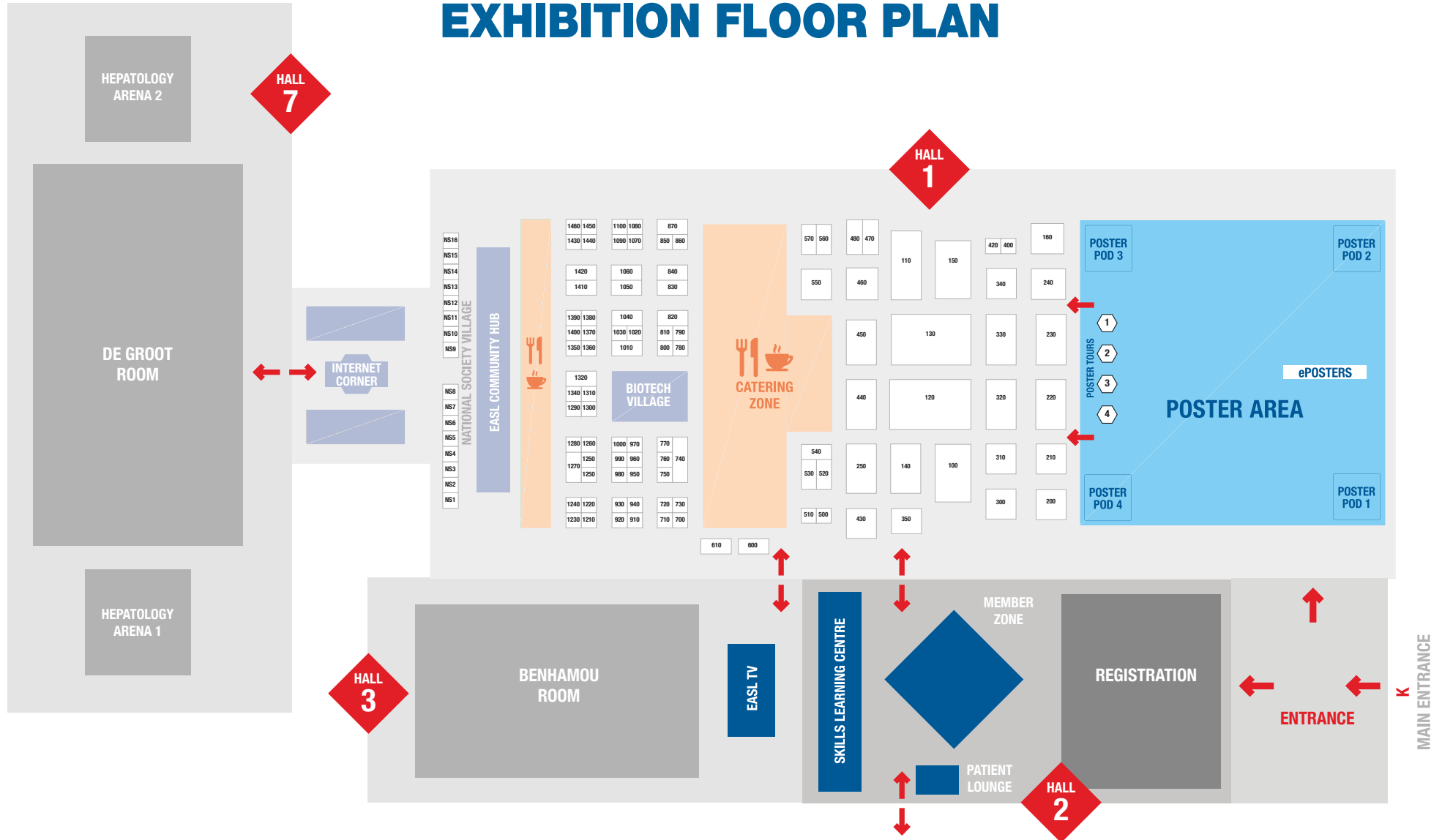
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# BRONZE, SILVER, GOLD SPONSORSHIP

## Sponsorship packages

**GOLD**  
EUR 250,000+

**SILVER**  
EUR 215,000

**BRONZE**  
EUR 115,000

Industry partners supporting the 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 industry symposium(a) time slot(s)
- ✓ priority on the exhibit
- ✓ free registrations
- ✓ acknowledgement
- ✓ discount on additional purchased items
- ✓ opportunity to display your webcasted industry satellite symposia on the EASL Campus
- ✓ privileged access to other opportunities

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# SPONSORSHIP PACKAGES

## SCIENCE AND EDUCATION

### INDUSTRY SATELLITE SYMPOSIA

Evening (90 minutes symposia slots) & midday (60 minutes symposia slots)

Midday (60-minute symposia slot)

### INDUSTRY SATELLITE SYMPOSIA ENHANCEMENT Please choose from the below options

Interactive symposium package or

Live/on demand webcast or

Onsite branding

### INCLUDED PROMOTIONAL ITEMS

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™ 2021'

One (1) push notification announcing the Industry 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

	<b>BRONZE</b> EUR 115,000	<b>SILVER</b> EUR 215,000	<b>GOLD</b> EUR 250,000
Evening (90 minutes symposia slots) & midday (60 minutes symposia slots)		✓	✓
Midday (60-minute symposia slot)	✓		
Interactive symposium package or		✓	✓
Live/on demand webcast or		✓	✓
Onsite branding		✓	✓
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™ 2021'	✓	✓	✓
One (1) push notification announcing the Industry 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	✓	✓	✓

All items above are subject to compliance

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## DRIVE BRAND AWARENESS & NETWORKING OPPORTUNITIES

### COMMERCIAL INVOLVEMENT

Number of sqm included

18 sqm

70 sqm

80 sqm

Company banner on mobile app carousel

✓

✓

Discount on additional exhibition space

15%

20%

### ADDITIONAL BENEFITS

1 meeting room for a maximum of 20 pax

✓

Full access registrations

5

40

50

Priority allocation of hotel room blocks

✓

✓

Priority allocation of meeting rooms

✓

✓

Discount on additional sponsorship items (excluding meeting rooms)

5%

10%

15%

Possibility of purchasing a company welcome desk in the registration area

✓

### ACKNOWLEDGEMENT

ILC website

✓

✓

✓

Enhanced company description in Congress mobile app

✓

✓

✓

On-site sponsors' board

✓

✓

✓

Eligible points

✓

✓

✓

All items above are subject to compliance



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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

## Excusivity

Offer an exclusive and innovative item to delegates, 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
<b>Education &amp; Science</b>	<b>Scientific</b>	<b>Drive brand awareness</b>	<b>Networking opportunities</b>	<b>Exclusivity</b>	<b>Post event exposure</b>
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 1 track	●				●
Live Streaming & webcast of the congress	●				
Poster tours	●	●		●	
Poster track signage	●	●			
Travel grant	●				
<b>Branding &amp; Delegate Enhancements</b>	<b>Scientific</b>	<b>Drive brand awareness</b>	<b>Networking opportunities</b>	<b>Exclusivity</b>	<b>Post event exposure</b>
Delegate Areas		●	●	●	
Patient lounge		●	●	●	
Wifi		●		●	
Mini-programme		●		●	
"you are here" map		●			
<b>ILC congress mobile app</b>	<b>Scientific</b>	<b>Drive brand awareness</b>	<b>Networking opportunities</b>	<b>Exclusivity</b>	<b>Post event exposure</b>
Digital congress bag		●			
Insert in digital congress bag		●			
Twitter wall		●	●		
Splash screen		●		●	
Enhanced profile		●			
Post event notification email		●		●	●
Lead retrievals			●		



## INDUSTRY SATELLITE SYMPOSIA

### DESCRIPTION

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 satellite 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 30, 2020**.

### IMPORTANT NOTICE

EASL will allow a maximum of 2 industry satellite symposia and/or mini-workshops on the same track disease during a same time slot.

**ELIGIBLE POINTS:  
50 POINTS**

### INCLUDED

- ✓ 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

### PRICING

CAPACITY	90 MIN	60 MIN
De Groot Room	EUR 123,500.00	–
1,000-2,000	EUR 110,500.00	EUR 95,000.00
400-700	EUR 84,500.00	EUR 80,000.00
200	EUR 70,000.00	EUR 65,000.00



## LIVE / ON DEMAND WEBCAST OF YOUR INDUSTRY SATELLITE SYMPOSIUM

### DESCRIPTION

The live stream and/or webcast of your symposium will enable you to have a global outreach going beyond the physical event. Extend the reach of your industry satellite symposium live or on demand to the liver community through our educational platform (EASL Campus).

You will be able to select within the below 3 options:

- |                                                                                                                                               |                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| <b>A.</b> The webcast will be produced for the sponsors needs                                                                                 | <b>EUR 9,000</b>  |
| <b>B.</b> The webcast will be produced for the sponsors needs and made available on the EASL Campus (educational only)                        | <b>EUR 15,000</b> |
| <b>C.</b> Live webcast and on-demand webcast will be produced for the sponsors needs and made available on the EASL Campus (educational only) | <b>EUR 20,000</b> |

### BENEFITS

- ✓ Industry satellite symposium available to delegates unable to attend the onsite event
- ✓ Industry satellite symposium can be used for corporate use
- ✓ Use the best of the digital format. Anytime, anywhere with the liver community

**ELIGIBLE POINTS:  
30 POINTS**

## INTERACTIVE SYMPOSIUM PACKAGE

### DESCRIPTION

Make your satellite symposium interactive by adding a 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.

### BENEFITS

- ✓ Provide interactivity to the delegates attending your industry satellite symposium
- ✓ Ask questions to speakers
- ✓ Assess the knowledge of the audience through the voting system

### INCLUDED

- ✓ 1 appointed technical person in the room to support you with the congress app
- ✓ Integration of the voting and Q&A in the mobile app

**ELIGIBLE POINTS:  
30 POINTS**

**EUR 18,000**





## CHALLENGE THE EXPERT'S SESSION

### DESCRIPTION

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

These sessions are complementary to your industry satellite symposium. To ensure the session remains interactive, the maximum attendance is limited to 80 participants. The topic session must be in line with the previous organised industry satellite symposium. (AV is not included).

### BENEFITS

- ✓ Provide an alternative platform to discuss the symposium
- ✓ Be specific and go deeper in the topic
- ✓ Interactive session and a new scientific way to network

### INCLUDED

- ✓ Meet the expert's room use
- ✓ Informal meeting room set up (benches and flipchart)

**ELIGIBLE POINTS:  
30 POINTS**

**EUR 15,000**

## MINI-WORKSHOP

### DESCRIPTION

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

Sponsors with clinical data for rare diseases, innovative new products or device companies will find it a perfect platform for delivering cutting-edge information to key individuals or providing a hands on experience. This option is not suitable for all companies and topics. EASL reserves the right to prioritise bookings based on the suitability of the application.

### BENEFITS

- ✓ Interactive session
- ✓ Small audience
- ✓ Networking platform
- ✓ Opportunity to have a hands on session for device companies

### INCLUDED

- ✓ Room for 80 seats
- ✓ AV included if needed

**ELIGIBLE POINTS:  
30 POINTS**

**EUR 30,000**



## LIVE STREAMING AND ON-DEMAND WEBCAST OF THE FULL CONGRESS

### DESCRIPTION

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

Reach out to a multi-disciplinary audience anytime, anywhere on the EASL Campus accessible free of charge.

### BENEFITS

- ✓ Acknowledged as supporting the dissemination of science
- ✓ Provide knowledge to a worldwide multi-disciplinary audience
- ✓ Support EASL in its mission "Promoting education of physicians, scientists and public awareness of liver diseases and their management"

**ELIGIBLE POINTS:  
50 POINTS**

**EUR 100,000**

## CONTENT DISSEMINATION FOR ALL TRACKS

### DESCRIPTION

- Topics covered:**
- Immune-mediated and cholestatic diseases
  - Cirrhosis and complications
  - Liver tumours
  - Metabolism, alcohol and toxicity
  - Viral hepatitis
  - General hepatology (selected slides inserted in the above appropriated topic)
  - Rare liver diseases

These slides provide highlights of new data presented at the International Liver Congress 2021.

Please feel free to use, adapt, and share these slides for your own personal use; however, please acknowledge EASL as the source.

Definitions of all abbreviations shown in these slides, and a full copy of the original abstract text, are provided within the slide notes. Submitted abstracts are included in the slide notes, but data may not be identical to the final presented data shown on the slides.

### BENEFITS

- ✓ Lifetime visibility on the EASL Campus
- ✓ Be seen as a supporter of science dissemination in the Liver field
- ✓ Open access content

**ELIGIBLE POINTS:  
50 POINTS**

**EUR 75,000**



## CONTENT DISSEMINATION FOR 1 TRACK

### DESCRIPTION

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 within one of the below tracks:

- Immune-mediated and cholestatic diseases
- Cirrhosis and complications
- Liver tumours
- Metabolism, alcohol and toxicity
- Viral hepatitis
- General hepatology (selected slides inserted in the above appropriated topic)
- Rare liver disease

### BENEFITS

- ✓ Lifetime visibility
- ✓ Open access content
- ✓ Provide take-home messages from the congress
- ✓ Reach out to a worldwide multi-disciplinary audience

**ELIGIBLE POINTS:  
30 POINTS**

**EUR 45,000**

## DELEGATE AREAS

### DESCRIPTION

Provide branded areas for the use of the delegates during the congress. These will be areas where delegates can sit, charge devices and view their emails. The below areas are available:

### DELEGATES AREA

This area will be placed in the exhibit and is exclusive to one sponsor. This will be a unique space providing opportunity to network, drink a coffee, network and view your company logo. The design will be done in agreement with the sponsor.

### INTERNET CORNER

We can place various stations within the congress center. This space will be branded with your company logo and colours. Computers and printers will be available for the delegates use.

### SEATING AREA

This area will be fully branded to offer a space where delegates can meet and network. Branded stools and banners will be included in this area.

### CHARGING STATION(S)

Branded charging stations, where delegates can charge their mobile devices.

### BENEFITS

- ✓ High visibility for delegates
- ✓ Improve the delegates experience
- ✓ Help delegates to stay connected

**PRICE UPON REQUEST**

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## EASL PRESS CONFERENCE ROOM

### DESCRIPTION

Take advantage of the International Liver Congress™ 2021 to have press releases published by journalists attending the conference. We have a worldwide press attendance.

### BENEFITS

- ✓ Access the press conference room
- ✓ Advertise press conference in the official's congress press office
- ✓ Opportunity to add signage in the recording room

**EUR 15,000**

## PATIENT LOUNGE

### DESCRIPTION

Offer the patients a relaxing, peaceful, quiet and exclusive place to rest. Together, let's create a memorable congress for our patients attending ILC 2021.

### BENEFITS

- ✓ Act as patient supporter
- ✓ Provide information to patients (upon EASL approval)
- ✓ Acknowledgement on various levels

**PRICE UPON REQUEST**

## DELEGATE WIFI

### DESCRIPTION

Contribute to the congress delegates experience in offering WIFI to all delegates. Define your password and communicate with delegates daily through one push notification/day.

### BENEFITS

- ✓ Visibility for all the delegates
- ✓ Be acknowledged as supporter of the WIFI (in the app, at the registration area, in the mini-programme)

### INCLUDED

- ✓ Customised WIFI password
- ✓ 1 push notification per day

**EUR 75,000**



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## MINI-PROGRAMME

### DESCRIPTION

This indispensable pocket programme book is offered to all Congress delegates and is distributed in key areas. It includes the full Congress programme overview, schedule and some practical information.

### BENEFITS

- ✓ Exclusive feature
- ✓ High visibility of your logo

### INCLUDED

- ✓ Company logo included in mini-programme

EUR 30,000

## TWITTER WALL

### DESCRIPTION

A large display screen will be located within the Congress venue, showing all ILC related tweets to enhance and support participant interaction.

### BENEFITS

- ✓ Visibility for all onsite delegates
- ✓ Space where delegates can network viewing the latest news and your company logo

### INCLUDED

- ✓ Acknowledgement on the large display screen
- ✓ Acknowledgement on various levels
- ✓ Digital twitter wall

EUR 50,000



# DIGITAL OPPORTUNITIES

## DIGITAL TWITTER WALL

### DESCRIPTION

A Twitter feed wall will be implemented on the congress digital platform. The latest trend will be published through Twitter with over 21,74 million impressions during the congress.

### BENEFITS

- ✓ Extended visibility
- ✓ Act as an active player on social media

**EUR 30,000**

## DIGITAL CONGRESS BAG

### DESCRIPTION

Conference bags are a valuable commodity and an essential resource for the ILC delegate experience. The conference bags will be available to all registered delegates under the congress digital platform.

### BENEFITS

- ✓ The digital congress bag will be available on the congress platform to store abstracts, symposia invitations, notes and various documents
- ✓ Available to all delegates accessing the digital platform and available on the congress app.

### INCLUDED

- ✓ A carousel ad in the mobile app
- ✓ This digital bag can be branded and will be an essential part of this hybrid event

**EUR 50,000**

## INSERT IN DIGITAL CONGRESS BAG

### DESCRIPTION

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

### BENEFITS

- ✓ Additional promotional item
- ✓ Be viewed as an active supporter of the hybrid event

**EUR 10,000**



## SPLASH SCREEN

### DESCRIPTION

This page is displayed every time the congress mobile app is opened. This page replaces the general waiting/loading page. The congress mobile app is a frequently used tool for all delegates attending the onsite event.

### BENEFITS

- ✓ High visibility of your company
- ✓ Over 10,000 downloads expected

### INCLUDED

- ✓ Page to be designed by the sponsor
- ✓ Page displayed when downloading or opening the mobile app

**EUR 45,000**

## CARROUSEL ADVERT

### DESCRIPTION

In the congress mobile app, there will be a carousel displaying several adverts throughout the duration of the congress.

### BENEFITS

- ✓ Visibility of this ad will be viewed as soon as the congress mobile app is launched min 2 weeks prior the launch of the congress
- ✓ Acknowledgement as a congress supporter

**EUR 15,000**

## POST EVENT NOTIFICATION EMAIL

### DESCRIPTION

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

### BENEFITS

- ✓ An exclusive opportunity
- ✓ Acknowledged after the onsite event

**EUR 35,000**



## MEETING ROOMS

Meet companies, clients, colleagues and KOLs face to face in your own private meeting room 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.**

### 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
- ▶ AV (beamer & screen)

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 meeting room must have a valid badge (exhibitor, delegate, day badge). All persons requesting access to the meeting room must be registered either as delegates or as exhibitors. Persons without such a badge will not be allowed to enter the room.

**PRICE UPON REQUEST**





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## OPPORTUNITIES FOR DEVICE COMPANIES

EASL wishes to encourage Device and MedTech companies to take part in The International Liver Congress™ 2021.

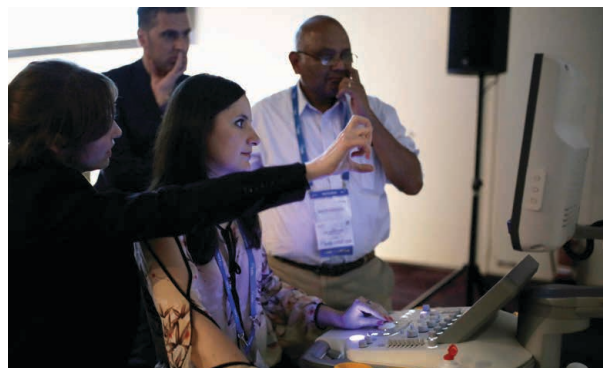
Device companies will be able to have a dedicated area to showcase their devices to delegates and the following specific sponsorship activity has been created solely for device companies. This activity is interactive and practical for delegates.

### 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 10,000





# 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.



## BIOTECH VILLAGE

EUR 10,000

### 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
- ▶ Press conference

EUR 8,000

EUR 4,500



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# CONTACTS

## EASL GOVERNING BOARD

### Secretary General

Philip N. Newsome, United Kingdom

### Vice-Secretary

Thomas Berg, Germany

### Treasurer

Francesco Negro, Switzerland

### Eu Policy Councillor

Maria Buti, Spain

### Scientific Committee Members

Markus Cornberg, Germany

Pierre-Emmanuel Rautou, France

Maria Reig, Spain

Emmanuel Tsochatzis, United Kingdom

Luca Valenti, Italy

## EDUCATIONAL COUNCILLOR

Ulrich Beuers, the Netherlands

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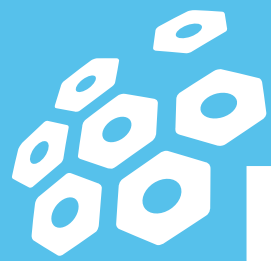
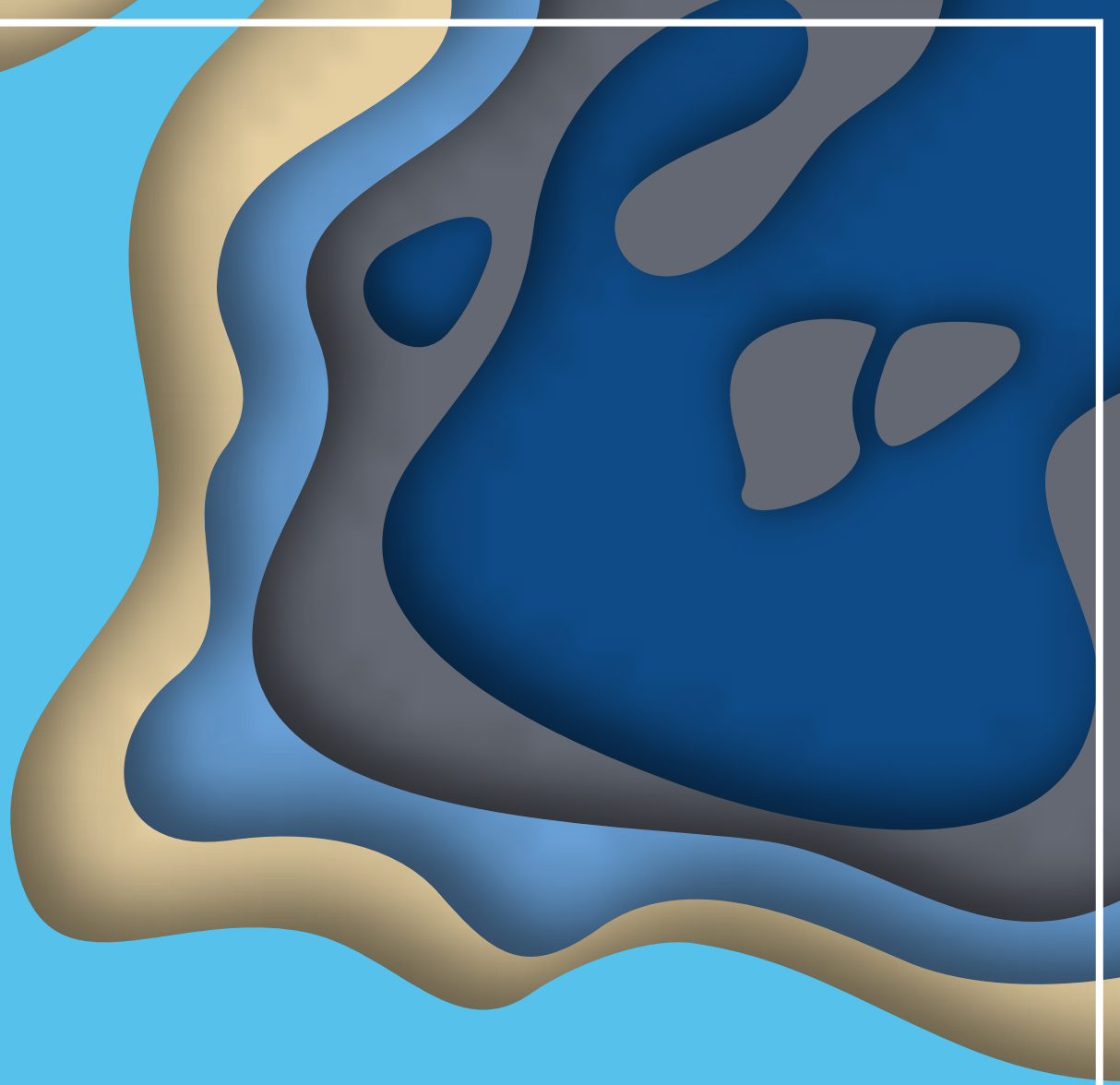
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## CONGRESS VENUE

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**EASL**™

The Home of Hepatology