



INDUSTRY OPPORTUNITIES

THE

INTERNATIONAL

LIVER

CONGRESS™

BEATING LIVER DISEASE *together*  
23–26 JUNE 2021

[easl.eu/ilc2021](http://easl.eu/ilc2021)

#ILC2021

Your *live*  
EASL Campus  
experience



INTERNATIONAL LIVER  
CONGRESS™ 2021



**CONTENT**



**EASL**™  
The Home of Hepatology

**BOARD MEMBERS**

# GOVERNING BOARD MEMBERS



**Philip  
Newsome**

**Secretary General**

Director of the Centre for Liver & Gastrointestinal Research

Professor of Hepatology  
University of Birmingham

Consultant Hepatologist at the Queen Elizabeth Hospital, Birmingham, UK



**Thomas  
Berg**

**Vice-Secretary**

Professor of Medicine at the University of Leipzig

Head of the Division of Hepatology  
Department of Medicine II,  
University Medical Center

Leipzig, Germany



**Francesco  
Negro**

**Treasurer**

Divisions of Gastroenterology and Hepatology of Clinical Pathology

University Hospitals  
Geneva, Switzerland

# GOVERNING BOARD MEMBERS



**Ulrich  
Beuers**

**Educational Councillor**

Department of Gastroenterology  
& Hepatology

Tytgat Institute for Liver  
& Intestinal Research, Amsterdam,  
The Netherlands



**Maria  
Buti**

**EU Policy Councillor**

Professor of Medicine

Chief of the Internal Medicine and  
Hepatology Department

Hospital General Universitari  
Valle d'Hebron, Barcelona, Spain

# SCIENTIFIC COMMITTEE MEMBERS



**Pierre-Emmanuel  
Rautou**

**EASL Scientific Committee  
(Chair)**

University of Paris-Diderot Hôpital  
Beaujon of Clichy, France



**Tobias  
Böttler**

Dr in Gastroenterology, Hepatology,  
Endocrinology & Infectious Diseases

University Hospital  
Freiburg, Germany



**Maria  
Reig**

BCLC group, IDIBAPS. CIBERehd

Liver Unit  
Hospital Clínic of Barcelona

University of Barcelona, Spain

# SCIENTIFIC COMMITTEE MEMBERS



**Emmanuel  
Tsochatzis**

Associate Professor and  
Consultant Hepatologist

UCL Institute for Liver and  
Digestive Health  
Royal Free Hospital  
London, UK



**Luca  
Valenti**

Associate Professor of  
Internal Medicine

University of Milan, Italy



**Saskia  
van Mil**

Professor of Molecular  
& Translational Metabolism

University Medical Center  
Utrecht, The Netherlands





	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00
Wed <b>23</b> JUNE					STUDIO							STUDIO	
		OPENING CEREMONY	Postgraduate Course: Lifestyle & the liver Basic Science Seminar: Artificial intelligence & omics data in hepatology									☕	INDUSTRY SATELLITE SYMPOSIA
POSTERS													
Thu <b>24</b> JUNE	8:00												
		RESEARCH THINK TANK	☕	STUDIO	ABSTRACT SESSIONS	☕	SOA CLINICAL	INDUSTRY SATELLITE SYMPOSIA	☕	INTERACTIVE SESSIONS	☕	GENERAL SESSION 1	☕
POSTERS													
Fri <b>25</b> JUNE	8:00												
		ABSTRACT SESSIONS	☕	STUDIO	INTERACTIVE SESSIONS	SOA BASIC	☕	INDUSTRY SATELLITE SYMPOSIA	☕	ABSTRACT SESSIONS	☕	GENERAL SESSION 2	☕
POSTERS													
Sat <b>26</b> JUNE	8:00												
		INTERACTIVE SESSIONS	☕	STUDIO	ABSTRACT SESSIONS	☕	LATE-BREAKERS	☕	INTERACTIVE SESSIONS	☕	WRAP-UP SEESION		STUDIO
POSTERS													

Breaks & Poster Sessions

MTE Meet The Experts

SOA State of the Art (lecture)

# REGISTRATION

Join us in our fight to **beat liver disease together** by maximising your financial and organisational support of HCP attendance. Register your group to contribute to educating the community.

		Early Fees	Late	Live
		11 Dec 2020-22 Mar 2021	23 Mar-22 June 2021	23-26 June 2021
Non-EASL Members	Full Participant	€600	€780	€900
	Young Investigator	€200	€350	€450
	Nurse & AHPs	€100	€200	€250
	Patients	€150	€300	€350

The International Liver Congress™ is conceptualised and planned to be accessible and affordable for audiences right across the world. Prices are for both individuals and industry.

# How to maximise your impact

## Scientific

Fulfil 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 delegates. Enabling you to make a difference.

## Post-event exposure

Extend your brand visibility post congress.

	SCIENTIFIC	DRIVE BRAND AWARENESS	NETWORKING OPPORTUNITIES	EXCLUSIVITY	POST-EVENT EXPOSURE
<b>EDUCATIONAL ITEMS</b>					
Industry Satellite Symposium	✓		✓		✓
Symposium leads			✓		
Email e-blast		✓	✓		
Liver webinars for device companies	✓			✓	✓
Press conference	✓	✓			✓
Best of slides deck	✓				✓
Takeaways	✓				✓
<b>BRANDING ITEMS</b>					
Poster Tour	✓			✓	
Poster area	✓				
Advertisement in EASL Live Studio	✓	✓			
Advertisement in Daily News	✓	✓			
Video advertisement		✓			
Rotating banner advertisement		✓			
Digital congress bags		✓		✓	
Insert in digital congress bags		✓			



**BRONZE, SILVER**

**GOLD & PLATINUM**

**SPONSORSHIPS**

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

- Prior interaction with the community during the SOFT launch, 2 weeks before the event
- Making your team's agenda available online for users' appointment requests
- Association with a ground-breaking EASL educational event
- Privileged access to the global hepatology community
- Priority on the symposium time slot
- Free registrations
- Acknowledgement
- Display your Industry Satellite Symposia on EASL Campus with privileged access to other opportunities
- Loyalty programme



# OPPORTUNITIES & BENEFITS

	PLATINUM €250,000	GOLD €200,000	SILVER €150,000	BRONZE €100,000
<b>SYMPOSIUM</b>				
Priority allocation on Industry Satellite Symposium timeslot	✓	✓	✓	✓
Industry Satellite Symposium 60 or 90 min	✓	✓		
Industry Satellite Symposium 60 min only			✓	✓
Webcast of Industry Satellite Symposia included on EASL Campus*	Lifetime	Lifetime	Lifetime	Lifetime
Q&A on the platform	✓	✓	✓	✓
Interactive voting system during your Industry Satellite Symposium	✓	✓	✓	
Single & branded auditorium for the symposium	✓	✓		
Survey post Industry Satellite Symposium	✓	✓	✓	
Global pre-symposium promotion mail to all registered delegates 1 week prior event (managed by EASL)	✓	✓	✓	✓
Branded email blast thanking delegates for taking part at your symposium with access to on-demand	✓	✓	✓	
Symposia leads	✓	✓		
<b>MICROSITE</b>				
Microsite*	3 <sup>rd</sup> level*	3 <sup>rd</sup> level*	2 <sup>nd</sup> level*	1 <sup>st</sup> level*
Leads*	✓	✓	✓	✓
<b>ACKNOWLEDGEMENT</b>				
Rotating 30-sec video in the lobby	✓	✓		
Logo on the conference website	✓	✓	✓	✓
Logo placed in the lobby	✓	✓	✓	✓
<b>ADDITIONAL</b>				
EASL Takeaways	✓			
Carousel in EASL Congress app	✓			
Registration	40	30	20	10

\* See page 16 for details for all microsites.

# ePosters

The background image shows a large conference hall with a high ceiling and metal trussing. Several large digital displays are set up on a stage, showing various data visualizations and charts. People are seen walking around the displays, some looking at the screens. The overall scene is brightly lit and has a professional, academic atmosphere.

**SPONSORSHIP**

**ITEMS**

**À LA CARTE**

### 3<sup>RD</sup> LEVEL

€15,000

- 2 videos
- 5 PDF documents
- Quiz
- 3 iFramed website pages
- 1 link to an external website
- Company profile (200 words)
- Contact us feature

### 2<sup>ND</sup> LEVEL

€12,000

- 1 video
- 5 PDF documents
- 2 iFramed website pages
- Company profile (200 words)
- Contact us feature

### 1<sup>ST</sup> LEVEL

€8,000

- 3 PDF documents
- 1 iFramed website page
- Company profile (200 words)
- Contact us feature

### LEADS

€5,000

EASL will provide companies with the leads of participants attending their booth:

- First name
- Last name
- Email
- Company
- City
- Country
- Delegate category (Industry or HCP or AHP...)

# MICROSITES



## INDUSTRY SATELLITE SYMPOSIA

Organising a satellite symposium is an ideal way to educate and stimulate a targeted audience. This is a unique opportunity to offer cutting-edge science, present case studies, and interact with delegates from around the world. The platform offers you a large spectrum of interaction tools with the audience: Q&A, questions, and surveys.

€70,000 for 90 min  
 €60,000 for 60 min

### SYMPOSIUM LEADS €8,000

EASL will provide companies with the leads of participants attending their symposium:

- First name
- Last name
- Email
- Company
- City
- Country
- Delegate category (Industry or HCP or AHP...)

## SCHEDULE

	60 min	90 min
Wed 23 June		19:00–20:30
Thu 24 June	12:30–13:30	18:30–20:00
Fri 25 June	12:30–13:30	18:30–20:00

### SYMPOSIUM EMAIL BLAST €20,000

A personal branded email will be sent to all registered delegates 3–5 days before the event. A link to the programme will be included in the email. The content and the branding of the email is at the sole discretion of the sponsor and will be distributed by EASL.

## LIVE WEBINARS FOR DEVICE COMPANIES €20,000

- Raises awareness of diagnostic and therapeutic techniques
- Possibility to test and develop delegates skills
- Ask questions to friendly experts (related to the practice of interventions in patients with liver disease)
- Invitation to provide live webinars of 30 min during the congress breaks (exclusive).
- Push notification will be provided by EASL
- The timeslot will be dedicated and exclusive to the sponsoring company

## INDUSTRY PRESS CONFERENCE €10,000

Hold your press conference at the ILC 2021. EASL will provide you with the available timeslots and promote your press conference to the registered press participants. Take advantage of this platform to spread the word.

- 45-min timeslot
- Promote your event to press



# INTERNATIONAL LIVER CONGRESS™ –WEBCAST

Support EASL in distributing the congress content worldwide.

---

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

---

Acknowledgement on the International Liver Congress™ webcast page located on EASL Campus.

---

Use of EASL Campus URL on your website or affiliate website (educationally relevant web pages only)

**Subject to EASL approval & regulation**

---

The ILC 2021 content will be open access on EASL Campus.

---

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

---

€70,000

Public on EASL Campus

# BEST OF SLIDE DECKS

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 an active education disseminator

---

Acknowledgement on educational material from the congress

- ◆ Best of ILC slide decks
  - ◆ Digital ILC news (Daily News)
- 

Acknowledgement as a sponsor on the website

---

Acknowledgement on Sponsor board

---

All tracks €75,000

Per track €45,000

Public on EASL Campus



# TAKEAWAYS

You are invited to submit YOUR perspectives and highlights from ILC 2021 to be hosted on the EASL Campus—ILC 2021 Takeaways section, together with the EASL Takeaways.

8 topics mean 8 EASL webcasts, 1 covering each listed topic below—don't miss this opportunity with the liver community!

Develop your dedicated 30-minute thematic webcast(s) around ILC 2021 highlights OR just be acknowledged as an active education supporter.

## TOPICS



## HOW IT WILL APPEAR ON EASL CAMPUS

### EASL Takeaway



### Industry Takeaways



# TAKEAWAYS

## 30-MINUTE WEBCAST RULES FOR INDUSTRY

Please find the rules attached.

## SPONSORSHIP OFFER

Unit price for 1 webcast hosted on EASL Campus

–Takeaways section AND/OR acknowledgement only.

Develop YOUR company takeaway highlights—30-minute (maximum) webcast where you share your point of view about the ILC 2021 only—make available a debate in between your KOLs for the liver community

---

Connect one more time with the community and be topic-specific

---

Be seen as an active education contributor with the world's leading hepatology society

---

Reach a broader, multi-disciplinary audience

---

Guaranteed visibility worldwide 24 hours/day and 365 days/year, anytime from anywhere!

---

Analytics

---

Display the EASL Campus website—ILC 2021 Takeaways section link on your educational website\*

---

Insert the ILC 2021 Takeaway section link in your communication—specific topic\*

---

Expand your digital audience worldwide 114,000+ users

---

Acknowledgement at the bottom page of the webcast's landing page as one of the education supporters\*

---

Acknowledgement in the EASL Communication promoting the ILC 2021 Takeaways

€45,000





**BRANDING**

**OPPORTUNITIES**

# VIDEO ADVERT IN EASL LIVE STUDIO

30-second video in the EASL Live Studio, which will host highlights of the day, and discussions moderated by our Governing Board members.

- Select your 2 time slots during breaks
- Promotion and reminder of your ILC 2021 activities
- Video length: 30 seconds maximum
- File format: MP4, full HD resolution (1920x1080) – landscape
- Link on your company congress microsite included
- Submitted advertisement will be sorted by
  1. Sponsorship level
  2. First come first served

---

€20,000

# BANNER ADVERT IN DAILY NEWS

Advertisement banner to be placed in the EASL Daily News.

- Select your preferred date
- Daily News displayed at the end of every day for all registered participants
- Acknowledgement as congress supporter

---

€15,000







## ROTATING VIDEO IN THE LOBBY AREA

Prime spot for your 30-second video. Ideal location to be visible by all registered delegates. Use this opportunity to ensure traffic on your symposium and/or microsite.

---

€40,000

EXCLUSIVE

## ROTATING BANNER IN THE LOBBY AREA

Catch the attention of the delegates with your rotating banner. Ensure high visibility for congress duration. Display time: 5 seconds/rotation.

---

€30,000





## POSTER TOUR

- ◆ Acknowledgement on the Poster Tour within the platform
- ◆ Logo displayed on the Poster Tour option
- ◆ Acknowledgement on website as supporter

€25,000

EXCLUSIVE

## POSTER AREA (DISEASE TRACK)

- ◆ Acknowledgement on the poster area within the platform
- ◆ Logo displayed on the poster area selected track
- ◆ Acknowledgement on website as supporter

€20,000



## DIGITAL CONGRESS BAG

It's impossible to miss the digital congress bag on the navigation bar. Ideal item for a delegate to save their notes, view bookmarked abstracts, and various stored documents.

Ensure that your company name is highly visible to all congress delegates. This price includes 1 bag insert related to your congress activities.

---

€50,000

## DIGITAL CONGRESS BAG -INSERT

Insert in the digital congress bag to your satellite symposium, or after an invitation to visit your microsite or another item of your choice. (Subject to approval)

---

€8,000

At which stage of the  
EASL journey  
are you at today?

**LOYALTY**

**PROGRAMME**

# LOYALTY SCHEME PRINCIPLES

EASL implements an eligible point system. You will be awarded points based on the type of sponsorship you purchase, as well as on your overall investment.

The loyalty scheme was 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?

You earn points based on,

- Sponsorship items
- Educational items
- Overall investment
- Number of registration

The scheme is based on a 3-year partnership cycle. Your ILC 2021 support will define your status for ILC 2022.

# HOW DO YOU EARN POINTS?

## FULL-ACCESS PAYING REGISTRATIONS

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

## COMMIT TO EDUCATIONAL ITEMS

ITEMS	POINTS
Symposium, congress live stream, dissemination package for all tracks	50
Dissemination package (1 track), mini-workshop, challenge the experts	30
Poster Tour, poster track signage, skills learning centre	20

## COMMIT TO A SPONSORSHIP PACKAGE

PACKAGE	POINTS
BRONZE	40
SILVER	80
GOLD	100
PLATINUM	120

## BONUS POINTS LINKED TO YOUR OVERALL INVESTMENT

YOUR INVESTMENT	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

# ILC 2021 LOYALTY SCHEME BENEFITS

## Main benefits

### Bronze, Silver, Gold, Platinum sponsorship packages

- ◆ Select Symposium(a) slot(s)  
(within each level and followed by points)
- ◆ Select meeting room block(s)  
(within each level and followed by points)

### Symposia

- ◆ Symposium(a) slot selection

## Additional benefits

### Discount on purchased items

(not applicable to sponsorship packages)

From 200 points:

- ◆ 10% on sponsorship & exhibition

### Free registrations

Every 200 points:

- ◆ 2 full access registrations

### 1 digital congress bag insert

As of 800 points

Additional banner in app carousel promoting your Industry Satellite Symposium or exhibit

As of 500 points





**PARTNER WITH US**



# YOUR MAIN CONTACTS



Alexis  
Schwery

Fundraising & Corporate  
Relations Coordinator

+41 22 807 03 68  
ILC.industry@easloffice.eu



Stéphane  
Dazet

Head of Business  
Development & Events

+41 22 807 29 86  
ILC.industry@easloffice.eu

Available at any time.



European Association  
for the Study of the Liver

7, Rue Daubin  
1203 Geneva, Switzerland

Tel. +41 22 807 03 60  
[ILC.industry@easloffice.eu](mailto:ILC.industry@easloffice.eu)