



# DIGITAL SATELLITE SYMPOSIUM GUIDELINES

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## DIGITAL SATELLITE SYMPOSIUM

AASLD invites commercial supporters of The Liver Meeting® 2021 to organize a limited number of independent educational symposia to be presented for registered attendees.

The AASLD Governing Board, Scientific Program Committee, and staff are monitoring recommendations from reliable sources, which are supported by scientific evidence, regarding when it will be safe to travel and gather in large groups. AASLD is also in regular communication with hospitality industry representatives in California about the state guidelines pertaining to the safe reopening of venues that cater to large group functions. It is AASLD's intention that TLM 2021 be a hybrid meeting, allowing faculty and learners to participate both online and in-person.

**Currently the AASLD Satellite Symposia Application is setup for Digital Satellite Symposium only. A check box has been added to the application for those who wish to be contacted about in-person symposia if this option becomes available.**

A Satellite Symposium is defined as an educational program, peripheral to The Liver Meeting® which is designed to meet the continuing medical education needs of the hepatology community. These symposia will take place on Friday, November 12, Saturday, November 13, and Sunday, November 14 from 7:00 – 9:00 PM ET after scheduled educational events.

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## SYMPOSIUM FEE

\$75,000 per symposium

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## BENEFITS

Organizers whose programs are accepted will receive the following benefits:

- Exposure to a select audience of influential liver specialists from around the world.
- Inclusion of the symposium on the Website and on the program agenda.
- One-time use of The Liver Meeting® 2021 pre-registration list and post-meeting registration list, with pre-approved mailing piece (email addresses not provided).
- Digital Bag Insert.
- Rotating clickable ad in The Liver Meeting® platform (reporting to include ad impressions and clicks).
- The Satellite Symposia link will remain active for up to 90 days.
- 2 complimentary full meeting registrations to The Liver Meeting® 2021 (virtual component only).

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## PROPOSAL ELEMENTS

Proposals must include the following information:

- Title of program and preferred date.
- Program Director and names and credentials of proposed faculty.
- Abstract, learning objectives, and program agenda.
- Name of communications company and CME provider, contact person name, address, phone, and email.
- Name of industry supporter, contact person name, phone, and e-mail.
- General plan for marketing the symposium.
- Statement acknowledging guidelines, restrictions, and the organization's willingness to abide by them.

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## PROPOSAL PROCESS AND REQUIREMENTS

- Upon selection and notification, the organizer will be required to submit full non-refundable payment of \$75,000 and a signed symposium agreement by September 17, 2021.
- Satellite symposia industry supporter(s) must be an exhibitor at The Liver Meeting Digital Experience™. If the symposium is multi-supported, at least one supporter must be an exhibitor.
- Satellite symposia must be sponsored/organized by an ACCME accredited organization and offer CME credits. Providers must designate activities for category I credit in advance; no activity can be designated retroactively. AASLD does not provide CME credit for satellite symposia.
- All supporters, organizers, agents and presenters must abide by all of AASLD's policies including the Abstract Embargo Policy.

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## ORGANIZER RESPONSIBILITIES

The Liver Meeting® platform will link to the organizer's page. Digital Satellite Symposia will be hosted by the organizer and may be live or pre-recorded. For best attendee experience AASLD recommends presentations are pre-recorded and include a live chat box where attendees can interact with the organizers or speakers.

Successful proposal applicants should expect to provide the following services. Please note that **ALL** production, marketing, registration pages, and print/electronic materials relating to this activity **must receive written authorization from AASLD prior** to distribution (this includes social media posts).

- Design, print, and distribute invitations for the symposium.
- All marketing materials, inclusive of agenda and handouts, and the presentation link to the Digital Satellite Symposia are due to AASLD by October 15, 2021.
- Accept financial responsibility for and arrange for all aspects of the symposium, including but not limited to, production cost, audio visual, and streaming expenses.

- Organizer to facilitate required bandwidth for Digital Satellite Symposia registration, live or pre-recorded presentation, and interactive features. Organizer has sole control over development and streaming of Digital Satellite Symposia. AASLD is not liable for any connectivity or internet issues.
- Manage registration microsite for the event and provide link to AASLD by October 15, 2021.
- Manage payment of honoraria and/or expense reimbursement to speakers, moderators, or others.
- It is the responsibility of the applicant organization to develop and implement programs as they have outlined in their proposals. Any changes in content or faculty must be communicated to AASLD in advance of the symposium.

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## NOTIFICATION AND DATE ASSIGNMENT

Applicants will be notified of AASLD's decision by early September 2021. If accepted, the organizer must execute and return AASLD's Digital Satellite Symposium Agreement by September 17, 2021.

Several criteria are taken into consideration when assigning timeslots, including topic, preferred date, proposal receipt date and competitive factors. AASLD will not consider faculty commitments when assigning space.

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## PROPOSAL SUBMISSION

To be considered, a proposal with completed application must be submitted to Heather Cooney [hcooney@asld.org](mailto:hcooney@asld.org) no later than **Friday, July 9**.

Digital Satellite Symposia Guidelines are subject to revisions. Please contact Heather with any questions.