



PRODUCT THEATER GUIDELINES

PRODUCT THEATERS

AASLD invites commercial supporters of The Liver Meeting® 2021 to support a limited number of 30- or 60-minute Product Theaters to be presented for registered attendees. Present new research, demonstrate key findings, and discuss the latest treatments with an audience of medical professionals at The Liver Meeting®.

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.

All attendees participating in The Liver Meeting® 2021 will have access to the Digital Experience and we anticipate that the majority of learners will access content online. **This year AASLD will offer Digital Product Theaters only.**

PRODUCT THEATER FEE

\$40,000 per 30-minute Product Theater

\$60,000 per 60-minute Product Theater

Note: Additional fees will apply for live Product Theaters and will require contracting with the platform provider to produce the presentation.

TIME SLOTS & DATE ASSIGNMENT

TIME SLOT	FRIDAY, NOVEMBER 12	SATURDAY, NOVEMBER 13	SUNDAY, NOVEMBER 14
30 MINUTE SLOT 1	1:00PM-1:30PM ET	11:30AM-12:00PM ET	11:30AM-12:00PM ET
30 MINUTE SLOT 2	1:30PM-2:00PM ET	12:00PM-12:30PM ET	12:00PM-12:30PM ET
30 MINUTE SLOT 3	2:00PM-2:30PM ET	2:30 PM-3:00 PM ET	2:30 PM-3:00 PM ET
30 MINUTE SLOT 4	2:30PM-3:00PM ET	3:00 PM-3:30 PM ET	3:00 PM-3:30 PM ET
60 MINUTE SLOT 1	1:00PM-2:00PM ET	11:30AM-12:30PM ET	11:30AM-12:30PM ET
60 MINUTE SLOT 2	2:00PM- 3:00PM ET	2:30PM-3:30PM ET	2:30PM-3:30PM ET

All Product Theater time slots will be assigned on a first-come, first-served basis. Up to three Product Theaters will be scheduled concurrently. Product Theater sessions will begin and end according to the schedule listed. Should you need time for additional Q&A, direct attendees to your exhibit booth.

BENEFITS

Product Theaters are 30-minute or 60-minutes with typed chat/Q&A box. Each Product Theater includes:

- Exposure to a select audience of influential liver specialists from around the world.
- Listing on AASLD website and The Liver Meeting® platform.
- One-time use of The Liver Meeting® 2021 pre-registration list with pre-approved mailing piece (email addresses not provided).
- Digital Bag Insert.
- The Product Theater link will remain on-demand for up to 90 days (unless otherwise specified).
- Option to promote product theater link in exhibit booth.

DEADLINES

- Signed applications must be received by **September 17, 2021**.
- The organizer will be required to submit full non-refundable payment and a signed product theater agreement by **October 1, 2021**. No refunds will be given for cancellation or termination of the Product Theater.
- Promotional copy for The Liver Meeting® platform is due to AASLD by **October 1, 2021**. Please email the following information to hcooney@asld.org:
 - Program Title
 - Program Supporter (exactly as it should be listed)
 - Program Description (maximum of 50 words)
 - Speaker(s) (name and credentials only)
- Pre-recorded Product Theater is due to AASLD by **October 15, 2021**.

REQUIREMENTS

- Only Silver and Gold exhibitors of The Liver Meeting® are eligible to support a Product Theater.
- All supporters, organizers, agents, and presenters must abide by The Liver Meeting Digital Experience Exhibit Contract Terms & Conditions.
- Product Theater organizer accepts financial responsibility for and arrange for all aspects of the Product Theater, including but not limited to, production cost, audio visual, and streaming expenses. Organizer accepts responsibility to facilitate the required bandwidth for presentation and interactive features. AASLD is not liable for any connectivity or internet issues.
- ALL marketing and printed material relating to the Product Theater must receive written authorization from AASLD prior to final production and distribution – including any enduring materials/programs. PDF files may be submitted via email for approval to hcooney@asld.org. Review and approval by AASLD will be within an appropriate timeframe, but not less than two business days.

PRODUCT THEATERS: FORMATS

Once the Product Theater Application has been received, AASLD will schedule a call to review the two Product Theater formats.

- **Live Product Theaters** will be streamed live during the scheduled time. This format will incur additional fees and will require contracting with the platform provider to produce the presentation.
- **Pre-recorded Product Theaters** will be played by the platform provider at the scheduled time. Pre-recorded Product Theater recording guidelines are below.

PRE-RECORDED PRODUCT THEATERS: RECORDING

Pre-recorded Product Theater is due to AASLD by **October 15, 2021**.

Product Theater needs to be delivered as one compiled file in MP4 format, not to exceed allotted time of 30 or 60 minutes. Presentations will be submitted by upload to virtual conference provider system. For highest quality we recommend 1080p for Power Point Presentations.

Presentations that exceed 30 or 60 minutes, will be declined, and will need to be resubmitted. AASLD and virtual conference provider will not edit any presentations.

PAYMENT OPTIONS

Product Theater support fees must be paid in full by **September 17, 2021**. Payments may be made via check, wire transfer, or credit card. Checks should be made payable to AASLD and sent to:

AASLD
Attn: Heather Cooney
PO Box 25407
Alexandria, VA 22313-5407

A 3% non-refundable administrative fee will be added to all credit card payments. Wire transfers will be subject to a \$50 non-refundable administrative fee.