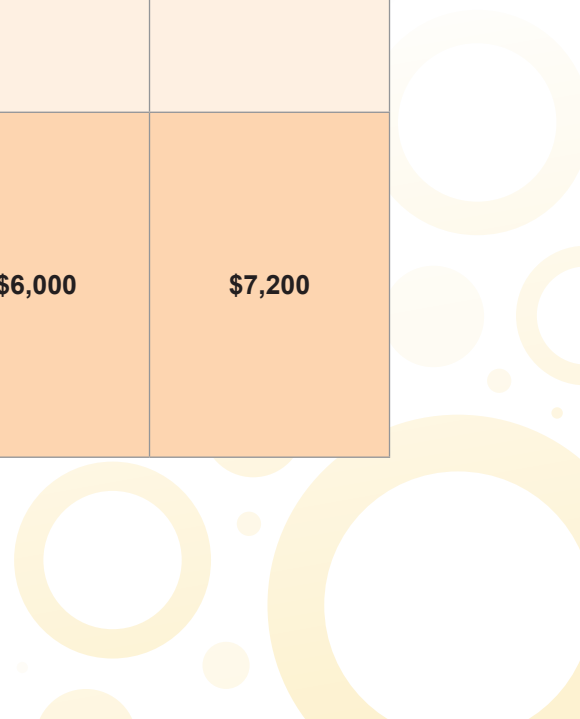
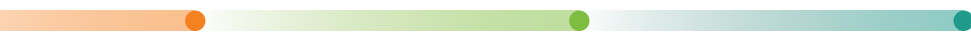




Email Marketing Opportunities Banner Ad Placements

Item	Sale Price	
	Exhibitor	Non-Exhibitor
<p>“Know Before You Go” Email Banner Ad (Top Placement)</p> <ul style="list-style-type: none"> • 60% Average Open Rate & 52% Average Click Through Rate • Email will be sent just before The Liver Meeting® begins! • Banner Ad 728x90 px (File type: PNG max size 200K) 	\$10,000	\$12,000
<p>“Know Before You Go” Email Banner Ad (Middle Placement)</p> <ul style="list-style-type: none"> • 60% Average Open Rate & 52% Average Click Through Rate • Email will be sent just before The Liver Meeting® begins! • Banner Ad 728x90 px (File type: PNG max size 200K) 	\$8,000	\$9,600
<p>The Liver Meeting® Digital Platform Opens Email Banner Ad (Exclusive Top Placement)</p> <ul style="list-style-type: none"> • Reach all The Liver Meeting® attendees with this email to both the in-person and digital attendees. • Email will be sent just before The Liver Meeting® begins! • Email will include attendee credentials to the digital platform • Banner Ad 728x90 px (File type: PNG max size 200K) 	\$6,000	\$7,200
<p>The Liver Meeting® Post-event Email Banner Ad (Exclusive Top Placement)</p> <ul style="list-style-type: none"> • 49% Average Open Rate & 20% Average Click Through Rate • Reach all The Liver Meeting® attendees with this email to both the in-person and digital attendees. • Email will be sent after The Liver Meeting® and include attendee’s credentials to the digital platform • Banner Ad 728x90 px (File type: PNG max size 200K). 	\$6,000	\$7,200





Email Marketing Opportunities Banner Ad Placements (continued)

Item	Sale Price	
	Exhibitor	Non-Exhibitor
<p>The Liver Meeting® Daily Email Banner Ad (Top Placement)</p> <ul style="list-style-type: none"> • 54% Average Open Rate, 11% Average Click Through Rate During Event • Banner ads will be displayed on all 5 emails • Banner Ad 728x90 px (File type: PNG max size 200K). 	\$15,000	\$18,750
<p>The Liver Meeting® Daily Email Banner Ad (Middle Placement)</p> <ul style="list-style-type: none"> • 54% Average Open Rate, 11% Average Click Through Rate During Event • Banner ads will be displayed on all 5 emails • Banner Ad 728x90 px (File type: PNG max size 200K). 	\$12,000	\$15,600

