



AASLD Nov. 4-8, 2022  
**The Liver Meeting®**



WASHINGTON D.C.

# 2022 Sponsorship Prospectus

**Dear AASLD Sponsor,**

Thank you for using The Liver Meeting<sup>®</sup> (TLM) to advance your scientific, marketing and business development goals. On behalf of AASLD's Governing Board and the hundreds of volunteers who are participating in the 2022 program, I want to personally **THANK YOU** for being part of TLM!

Over the past two years, our sponsors' and TLM attendees' needs have evolved. Therefore, our staff has conducted extensive conversations with sponsors like you to better understand how TLM can continue to support your business development goals. Through those engaging interactions, we have developed a catalogue of enhanced sponsorship offerings that provide opportunities to engage with the AASLD audience. These new opportunities represent a strategic option for sponsors to increase their visibility and engagement through the TLM brand.

We are confident that AASLD's established or new sponsorship opportunities can help you achieve your goals. I encourage you to explore this prospectus and consider the many options available to you. If you don't see what you are looking for or want to build a more customized package to meet your unique needs, please call or email Heather Cooney, CMP, CEM, at +1 703-740-9416 or [exhibits@asld.org](mailto:exhibits@asld.org). Heather can also tell you more about how your organization can engage with AASLD as a sponsor throughout the year.

We look forward to seeing you in Washington, DC, in 2022!

Best regards,

**Matthew D'Uva, FASAE, CAE**

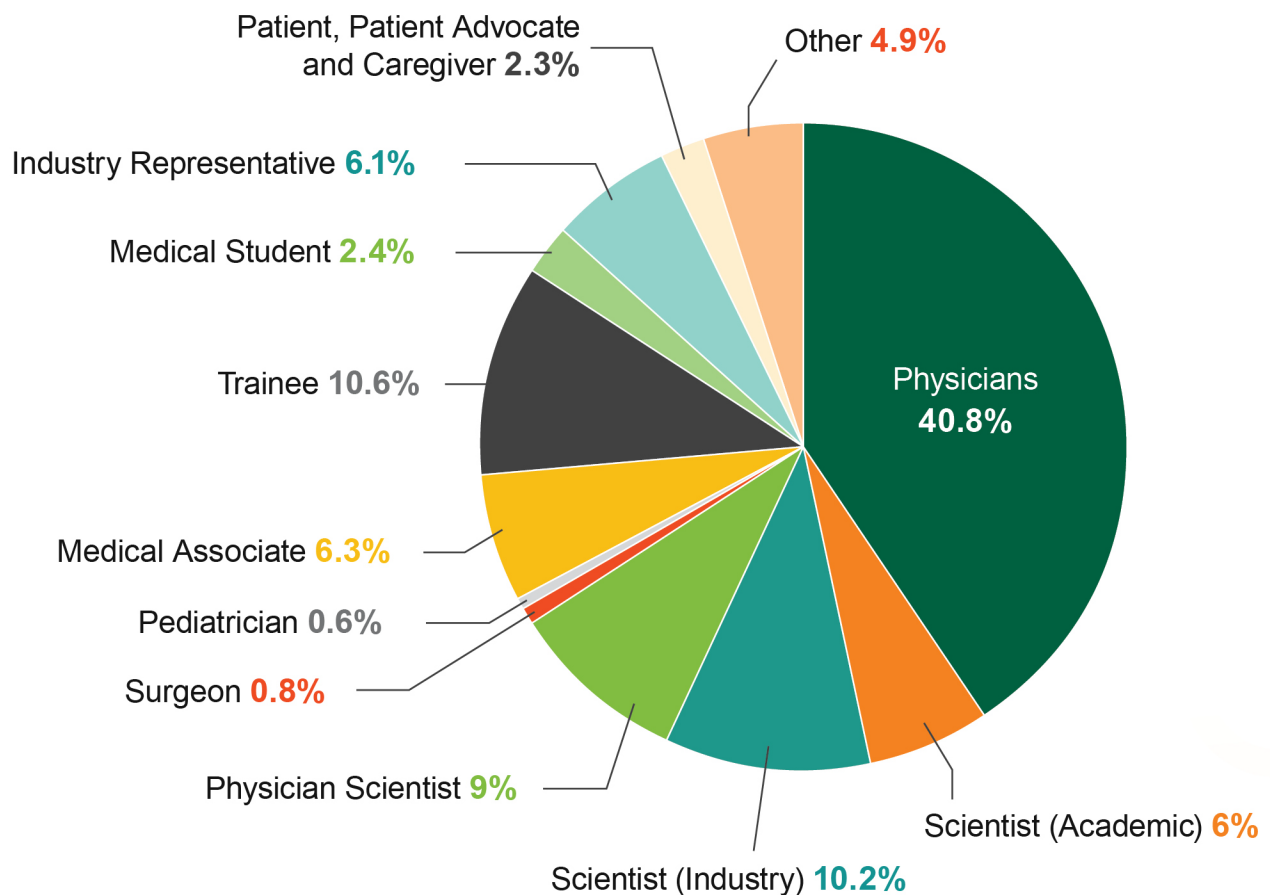
*Chief Executive Officer*  
AASLD



# Who Will You Meet at TLM?

## Thousands of Physicians, Scientists and Health Care Professionals Working To Prevent and Cure Liver Disease

AASLD is a nonprofit organization comprising scientists and health care professionals from around the world working to prevent and cure liver disease. The target audience for The Liver Meeting® is global and diverse, including decision-makers and thought leaders in research, clinical health care, industry, government and academia. Our audience is actively focused on the latest tools that can positively impact liver research and patient care. Here's a closer look at how our attendees identify themselves professionally.



# TLM Also Connects You With Patient Communities

At The Liver Meeting Digital Experience™ (TLMdX) 2021, we hosted **nearly 150 patients**, advocates and exhibitors (up from 120 in 2020) for several days of engaging programming and activities, including:

## Curated Events for Patients and Advocates

- 11 interactive sessions.
- Eight patient-focused abstract tours.
- OnDemand sessions (available until February 16, 2022).

## New in 2021: Community Conversations

- Hosted by four organizations, with two conversations reaching capacity at 100 attendees.
- Open networking sessions, with small group conversations connecting patients with each other.
- Dedicated resources for participants.

## Patient/Advocate Booth

- Staffed by AASLD personnel throughout TLMdX.

## Webpage

- Information on programs and resources at [tmdx.aasld.org/for-patients](https://tmdx.aasld.org/for-patients).





# The Liver Meeting® 2019

November 8–12

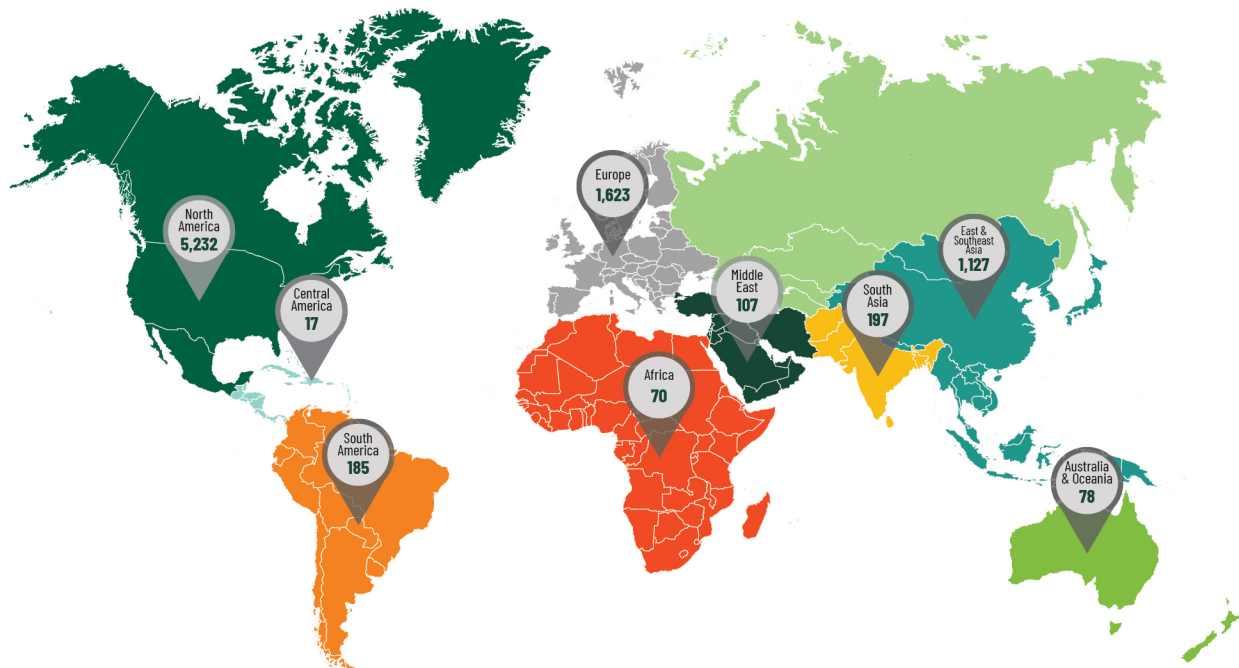
Hynes Convention Center

Boston, MA



## Attendees by Region

The Liver Meeting® 2019 in Boston, MA, was AASLD's most recent in-person annual meeting. Nearly 10,000 participants from around the world joined us for cutting-edge programs and exhibitions. Nearly 60% of our participants were based in North America, 18% in Europe and 12% in East and Southeast Asia.



| Color | Region                        | Total Count per Region | % of the World |
|-------|-------------------------------|------------------------|----------------|
|       | Africa                        | 70                     | 0.77%          |
|       | Australia and Oceania         | 78                     | 0.86%          |
|       | Central America and Caribbean | 17                     | 0.19%          |
|       | East and Southeast Asia       | 1,127                  | 12.38%         |
|       | Europe                        | 1,623                  | 17.83%         |
|       | Middle East                   | 107                    | 1.18%          |
|       | North America                 | 5,232                  | 57.48%         |
|       | South America                 | 185                    | 2.03%          |
|       | South Asia                    | 197                    | 2.16%          |
|       | Unidentified                  | 466                    | 5.12%          |
|       | <b>World Total</b>            | <b>9,102</b>           | <b>100%</b>    |

# The Liver Meeting® 2017

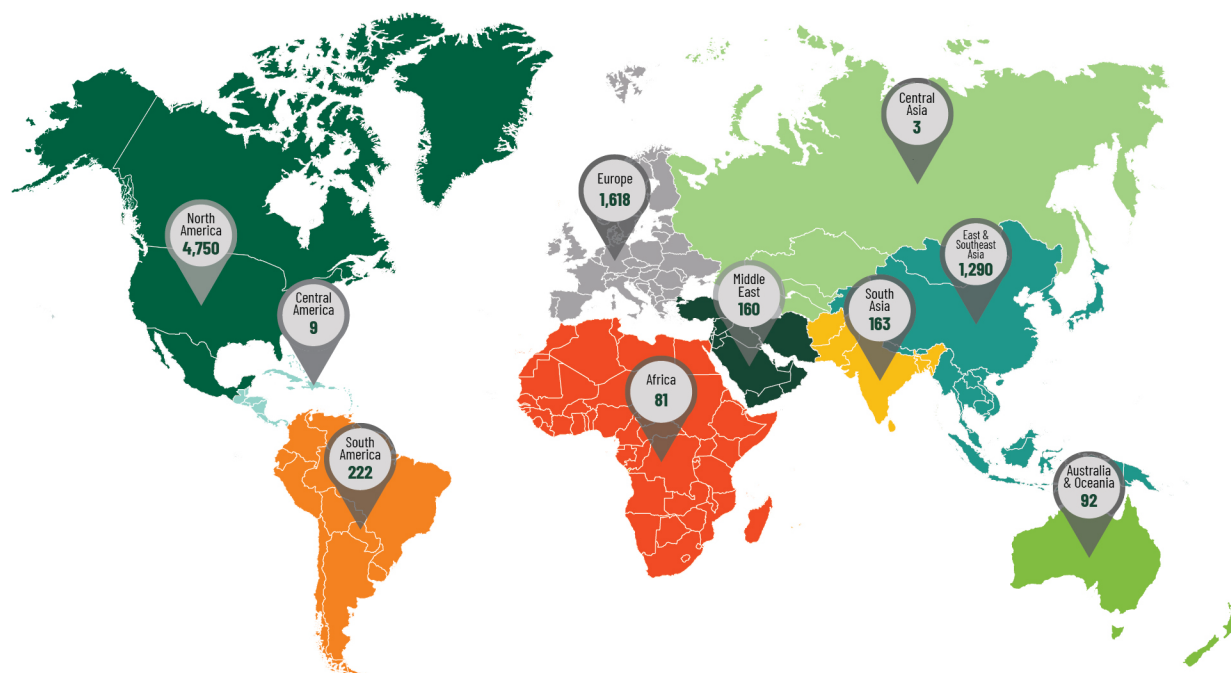
October 20–24

Walter E. Washington Convention Center

Washington, DC

## Attendees by Region

The Liver Meeting® 2017 was AASLD's most recent in-person annual meeting held in Washington, DC. Nearly 9,000 participants from around the world joined us for cutting-edge programs and exhibitions. About 54% of our participants were based in North America, 18% in Europe and 15% in East and Southeast Asia.



| Color | Region                        | Total Count per Region | % of the World |
|-------|-------------------------------|------------------------|----------------|
|       | Africa                        | 81                     | 0.91%          |
|       | Australia and Oceania         | 92                     | 1.04%          |
|       | Central America and Caribbean | 9                      | 0.10%          |
|       | Central Asia                  | 3                      | 0.03%          |
|       | East and Southeast Asia       | 1,290                  | 14.54%         |
|       | Europe                        | 1,618                  | 18.24%         |
|       | Middle East                   | 160                    | 1.80%          |
|       | North America                 | 4,750                  | 53.55%         |
|       | South America                 | 222                    | 2.50%          |
|       | South Asia                    | 163                    | 1.84%          |
|       | Unidentified                  | 483                    | 5.44%          |
|       | <b>World Total</b>            | <b>8,871</b>           | <b>100%</b>    |

# Sponsorship Opportunities

| Item  | Description  | Quantity Available | Rate                    |                         |
|---|--|--------------------|-------------------------|-------------------------|
|   |  |                    | Exhibitor Fee           | Nonexhibitor Fee        |
| <b>Aisle Signs + Digital Attendee Bag</b>             | Own the air! Brand the space under the exhibit hall aisle number with your company logo and distribute your content digitally with a digital bag insert!<br><br><b>Dimensions:</b><br>3' x 2' Aisle Sign Dangler                                     | 2                  | \$1,500                 | \$1,875                 |
| <b>SOLD</b><br><b>Banners: Grand Lobby Escalators</b> | Stand tall with a banner advertisement in the lobby of the convention center! Select one of two banner opportunity placements to make your message last.<br><br><b>Artwork Specs:</b><br>10'W x 3'H (double-sided)                                   | 2                  | \$10,000                | \$12,500                |
| <b>SOLD</b><br><b>Banners: L Street Bridge</b>        | Stand tall with a banner advertisement right outside of the exhibit hall! Two banner placements sold as a set to make your message last.<br><br><b>Artwork Specs:</b><br>6' x 15' Vertical (double-sided)  | 1                  | \$25,000                | \$31,250                |
| <b>Business Suite on Exhibit Hall Floor (Small)</b>   | In need of quiet meeting space for client or team meetings? Rent our small business appointment suites for 5 people on the exhibit hall floor. Each space is equipped with a lockable door, seating for 5 and a conference table. Sold by the day.   | 5                  | (3) Day Rate: \$4,000   | N/A                     |
| <b>Business Suite on Exhibit Hall Floor (Large)</b>   | In need of quiet meeting space for client or team meetings? Rent our large business appointment suites for 10 people on the exhibit hall floor. Each space is equipped with a lockable door, seating for 10 and a conference table. Sold by the day. | 2                  | (3) Day Rate: \$8,000   | N/A                     |
| <b>Coffee Breaks</b>                                  | Everyone has to refuel in between sessions! Take advantage of guaranteed exposure at breaks stations placed throughout the Exhibit Hall. Sponsor recognition on signage at F&B station and in all listings including Conference App.                 | 1                  | \$15,000                | \$18,750                |
| <b>Conference App</b>                                 | Details coming soon!   | -                  | Call us to Collaborate! | Call us to Collaborate! |

| Item   | Description   | Quantity Available | Rate          |                  |
|--|---|--------------------|---------------|------------------|
|  |   |                    | Exhibitor Fee | Nonexhibitor Fee |
| <b>ePosters</b>  | Highlight your brand on 10 ePoster stations. Company name on opening screen; recognition on e-Poster display unit (splash page).  | 1                  | \$30,000      | \$37,500         |
| <b>Escalator Runners: Grand Lobby towards Ballroom</b> | <p>Escalate your branding! Place your brand on highly trafficked escalators between conference floors leading to the Ballrooms.</p> <p><b>Artwork Specs:</b><br/>Escalator West<br/>A: 76'-11"W x 7.5"H<br/>B: 81'W x 15.5"H<br/>C: 76'-11"W x 7.5"H</p> <p><b>Artwork Specs:</b><br/>Escalator East<br/>A: 76'-8"W x 7.75"H<br/>B: 81'-2"W x 15"H<br/>C: 76'-10"W x 7.75"H</p> | 2                  | \$15,000      | \$18,750         |
| <b>Escalator Runners: Grand Lobby to Exhibit Hall</b>  | <p>Escalate your branding! Place your brand on highly trafficked escalators between the main lobby and the AASLD Exhibit &amp; Poster Halls.</p> <p><b>Artwork Specs:</b><br/>ESC 25: 12"W x 348"H   ESC 26: 13"W x 348"H<br/>ESC 27: 12"W x 378"H   ESC 28: 13"W x 378"H</p>   | 1                  | \$20,00       | \$25,000         |
| <b>Exhibit Hall Opening Reception</b>                  | Make an "opening" statement by placing your logo or message in the exhibit hall. Sponsor recognition on signage outside exhibit hall and throughout F&B stations. Sponsor recognition in all Exhibit Hall Opening Reception listings including Conference App.  | 3                  | \$40,000      | \$50,000         |
| <b>Hand Sanitizer Stations</b>                         | Sponsor 2 branded hand sanitizing stations at strategic locations throughout the Exhibit Hall.  | 3                  | \$5,000       | \$6,000          |
| <b>Hotel Key Cards</b>                                 | Make your mark coming and going. Around 4,000 hotel keys will be given out at the top 3 headquarter hotels. Choose this opportunity to place your message or logo at our participating conference hotels. Sponsor artwork will be printed on back of keycard.   | 1                  | \$15,000      | \$18,750         |



|   |  |   |   |          |
|---|--|---|---|----------|
| <b>Network Lounge</b>                               | <p>Make a statement! Splash your branding on cafe style tabletops and seating areas for attendees to network and relax. Located in high-traffic areas throughout the convention center; product branding allowed for stations placed in exhibit hall.</p> <p><b>Artwork Specs:</b><br/>36" Round Table Cling (Quantity: 8)</p>                     | 3 | <p><b>Premium:</b><br/>L Street Bridge &amp; Patient Engagement Booth<br/>\$12,000</p> <p><b>Standard:</b><br/>Ballroom Prefunction<br/>\$7,500</p> | N/A      |
| <b>Recharge Lounge</b>                              | <p>Power up or power down. Display your branding while attendees charge their devices and relax in comfortable seating. Displayed in high-traffic areas throughout the convention center; product branding allowed for stations placed in exhibit hall.</p>  | 4 | <p><b>Premium:</b><br/>L Street Bridge<br/>\$15,000</p> <p><b>Standard:</b><br/>Ballroom Prefunction<br/>\$10,000</p>                               | N/A      |
| <b>Registration Banner &amp; Email Confirmation</b> | <p>Your company banner will be seen by thousands of registrants! Sponsor the registration platform with a registration header banner that is a clickable HTML5 ad (animated GIF compatible) that rotates every 15 seconds. Additionally, your company logo will be included in the footer of every attendee's registration confirmation email.</p> | 4 | \$55,000  | \$68,750 |
| <b>Signage: Backlit</b>                             | <p>Want to see your name in lights? Select illuminated backlit signage!</p> <p><b>Dimensions:</b> 36" x 72"</p>  | 2 | \$7,500   | \$9,375  |
| <b>Signage: Rotating Kiosks</b>                     | <p>Want to see your name in lights? Select a kiosk that is illuminated on four sides of and actively rotates throughout the day.</p>   | 2 | \$15,000  | \$18,750 |
| <b>Wi-Fi</b>  | <p>Sponsor attendee Wi-Fi at the Walter E. Washington Convention Center.</p>   | 1 | \$75,000  | \$93,750 |

## Email Advertisement Opportunities

Banner Ads are 728x90 pixels (file type: PNG; max size: 200K) with clickable URL

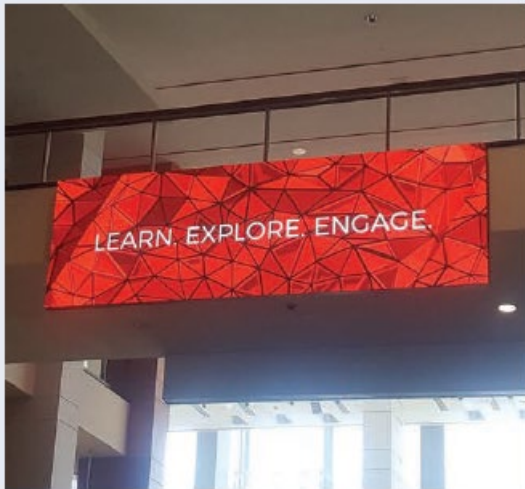
|          | Item   | Description   | Quantity Available | Rate          |                  |
|----------|--|---|--------------------|---------------|------------------|
|          |  |   |                    | Exhibitor Fee | Nonexhibitor Fee |
| Reserved | <b>The Liver Meeting® Registration Promotion Emails</b><br>(Footer Banner Placement) | <ul style="list-style-type: none"> <li>39% Average Open Rate</li> <li>14% Average Click Through Rate</li> <li>Exclusive footer banner placement on emails reaching 35,000 contacts</li> <li>Two (2) registration promotion emails in the selected month, choose between August, September, and October</li> </ul> | 3                  | \$5,000       | \$6,250          |
| Reserved | <b>“Know Before You Go” Top Banner Ad</b>  | <ul style="list-style-type: none"> <li>68% Average Open Rate</li> <li>61% Average Click Through Rate</li> <li>Email will be sent just before The Liver Meeting® to all attendees!</li> </ul>  | 1                  | \$10,000      | \$12,500         |
| SOLD     | <b>“Know Before You Go” Middle Banner Ad</b>   | <ul style="list-style-type: none"> <li>68% Average Open Rate</li> <li>61% Average Click Through Rate</li> <li>Email will be sent just before The Liver Meeting® to all attendees!</li> </ul>  | 1                  | \$8,000       | \$10,000         |
| SOLD     | <b>The Liver Meeting® Daily Email Top Banner Ad</b>                                  | <ul style="list-style-type: none"> <li>57% Average Open Rate</li> <li>18% Average Click Through Rate</li> <li>Banner ads on all five emails</li> <li>Reach all attendees (except Patient Advocates)</li> </ul>  | 1                  | \$15,000      | \$18,750         |
| SOLD     | <b>The Liver Meeting® Daily Email Middle Banner Ad</b>                               | <ul style="list-style-type: none"> <li>57% Average Open Rate</li> <li>18% Average Click Through Rate</li> <li>Banner ads on all five emails</li> <li>Reach all attendees (except Patient Advocates)</li> </ul>  | 1                  | \$12,000      | \$15,000         |
| SOLD     | <b>The Liver Meeting® Daily Email - Patient Advocate Top Banner Ad</b>               | <ul style="list-style-type: none"> <li>57% Average Open Rate</li> <li>18% Average Click Through Rate</li> <li>Email sent to Patient Advocates</li> <li>Banner ads on all five emails</li> </ul>   | 1                  | \$3,000       | \$3,750          |
| SOLD     | <b>The Liver Meeting® Daily Email- Patient Advocate Middle Banner Ad</b>             | <ul style="list-style-type: none"> <li>57% Average Open Rate</li> <li>18% Average Click Through Rate</li> <li>Email sent to Patient Advocates</li> <li>Banner ads on all five emails</li> </ul>   | 1                  | \$1,500       | \$1,875          |
| Reserved | <b>The Liver Meeting® Attendee Survey Banner Ad</b>                                  | <ul style="list-style-type: none"> <li>45% Average Open Rate</li> <li>16% Average Click Through Rate</li> <li>Email sent post meeting to all attendees</li> <li>Exclusive – top placement!</li> </ul>   | 1                  | \$7,000       | \$8,750          |



## North Skywalk Video Marquee SVM

Located at Registration at the Main Entrance to the Convention Center and AASLD space  
Will rotate with (1) AASLD branded asset

**Exhibitor \$15,000 / Non-Exhibitor \$18,750**  
**(1 available)**



### SVM

#### North Skywalk Video Marquee

**RESOLUTION** SPLIT SCREEN: 720px (w) x 480px (h)  
FULL SCREEN: 1440px (w) x 480px (h)

**FILE TYPE** STILL: JPEG, PNG, TIFF, PSD, EPS, PDF

VIDEO: QuickTime H.264, between 4-9 megabits for video bit rate

AUDIO CAPABILITY: No

**LOCATION** Above the Grand Lobby on the north side of the 2nd floor bridge

**DESCRIPTION** Single-sided LED Video wall.

7TH STREET



9TH STREET







## East Salon Flags

Located at Registration and rotates with  
AASLD Welcome & Registration Signs

**Exhibitor \$12,000 / Non-Exhibitor \$15,000**  
(2 available)

## West Salon Flags

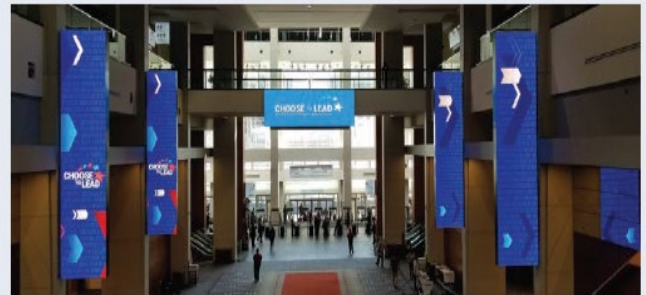
Located across from Registration and rotates with  
AASLD Welcome & Member Lounge Signs

**Exhibitor \$12,000 / Non-Exhibitor \$15,000**  
(2 available)

7TH STREET



9TH STREET



### ESF/WSF

#### Salon Flags Video Wall

RESOLUTION 384px (w) x 1664px (h)

FILE TYPE STILL: JPEG, PNG, TIFF, PSD, EPS, PDF

VIDEO: Quicktime H.264, between 4-9 megabits for video bit rate

AUDIO CAPABILITY: No

LOCATION Attached to the column above the east and west sides of the Salon area

DESCRIPTION Double-sided LED Video wall.

CONTENT All Salon Flags run the same content

OPTIONS North-facing Salon Flags all run the same content

South-facing Salon Flags all run the same content

Both East side Salon Flags (ESF) run the same content

Both West side Salon Flags (WSF) run the same content


\*\* Anything outside of these options will be billed as part of production hours



## Quantum Video Wall (Mobile)

- (1) located in the Grand Lobby
- (1) on the L St. Bridge outside of the Exhibit Hall

**Exhibitor \$10,000 / Non-Exhibitor \$12,000**  
(2 available)



**QVW**  
**Quantum Video Wall**

|             |  |
|-------------|--|
| RESOLUTION  | 1920px (w) x 1080px (h)  |
| FILE TYPE   | STILL: JPEG, PNG, TIFF, PSD, EPS, PDF<br>VIDEO: Quicktime H.264, between 4-9 megabits for video bit rate<br>AUDIO CAPABILITY: No |
| LOCATION    | Mobile   |
| DESCRIPTION | Single-sided LED Video wall.   |



## DIP- Digital Poster (Mobile)

Located in Session hallways on the 1st floor, 2nd floor and outside the Ballroom

**Exhibitor \$5,000 / Non-Exhibitor \$6,250**  
**(5 available)**



### DIP

#### Digital Poster

RESOLUTION 452px (w) x 756px (h)

FILE TYPE STILL: JPEG, PNG, TIFF, PSD, EPS, PDF

VIDEO: Quicktime H.264, between 4-9 megabits for video bit rate

AUDIO CAPABILITY: No

LOCATION Mobile

DESCRIPTION Single-sided LED Video wall.



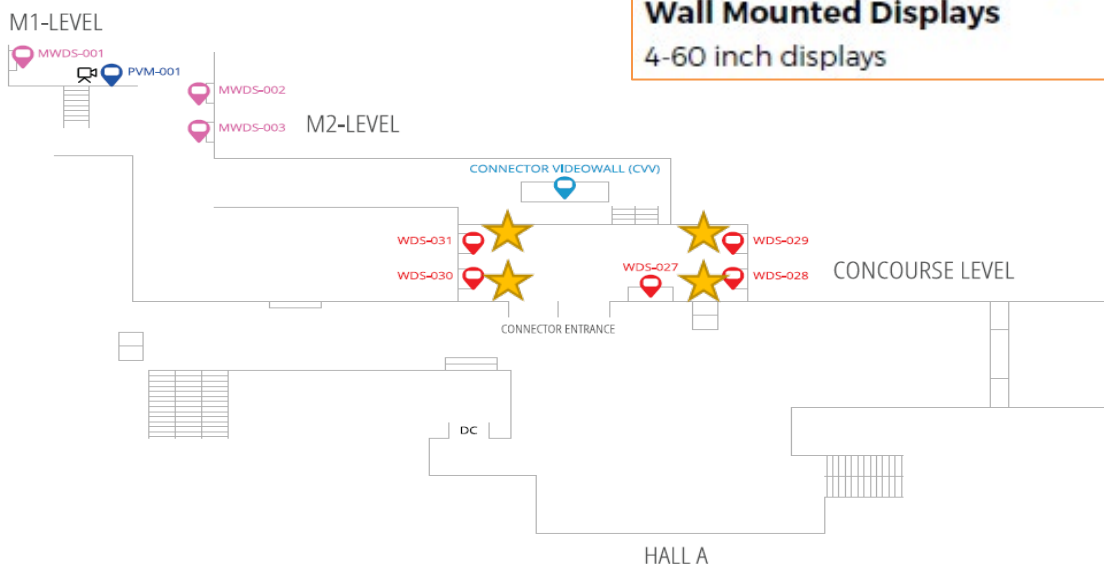
## Marriott Marquis, Washington, DC Connector Displays

Highly trafficked connector corridor between the  
Convention Center and Headquarter Hotel

**Exhibitor \$12,000 / Non-Exhibitor \$15,000**  
(Exclusive use of all 4 screens)



**WDS-028, 029, 030, 031**  
**Wall Mounted Displays**  
4-60 inch displays



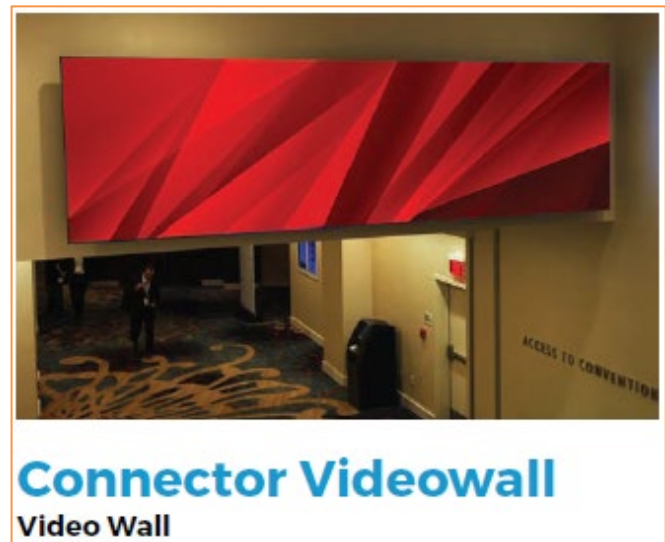
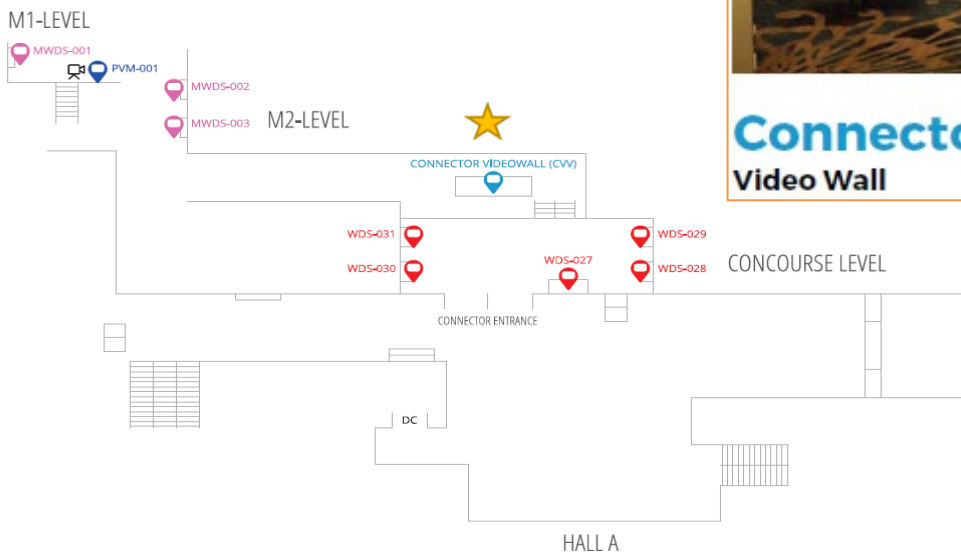




## Marriott Marquis, Washington, DC Connector Displays

Great visibility as this connector corridor will be heavily trafficked by attendees between the Convention Center and the Marriott Marquis

**Exhibitor \$12,000 / Non-Exhibitor \$15,000**  
(1 available)

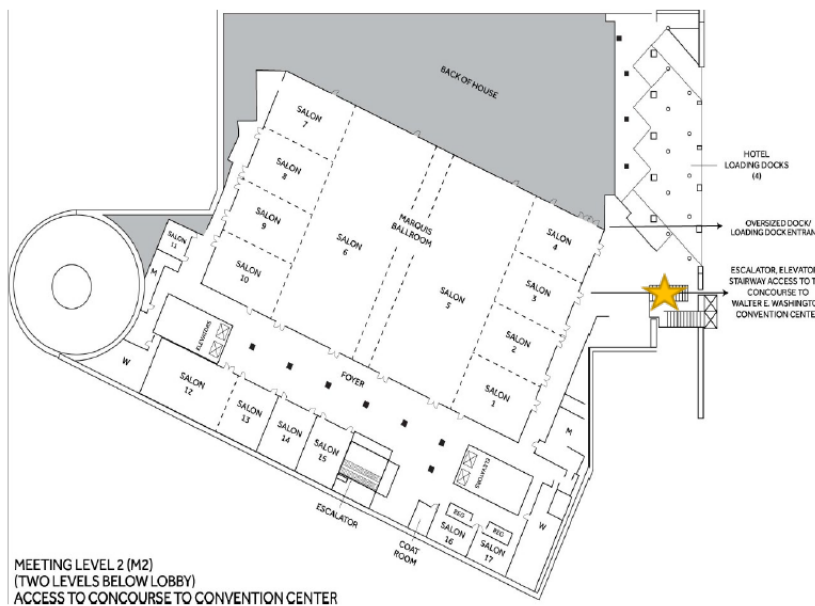




## Marriott Marquis, Washington, DC Escalator Glass Clings

Great visibility escalator connects level M1 to M2  
and will be highly trafficked

**Exhibitor \$12,000 / Non-Exhibitor \$15,000**  
(1 available)



Escalator from M1 to M2  
(Option to scale down available)

- Panels 1-3 single-sided
- Panel 4 double-sided

**SAMPLE**

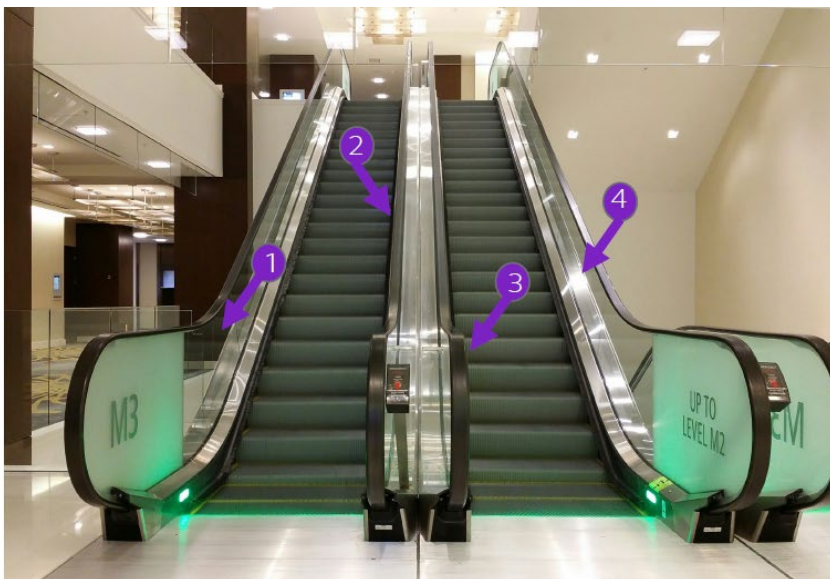
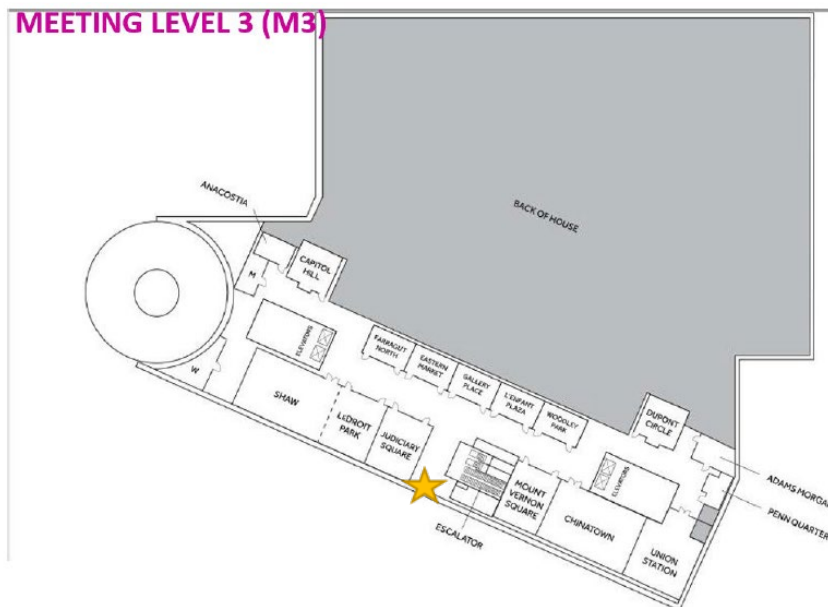




## Marriott Marquis, Washington, DC Escalator Glass Clings

Great visibility as this escalator is the main connector to the Meeting Rooms

**Exhibitor \$12,000 / Non-Exhibitor \$15,000**  
(1 available)



Escalator from M2 to M3  
(Option to scale down available)

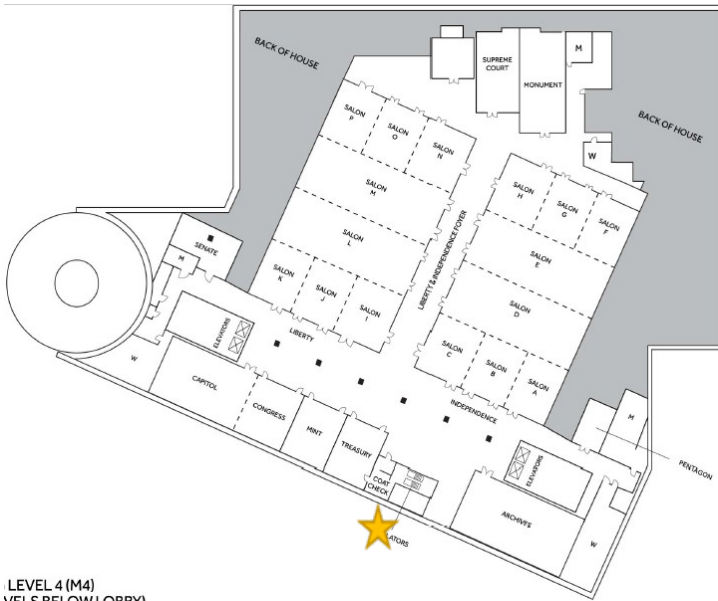
- Panel 1 & 4 double-sided.
- Panel 2 & 3 single-sided.



## Marriott Marquis, Washington, DC Escalator Glass Clings

Great branding option that leads from M3 to M4

**Exhibitor \$12,000 / Non-Exhibitor \$15,000**  
(1 available)





## Marriott Marquis, Washington, DC Elevator Clings



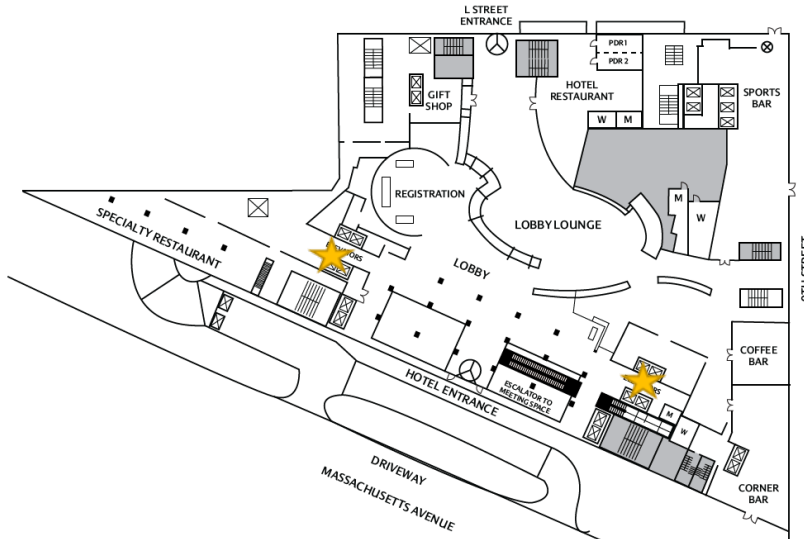
Highly trafficked locations that will be seen by attendees staying at the HQ hotel

**Exhibitor \$12k each / Non-Exhibitor \$15,000**

**(3 available)\***

**maximum of 1 per company**

### LOBBY LEVEL



**NEW**

### Renaissance, Washington, DC BR Elevators & Landing

Highly trafficked location that will be seen by attendees visiting the meeting space

**Exhibitor \$20,000 / Non-Exhibitor \$25,000**  
(1 available)

ROCK CREEK  
BALLROOM

SYCAMORE

SALON C

SALON A

SALON B

PRE-FUNCTION  
ROCK CREEK  
BALLROOM

MEETING  
PLANNER  
OFFICE

PRE-FUNCTION ROCK CREEK BALLROOM

REST  
ROOMS





# TLM<sup>®</sup>

# Thank you!

For more information and customized packages, please contact

**Heather Cooney, CMP, CEM**

*AASLD Senior Manager of Exhibits and Sponsorship,*

via email at **[exhibits@asld.org](mailto:exhibits@asld.org)** or phone at **+1 703-740-9416**.