



DIGITAL PRODUCT THEATER RULES & REGULATIONS

PRODUCT THEATERS

AASLD invites industry supporters of The Liver Meeting® 2022 to present a limited number of 30- or 60-minute Virtual Product Theaters. Present new research, demonstrate key findings, and discuss the latest treatments with an audience of medical professionals in-person at The Liver Meeting®! It is AASLD's intention that TLM 2022 be a hybrid meeting, allowing faculty and learners to participate both online and in-person. All attendees participating in The Liver Meeting® 2022 will have access to the Digital Experience. **Digital Product Theaters must be pre-recorded and submitted to AASLD as an MP4 file.**

TIME SLOTS & DATE ASSIGNMENT

TIME SLOT	SATURDAY, NOVEMBER 5	SUNDAY, NOVEMBER 6	MONDAY, NOVEMBER 7
30 MINUTE SLOT 1	10:30 AM-11:00 AM	10:30 AM-11:00 AM	10:30 AM-11:00 AM
30 MINUTE SLOT 2	11:00 AM-11:30 AM	11:00 AM-11:30 AM	11:00 AM-11:30 AM
30 MINUTE SLOT 3	1:00 PM-1:30 PM	1:00 PM-1:30 PM	1:00 PM-1:30 PM
30 MINUTE SLOT 4	2:00 PM-2:30 PM	1:30 PM-2:00 PM	1:30 PM-2:00 PM
60 MINUTE SLOT 1	10:30 AM-11:30 AM	10:30 AM-11:30 AM	10:30 AM-11:30 AM
60 MINUTE SLOT 2	1:15 PM-2:15 PM	1:00 PM-2:00 PM	1:00 PM-2:00 PM

DIGITAL PRODUCT THEATER FEE

\$30,000 per 30-minute Pre-Recorded Digital Product Theater

\$45,000 per 60-minute Pre-Recorded Digital Product Theater

ELIBILITY

Product Theater supporter(s) must be an exhibitor at The Liver Meeting® 2022. Product Theater timeslots are reserved on a first come, first served basis. There is no Right of First Refusal for Product Theater slots. Cancellation of exhibit booth or a no-show will automatically result in cancellation of Product Theater(s) and no refunds will be given.

SERVICES PROVIDED BY AASLD

- Product Theater scheduled date, time, and duration.
- Exposure to a select audience of influential liver specialists from around the world.
- Listing on The Liver Meeting® conference app.
- Product Theater in The Liver Meeting Digital Experience™ (TLMdX) platform.
- The Product Theater link will remain on-demand for up to 90 days (unless otherwise specified).

- One-time use of The Liver Meeting® 2022 pre-registration list with pre-approved mailing piece (email addresses not provided).
- AASLD will provide a post-event metric report showing the number of unique and overall views. The report will include lead retrieval from those that opted-in to receive promotion information.

DEADLINES

- Application Deadline: **September 1, 2022**
- Payment: **September 9, 2022**
- Faculty/Speaker List **September 1, 2022**
- Promotional copy is due to AASLD by **September 1, 2022**. Please email the following to exhibits@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 Digital Product Theater is due to AASLD by **October 4, 2022**.

LOGISTICS

AASLD does not maintain any control of the content of Product Theater. It is the responsibility of Product Theater supporter to develop, implement and manage the program.

All aspects of the product theater should be in keeping with PhRMA Code on Interactions with Healthcare Professionals, AdvaMed Code of Ethics on Interactions with Health Care Professionals, OIG Compliance Program Guidance for Pharmaceutical Manufacturers and AMA Code of Medical Ethics.

The supporter is solely responsible for the management, organization, and financing of their Product Theater logistics, as well as ensuring that Product Theater content complies with all applicable laws, codes, and ethics.

THE LIVER MEETING DIGITAL EXPERIENCE™

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 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. Failure to submit materials and advertisements for any required approval and the presentation by the deadlines may result in denial of approval and/or the presentation. **Pre-recorded Product Theaters are due to AASLD by October 4, 2022.**

MARKETING

- 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 exhibits@asld.org. Review and approval by AASLD will be within an appropriate timeframe, but not less than two business days. Supporter is solely responsible for ensuring all content complies with applicable laws, codes, and ethics, and AASLD’s review of marketing and printed materials is not for the purpose of determining compliance with such, nor is AASLD’s approval of marketing and printed material an approval or endorsement of compliance.
- Descriptive company/product literature supporting the presentation is the only approved Product Theater handout. All materials are the domain of industry supporter and should be identified as such. The publication

of an advertisement is not to be construed as an endorsement or approval by AASLD unless the advertisement specifically includes an authorized statement that such approval or endorsement of the product or service being offered has been granted by AASLD.

- All onsite marketing activities for the product theater are restricted to industry supporter’s exhibit booth. Giveaways or incentives to meeting attendees to attend a product theater, including inappropriate onsite promotional tactics, are prohibited.
- The pre-registration list will be available for one time use at no charge after the advance registration deadline. Design and production of the mailing piece is the responsibility of Product Theater supporter and must be professionally produced and must be approved by AASLD prior to printing. The list only includes attendees who have opted-in to receive promotional materials in the registration process.
- The names, logos, and acronyms of the American Association for the Study of Liver Diseases and The Liver Meeting® (which includes The Liver Meeting Digital Experience™) are the exclusive property of and are trademarked by AASLD. They may not be used in any way, for any purpose or at any time (including but not limited to announcements, invitations, emails, web publications, etc.) without the express written permission of AASLD, which may be withheld or conditioned in AASLD’s sole discretion.

The only terminology that will be approved for use in all printed material referencing the meeting (including emails and publication on the Web) is:

1. While attending The Liver Meeting® 2022.
2. While attending The Liver Meeting Digital Experience™ 2022
3. While attending the 73rd AASLD Annual Meeting.

It is not acceptable to use:

1. At The Liver Meeting® 2022.
2. At the 73rd AASLD Annual Meeting.
3. In conjunction with The Liver Meeting® 2022.
4. In conjunction with the 72nd AASLD Annual Meeting.

If given approval to use The Liver Meeting® 2022 in your terminology, you must attribute AASLD’s trademark as follows: The Liver Meeting® is a registered trademark of the American Association for the Study of Liver Diseases. You may not use our trademark(s):

- In, as, or as part of your own trademarks.
- To identify products or services that are not ours.
- In a manner likely to cause confusion.
- In a manner that implies inaccurately that we sponsor or endorse, or are otherwise connected with your own activities, products, and services.

REGISTRATION

All Product Theater supporters inclusive of support staff and company representatives must be registered for The Liver Meeting® to gain access to the Product Theater.

FACULTY & SPEAKERS

Individuals that serve in a leadership position within AASLD as a member of the AASLD Governing Board, AASLD Foundation Board of Trustees, or Journal Editors are not eligible to participate in a Product Theater. The Faculty/Speaker List is due to AASLD by **September 1, 2022**.

PAYMENT OPTIONS

Product Theater support fees must be paid in full by **September 9, 2022**.

Failure to make payment in full by this date will result in the item being placed back in inventory for another party to purchase and Product Theater supporter will incur applicable cancellation fees. Payments may be made via check, wire transfer, or credit card.

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.

CANCELLATION FEE

Upon signature of the Pre-Recorded Digital Product Theater Application, the agreement is binding, even if the supporter has not yet paid. Cancellations requests must be submitted to AASLD in writing. The date on which the supporter's written notice of cancellation is received in AASLD's office will be the official cancellation date.

- If Product Theater is cancelled on or before August 1, 2022, AASLD will retain 50% of the total Product Theater fee.
- Any supporter who cancels a Product Theater after August 1, 2022, will be responsible for the total Product Theater fee. No refunds will be given for cancellations received after August 1, 2022.

LIMITATION OF LIABILITY

The supporting company and affiliates shall indemnify AASLD against all claims, demands, actions, expenses, damages, penalties, attorney's fees, or proceedings incurred by AASLD because of the publications distributed at, statements made during or any other conduct arising out of or in any way connected with the Product Theater (including but not limited to live and on the platform).

It is mutually agreed that AASLD shall not be liable for failure to deliver the product theater and/or the platform as contracted for due to causes beyond AASLD's control, including, without limitation, acts of God, fire, strikes, internet disruption, inability of platform vendor to provide services, governmental regulations, war, terrorism or causes which would prevent its scheduled opening or continuance, supplier failures, rationing, acts of local, state or national governments or public agencies, utility or communication failures or delays, communications or power failure or outage, blackouts, grayouts, flood, epidemics, pandemics, quarantine, riots, or unavailability of the platform.

All matters and questions not covered by these Rules & Regulations are at the discretion of AASLD. In the event of a conflict between these Rules & Regulations and the Exhibit Space Terms & Conditions, these Rules & Regulations shall control as to the Product Theater.

VIOLATIONS

Violations of these Rules & Regulations, the Code of Conduct, or The Liver Meeting® Exhibit Space Application/Contract Terms & Conditions by industry supporter or their agents may affect the status of industry supporter's eligibility to participate and exhibit in the current and/or future The Liver Meeting®, up to and including termination of such privileges. Supporters failing to adhere to the deadlines outlined within this document will forfeit their Product Theater without refund. The space may be resold or used by AASLD in its sole discretion. Limitations placed on industry supporter or failure of industry supporter to take advantage of any or all services of the Product Theater will not give rise to a claim for any refund of product theater or exhibiting expenses.