



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



WASHINGTON D.C.

2022 Sponsorship Prospectus

Dear AASLD Sponsor,

Thank you for using The Liver Meeting[®] (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. 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

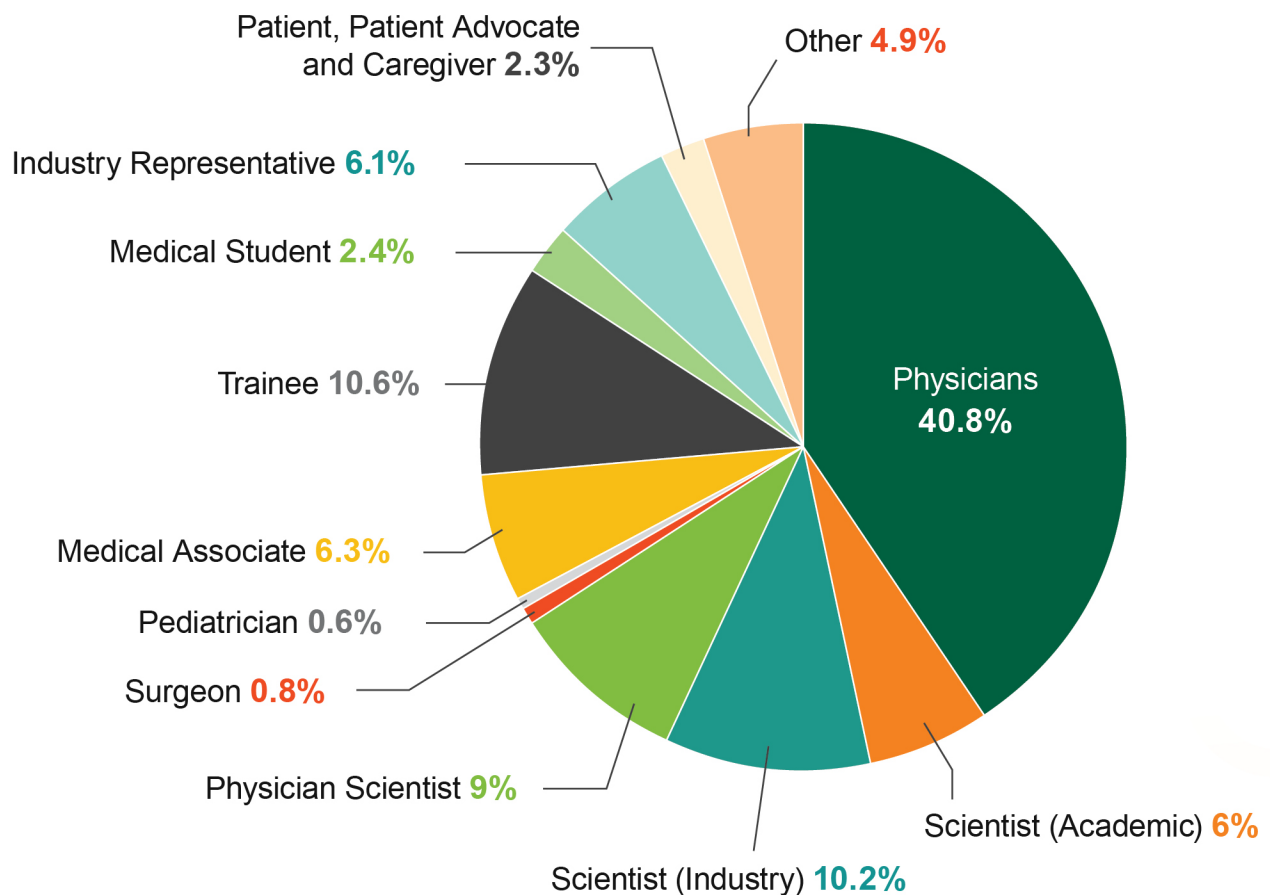
Chief Executive Officer
AASLD



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.



The Liver Meeting® 2019

November 8–12

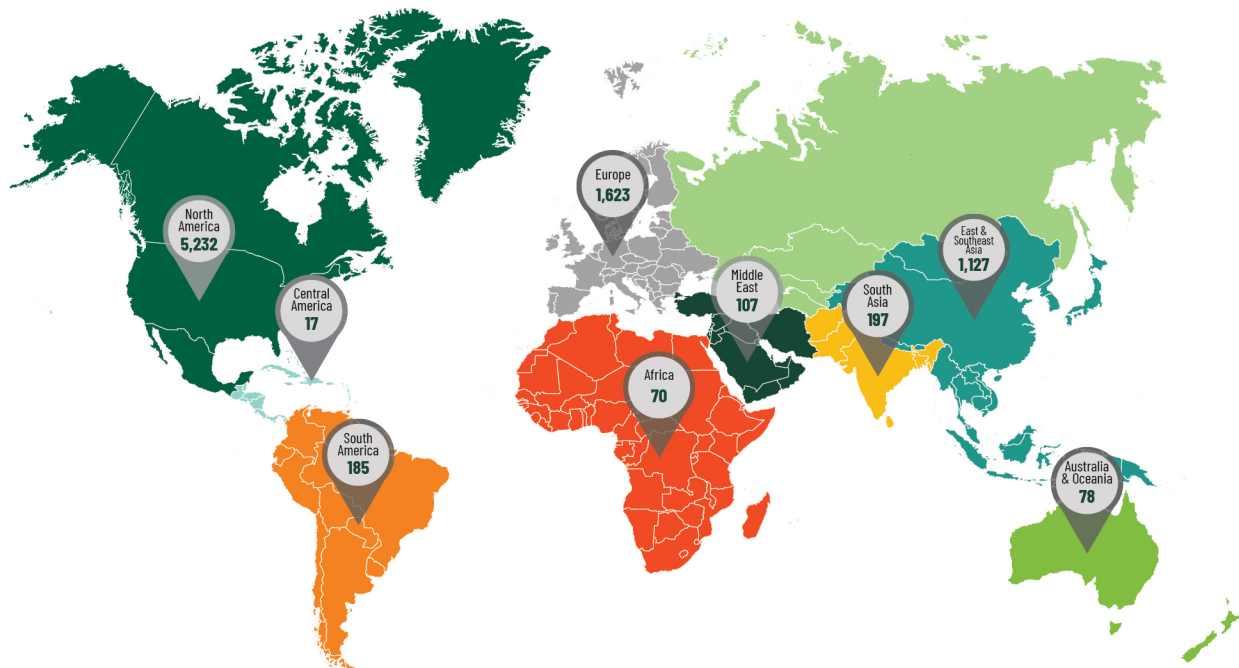
Hynes Convention Center

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%
	World Total	9,102	100%

The Liver Meeting® 2017

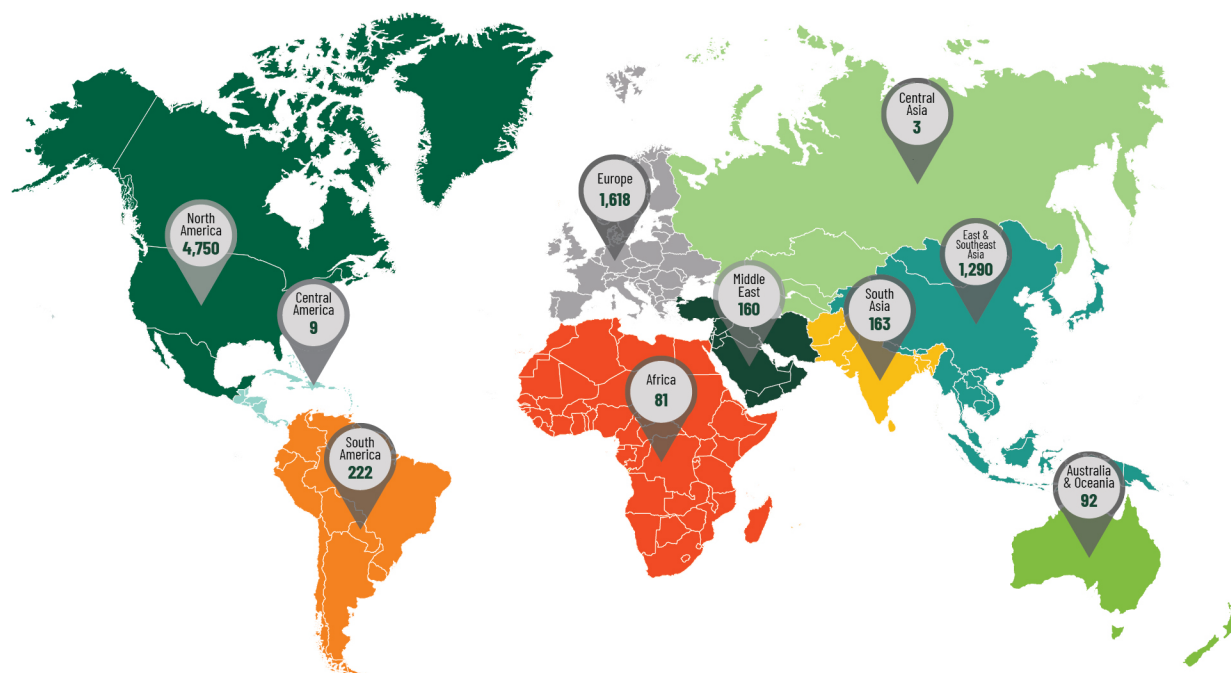
October 20–24

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%
	World Total	8,871	100%

Sponsorship Opportunities

Item	Description	Quantity Available	Rate	
			Exhibitor Fee	Nonexhibitor Fee
Aisle Signs + Digital Attendee Bag	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! Dimensions: 3' x 2' Aisle Sign Dangler	2	\$1,500	\$1,875
Business Suite on Exhibit Hall Floor (Small)	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
Business Suite on Exhibit Hall Floor (Large)	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
Coffee Breaks	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
Conference App	Details coming soon!	-	Call us to Collaborate!	Call us to Collaborate!
ePosters	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
Escalator Runners: Grand Lobby towards Ballroom	Escalate your branding! Place your brand on highly trafficked escalators between conference floors leading to the Ballrooms. Artwork Specs: Escalator West A: 76'-11"W x 7.5"H B: 81'W x 15.5"H C: 76'-11"W x 7.5"H Artwork Specs: Escalator East A: 76'-8"W x 7.75"H B: 81'-2"W x 15"H C: 76'-10"W x 7.75"H	2	\$15,000	\$18,750

Item	Description	Quantity Available	Rate	
			Exhibitor Fee	Nonexhibitor Fee
Exhibit Hall Opening Reception	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
Hand Sanitizer Stations	Sponsor 2 branded hand sanitizing stations at strategic locations throughout the Exhibit Hall.	3	\$5,000	\$6,000
Network Lounge	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. Artwork Specs: 36" Round Table Cling (Quantity: 8)	2	Premium: L Street Bridge & Patient Engagement Booth \$12,000 Standard: Ballroom Prefunction \$7,500	N/A
Recharge Lounge	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.	4	Premium: L Street Bridge \$15,000 Standard: Ballroom Prefunction \$10,000	N/A
Signage: Backlit	Want to see your name in lights? Select illuminated backlit signage! Dimensions: 36" x 72"	2	\$7,500	\$9,375
Signage: Rotating Kiosks	Want to see your name in lights? Select a kiosk that is illuminated on four sides of and actively rotates throughout the day.	2	\$15,000	\$18,750
Wi-Fi	Sponsor attendee Wi-Fi at the Walter E. Washington Convention Center.	1	\$75,000	\$93,750

SVM

North Skywalk Video Marquee

Located at Registration at the Main Entrance to the Convention Center and AASLD space.

Will rotate with (1) AASLD branded asset.

\$15,000
(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.



Sky 2
South Skywalk Video Marquee

Located at Registration at the Main Entrance to the Convention Center
Will rotate with (1) AASLD branded asset.
\$15,000
(1 available)



SKY-2
South Skywalk Video Marquee

RESOLUTION SPLIT DISPLAY: 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

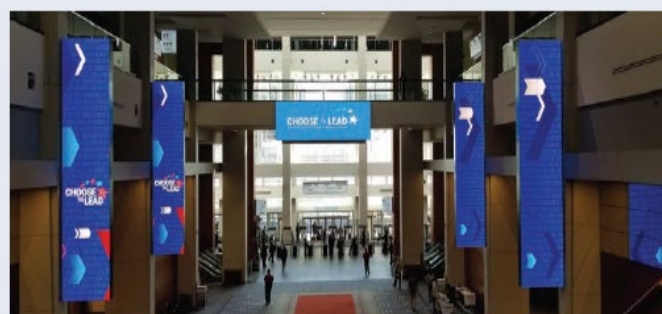
LOCATION Hanging above the grand lobby facing south/
Mount Vernon place

DESCRIPTION Single-sided LED Video wall.



East Salon Flags

\$12,000
(2 available)



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

WSF

West Salon Flags

Located across from Registration and will be rotating with the AASLD Welcome and Member Lounge Signs

\$12,000
(2 Available)



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 and (1) on the Sky Bridge outside of the Exhibit Hall

\$10,000
(2 Available)



QVW

Quantum Video Wall

RESOLUTION 1920px (w) x 1080px (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.

DIP- Digital Poster (Mobile)

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

\$5,000

(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

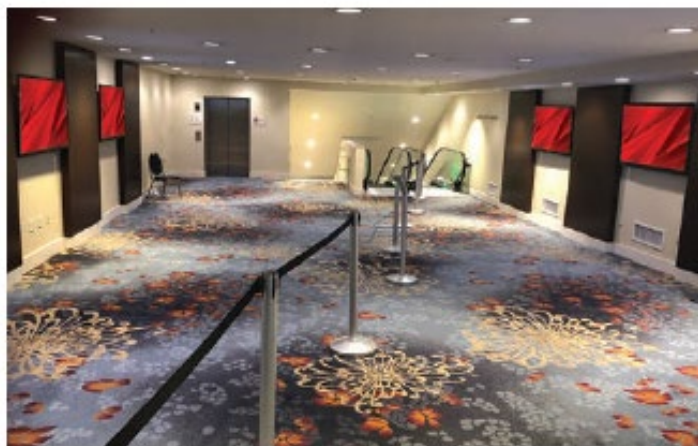
DESCRIPTION Single-sided LED Video wall.

Marriott Marquis, Washington, DC Connector Displays

Highly trafficked connector corridor
between the Convention Center and
Headquarter Hotel

\$12,000

(Exclusive use of all 4 screens)



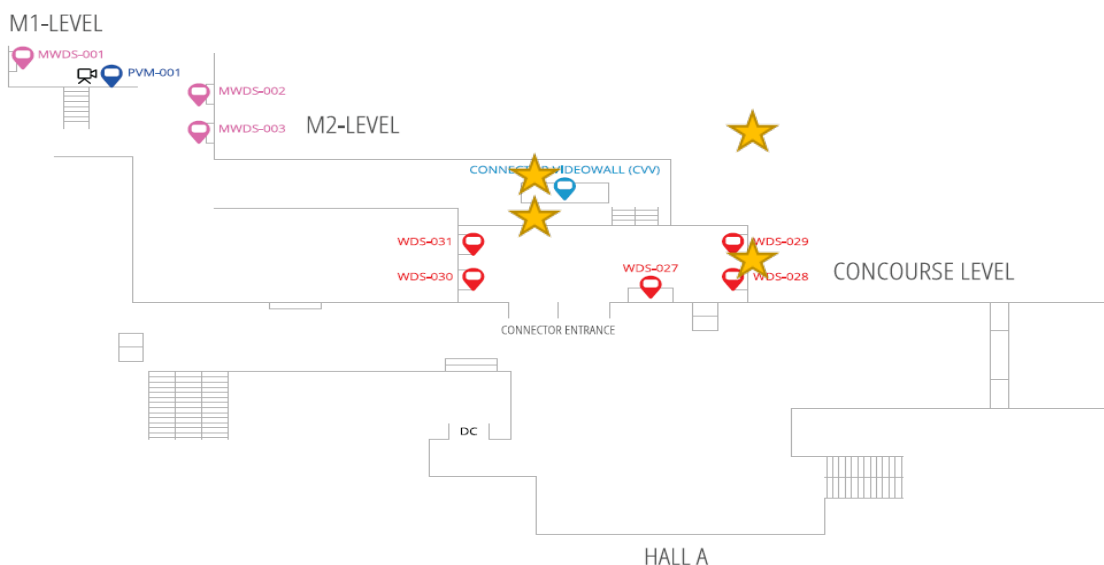
WDS-028, 029, 030, 031

Wall Mounted Displays

4-60 inch displays



Marriott Marquis
(Levels M1, M2, Concourse/Connector)

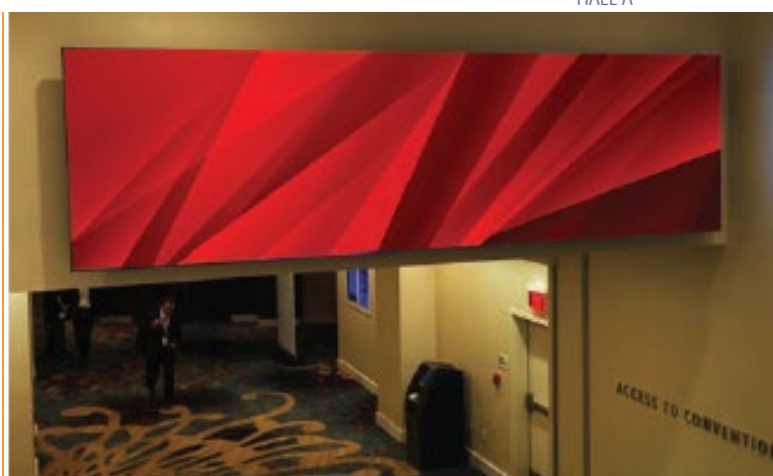
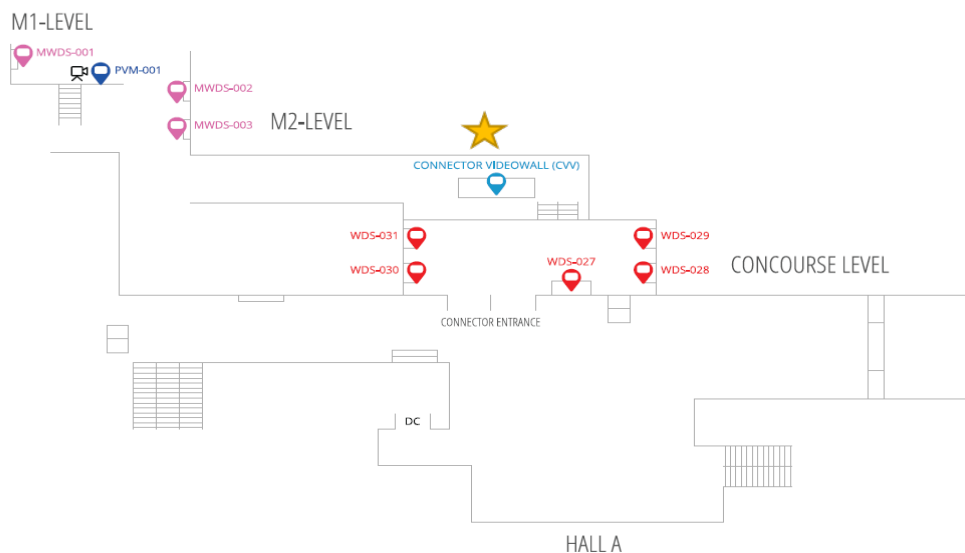


Marriott Marquis, Washington, DC Connector Displays

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

\$15,000

(1 Available)



Connector Videowall
Video Wall



TLM[®]

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** or phone at **+1 703-740-9416**.