



PRODUCT THEATER APPLICATION

AASLD invites industry supporters of The Liver Meeting® (TLM) 2023 to present 30- or 45-minute Product Theaters. Present new research, demonstrate key findings, and discuss the latest treatments with an audience of medical professionals at TLM

PRODUCT THEATER SELECTION						
_____ 30 Minute Product Theater: \$40,000						
			_____ 45 Minute Product Theater: \$50,000			
APPLICANT INFORMATION						
Program Title						
Industry Supporter				Contact Name		
Address				City, State, Zip		
Country		Phone		Email Address		
SPACE REQUEST						
		TIME SLOT	SUNDAY, NOVEMBER 12	MONDAY, NOVEMBER 13		
		30 MINUTE SLOT 3	12:40 PM-1:10 PM	12:40 PM-1:10 PM		
		30 MINUTE SLOT 4	1:30 PM-2:00 PM	1:30 PM-2:00 PM		
		45 MINUTE SLOT 1	10:15 AM-11:00 AM	10:15 AM-11:00 AM		
		45 MINUTE SLOT 2	3:45 PM-4:30 PM	3:45 PM-4:30 PM		
<p>Please list your preferred timeslot: Every effort will be made to accommodate requests; however, no guarantees can be made. Space will be assigned on first come, first serve basis.</p>						
1)		2)		3)		
Entities you prefer not to be scheduled against:						
1)		2)		3)		
DISCLAIMER AND SIGNATURE						
<p>By submitting this application, the supporter acknowledges and agrees to comply with AASLD’s Product Theater Rules & Regulations and The Liver Meeting® Exhibitor Application & Contract. Upon signature of the Product Theater Application, the agreement is binding, even if the supporter has not yet paid.</p>						
Signature				Date		

Submit this form along with all materials by July 14, 2023 to exhibits@asld.org

PRODUCT THEATER RULES AND REGULATIONS

TIME SLOTS

All Product Theater time slots are assigned on a first-come, first-served basis. Product Theater sessions will begin and end according to the schedule listed. Product Theater supporters will have access to the Product Theater 30 minutes before and after the scheduled time slot. Presentation may not exceed timeslot.

PRODUCT THEATER FEE

\$40,000 per 30-minute Product Theater

\$50,000 per 45-minute Product Theater

Exhibitors will be awarded priority points for product theaters as follows:

- One (1) point for 30- minute slot
- Two (2) points for 45-minute slot

All other aspects of AASLD's Priority Point System, as detailed in the Exhibit Contract, apply to Product Theater presentations.

ELIBILITY

Product Theater supporter(s) must be an exhibitor at TLM 2023. Product Theater timeslots are reserved on a first come, first served basis. There is no Right of First Refusal for Product Theater slots.

DEADLINES

- Application Deadline: **July 14, 2023**
- Payment: **August 1, 2023**
- Faculty/Speaker List **September 1, 2023**
- Promotional copy is due to exhibits@asld.org by **September 1, 2023**. Please send the following:
 - Program Title
 - Program Supporter (exactly as it should be listed)
 - Program Description (maximum of 50 words)
 - Speaker(s) (name and credentials only)

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, 2023**.

SERVICES PROVIDED BY AASLD

- Product Theater scheduled date and time.
- Product Theater in TLM Exhibit Hall with seating for up to 100 attendees.
- Exposure to a select audience of influential liver specialists from around the world.
- Listing on TLM conference app.
- One-time use of TLM 2023 pre-registration list with pre-approved USPS mail piece.

PRODUCT THEATER RULES AND REGULATIONS

LOGISTICS

AASLD does not provide logistical support for the product theaters other than the equipment outlined below. The following is included in the Product Theater fee:

- lavalier microphones
- Podium with podium microphone
- Stage with head table
- monitors (next to stage)
- Sound amplification and mixer
- VGA switcher
- Confidence monitor

The supporter is solely responsible for the management, organization, and financing of their Product Theater. Any additional equipment must be approved by AASLD and will be at the supporter's cost. Product Theater supporters may not alter the setup of the Product Theater space, nor may they separately arrange for services from the venue or venue's providers without AASLD's written consent.

AASLD does not control the content of Product Theater. It is the responsibility of the Product Theater supporter to develop, implement and manage the program. All aspects of the product theater must 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, and the regulations of the venue.

REGISTRATION

All Product Theater supporters, inclusive of support staff and company representatives, must register for TLM to gain access to the Product Theater.

MARKETING

- All marketing and printed material relating to the Product Theater must receive written authorization from AASLD prior to final production and distribution. PDF files may be submitted to exhibits@asld.org for approval. 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.
- Company/product literature supporting the presentation is the only approved Product Theater handout. All materials are the responsibility 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 AASLD has approved such in writing and the advertisement specifically includes an authorized statement that such approval or endorsement of the product or service being offered has been granted by AASLD.
- One publicity sign (22" wide x 28" high) will be permitted in front of the Product Theater on the day of the Product Theater. **Sign may be placed 15 minutes prior to the start of the Product Theater and must be removed promptly at the end of the scheduled timeslot.** The design and production of the sign is the

PRODUCT THEATER RULES AND REGULATIONS

responsibility of the supporter and must be professionally produced and in accordance with any regulations of the venue.

- Giveaways or incentives to meeting attendees to attend a product theater, including but not limited to 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 in writing 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® (including 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 any printed material referencing the Meeting (including emails and publication on the Web) is:

1. While attending The Liver Meeting® 2023.
2. While attending the 75th AASLD Annual Meeting.

It is not acceptable to use:

1. At The Liver Meeting® 2023.
2. At the 75th AASLD Annual Meeting.
3. In conjunction with The Liver Meeting® 2023.
4. In conjunction with the 75th AASLD Annual Meeting.

If given approval to use The Liver Meeting® 2023 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.

PAYMENT OPTIONS

Product Theater organizer are invoiced through MapYourShow (MYS), support fees must be paid in full by August 1, 2023. Failure to make payment in full by this date will result in the item returned to inventory for another party to purchase and Product Theater supporter will incur applicable cancellation fees. 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.

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CANCELLATION FEE

Upon signature of the 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, 2023, AASLD will retain 50% of the total Product Theater fee.
 - Any supporter who cancels a Product Theater after August 1, 2023, will be responsible for the total Product Theater fee. No refunds will be given for cancellations received after August 1, 2023.
 - Cancellation of exhibit booth or a no-show will automatically result in cancellation of Product Theater(s) and no refunds will be given regardless of when the cancellation occurs.
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SECURITY

The Product Theater will not be secured or monitored. AASLD will not be liable for damage or loss to the Product Theater organizer's property nor shall AASLD be liable for any injury that may occur in the Product Theater area. The Product Theater sponsor must comply with all regulations of the venue.

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.

It is mutually agreed that AASLD shall not be liable for failure to deliver the product theater as contracted for due to causes beyond AASLD's control, including, without limitation, unavailability of the venue, 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, or riots.

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 Application & Contract, 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 Application & Contract 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.