

TLM 2023 Sponsorship Prospectus

AASLD Nov. 10-14, 2023
**The Liver
Meeting®**



BOSTON, MA

DEAR AASLD PARTNERS,

Thank you for your interest in **The Liver Meeting®** (TLM) and for partnering with AASLD to advance your scientific, marketing and business development goals. There is no better place than TLM to meet physicians, scientists and allied health professionals focused on preventing and curing liver disease. Each year TLM also welcomes hundreds of patients who join us to connect, learn and share through special programming and events.

On behalf of AASLD's Governing Board and the hundreds of volunteers participating in our 2023 program, I want to personally thank you for continuing to support and take part in TLM. Our goal is to work with you, our partners, to help you achieve your goals.

In this prospectus, we present myriad opportunities for your organization to engage with the TLM audience at this year's event. Please spend some time exploring and considering these varied options. If you don't see what you're looking for and want to build a customized package to meet your unique needs, our team can help. Simply contact Heather Cooney, CMP, CEM, at exhibits@aasld.org or +1 703-740-9416! Heather can also tell you more about how your organization can engage with AASLD as a partner throughout the year.

We look forward to seeing you in Boston, MA, this year!

Best regards,

Matthew D'Uva, FASAE, CAE
Chief Executive Officer
AASLD



PROGRAM OVERVIEW

ABOUT AASLD

AASLD is the leading organization for scientists and healthcare professionals working to prevent and cure liver disease. We foster research that leads to improved treatment options for millions of patients with liver disease. We advance the science and practice of hepatology through educational conferences, training programs, professional publications and partnerships with government agencies and sister societies.



ABOUT THE LIVER MEETING®

TLM is AASLD's flagship annual event, also known as "the hottest meeting in hepatology." TLM convenes thousands of attendees from around the world to:

- Learn about the latest advances in hepatology from experts in the field.
- Explore cutting-edge technology and solutions at our trade show.
- Renew connections.
- Build new relationships.

Meeting attendees can select from several special program tracks based on their interests. They can also participate in special, fun curated events in their downtime. TLM is a unique, lively event that keeps attendees coming back for more each year.



TLM OFFERS ATTENDEES SPECIAL PROGRAMS AND EVENTS



Education Program Tracks



Late-Breaking Abstracts



Networking



Patient Programming



Special Interest Group (SIG) Sessions



Specially Curated Events

WHO WILL YOU MEET AT TLM?

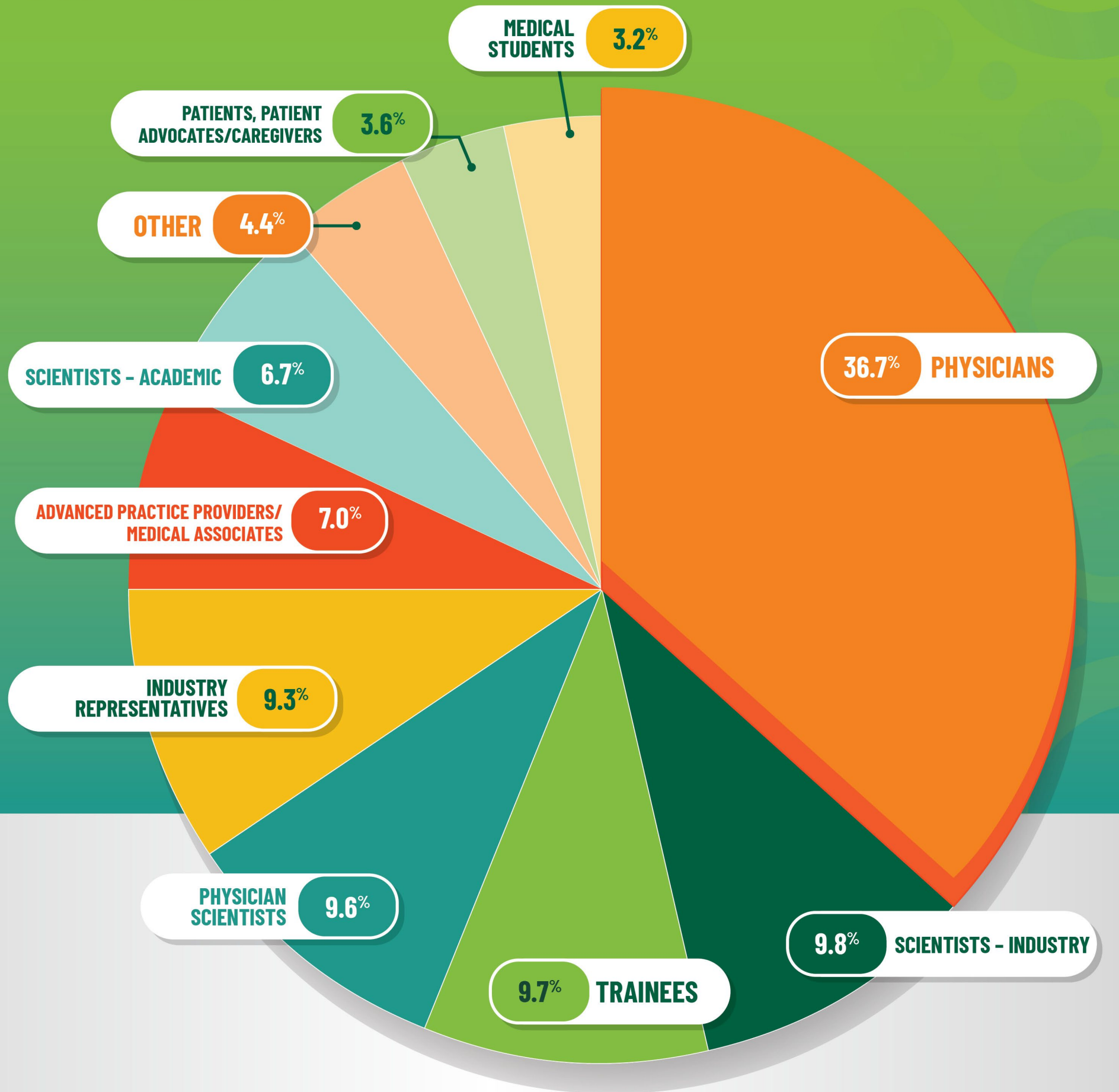
ATTENDEES AT A GLANCE

“

AASLD and TLM is a terrific forum for our company to engage with the liver specialist community in a two-way dialogue. We're able to share our data/science while also hearing how others are pushing science forward to deliver better care for patients. It's an action-packed meeting that we prioritize, and we will be back next year!

”

— TLM 2023 EXHIBITOR



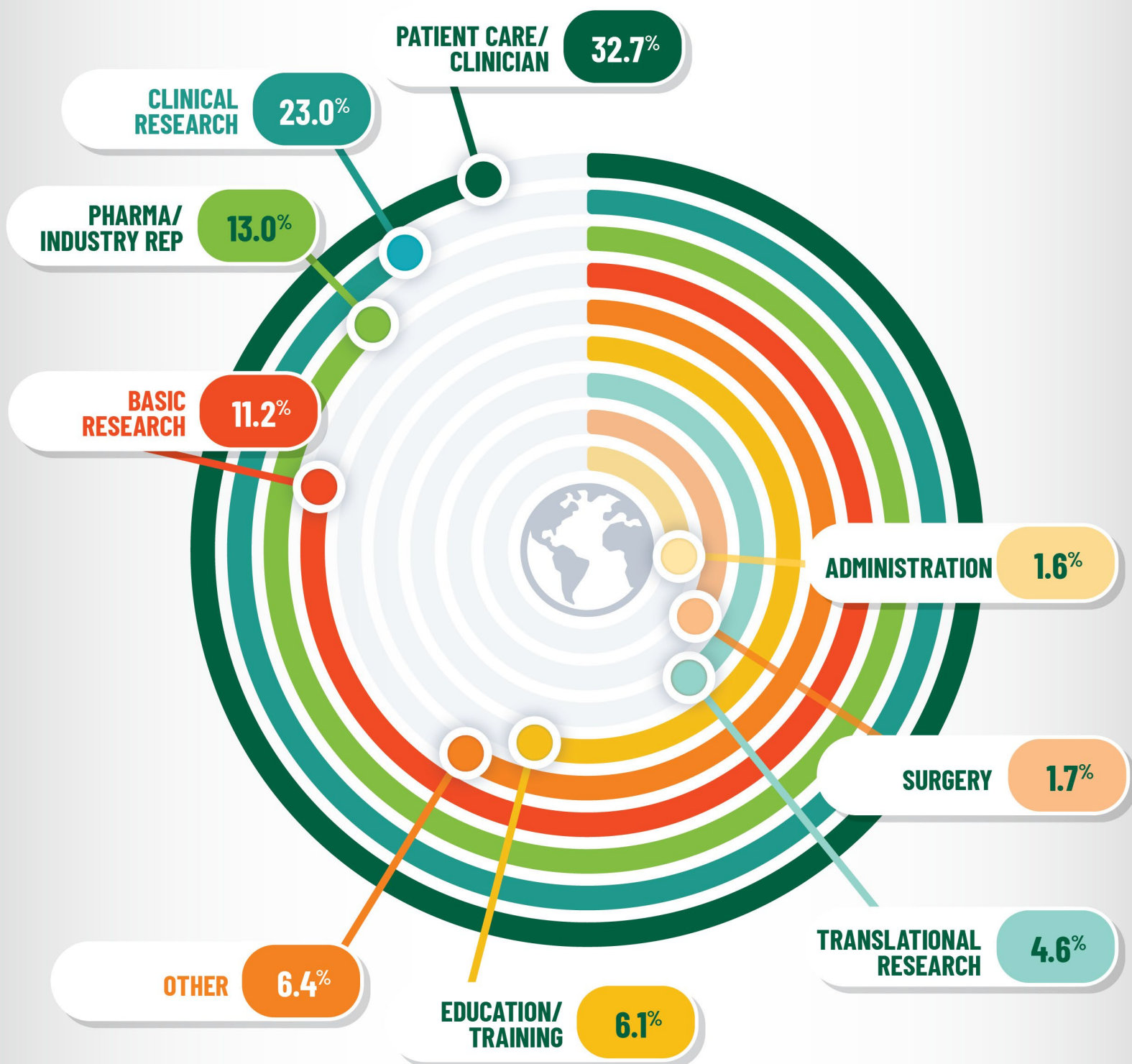
MAKE LASTING GLOBAL CONNECTIONS

TLM AND TLMdX HAD A COMBINED
TOTAL OF **6,737 REGISTRANTS**
FROM **79 COUNTRIES** IN 2022



MAKE LASTING GLOBAL CONNECTIONS

PRIMARY PROFESSIONAL ACTIVITY



PRIMARY SPECIALTY AREAS

TLM participants reported the following as their specialties or areas of focus.

Addiction Medicine	Hepatology	Pediatrics
Basic Science	Immunology	Primary Care
Clinical Pharmacology	Infectious Diseases	Radiology
Clinical Science	Internal Medicine	Surgery
Epidemiology/Public Health	Oncology	Virology
Gastroenterology	Pathology	

YEARS OF PROFESSIONAL EXPERIENCE



INDUSTRY SUPPORTER OPPORTUNITIES

EXHIBITS

AASLD has reimagined the exhibit space at the Hynes Convention Center to accommodate more exhibitors, posters and product theaters. This larger footprint enables AASLD to creatively use the exhibit halls, placing exhibit booths alongside other key components of the conference. Exhibitors can select exhibit space in Exhibit Halls A – D on both the plaza and the second level of the convention center:

- **Exhibit Hall A** contains exhibit booths, a product theater and posters.
- **Exhibit Hall B** contains exhibit booths and a product theater.
- **Exhibit Hall C** contains exhibit booths and posters.
- **Exhibit Hall D** contains exhibit booths and the AASLD Hub.

EXHIBIT HALL HOURS

Saturday, November 11, 2023 | 6:00 – 7:30 p.m.
(opening reception in exhibit halls)

Sunday, November 12, 2023 | 9:30 a.m. – 4:30 p.m.

Monday, November 13, 2023 | 9:30 a.m. – 4:30 p.m.

RESERVE YOUR SPACE

Book your exhibit space today!

aasld.org/the-liver-meeting/exhibitors-industry-support

EXHIBIT BOOTH OPTIONS

Category	Rate
Inline booth 10 ft. x 10 ft.	\$3,400
Corner fee	\$200
Island booth (400 sq. ft. minimum)	\$37/sq. ft.

Business Suites	Dimensions	Rate
Small (for 5 people)	10 ft. x 10 ft.	\$15,000
Large (for 10 people)	10 ft. x 20 ft.	\$25,000

Business Suite Access and Hours

Access your business suite outside of exhibit hall hours! Take advantage of your meeting space before the exhibit halls open and after the halls close for the day. Expanded suite hours are:

Sunday, November 12, 2023 | 7:30 a.m. – 5:30 p.m.

Monday, November 13, 2023 | 7:30 a.m. – 4:30 p.m.

Nonprofit Booth	Rate
Booth (either 10 ft. x 10 ft. or 8 ft. x 10 ft.)	\$675

Nonprofit booths include carpet, a 6 ft. draped table, two chairs, a trash can and one cleaning.

INDUSTRY SUPPORTER OPPORTUNITIES



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Supporting AASLD and exhibiting [at] The Liver Meeting last year truly allowed our teams to immerse themselves in the liver health community and continue to drive awareness for the unmet needs that so many face within the cholestatic liver disease population. Additionally, the team at AASLD made our planning experience smooth with personal touches along the way. We are so excited to continue our partnership in 2023!

”

— TLM 2023 EXHIBITOR

MAXIMIZE YOUR PRESENCE AT TLM

AASLD offers a variety of sponsorships at different price points and levels of exposure. For an up-to-date list of available sponsorships, visit the [TLM Exhibitor Dashboard](#) in MYS!

GOLD SPONSORSHIP LEVEL

Sponsors receive the greatest recognition and exposure to TLM attendees with AASLD's new Gold Sponsorship level — for sponsors who have a total sponsorship spend of \$75,000 or more. Gold Sponsor benefits include:

- Logo recognition as a Gold Sponsor on the website and on sponsorship signage.
- A promotional insert in the digital conference bag.
- Five additional complimentary exhibitor badges.
- Recognition as a Gold Sponsor on social media during TLM.

RESERVE YOUR SPONSORSHIP SPOT

TLM is the must-attend event for meeting, informing and connecting with prospective customers. Learn more about our business solutions to make the most of your event presence. Reserve your sponsorship opportunity for TLM 2023 today!

Contact the Exhibit and Sponsorship Team at exhibits@aaasld.org or +1 703-299-9766 to discuss custom sponsorship packages to meet your marketing goals.

All sponsorship opportunities are available on a first-come, first-served basis.



SPONSORSHIP OPPORTUNITIES AND PRICING

DIGITAL MEDIA

NEW!

ADDITIONAL INFORMATION:
TEN (10) TOTAL SPONSORED ROTATIONS, 30 SECONDS EACH, 5-MINUTE LOOP.
SCREEN IS SPLIT BRANDED WITH AASLD. SPONSORED SPACE IS 1024PX W X 576PX H
CONTENT CAN BE STATIC, ANIMATED OR VIDEO

Opportunity	Description	Quantity Available	Rate	
			Exhibitor	Non-Exhibitor
Digital Entrance Unit Exhibit Hall B (1 unit)	Brand a rotation on the 1 st level Digital Entrance Unit outside Exhibit Hall B to catch attendees' eyes ats they walk into the exhibit hall with the two Product Theaters. Rotations can be purchased by day or run of show.	6	\$3,500/day \$10,000/show	\$4,200/day \$12,000/show
Digital Entrance Units Exhibit Halls C & D (2 units)	Increase your visibility and brand a rotation on the two (2) Digital Entrance Units on the 2nd Level outside Exhibit Halls C & D. Rotations can be purchased by day or run of show.	7	\$7,000/day \$20,000/show	\$8,400/day \$24,000/show
Digital Entrance Units Exhibit Halls B, C & D (3 units)	Make a statement and maximize your message! Brand a rotation on all three (3) Digital Entrance Units outside Exhibit Halls B, C, & D. Your brand will catch attendees' eyes at the entrance of each Exhibit Hall. Rotations can be purchased by day or run of show.	5	\$10,000/day \$25,000/show	\$12,000/day \$28,000/show

SPONSORSHIP OPPORTUNITIES AND PRICING

DIGITAL MEDIA

Opportunity	Description	Quantity Available	Rate	
			Exhibitor	Non-Exhibitor
Wi-Fi at the Hynes	Feature your branding on a customizable splash page. The page has a URL redirect for attendees to use when connecting to Wi-Fi throughout the Annual Meeting.	SOLD	\$15,000	\$18,750

CHARGING STATION AND LOUNGES

Opportunity	Description	Quantity Available	Rate	
			Exhibitor	Non-Exhibitor
Charging Station	Sponsor a charging station with your branding on customizable graphic panels and a wall cling in high-traffic areas.	1	\$15,000	\$18,750
Networking Lounge	Splash your brand on café-style tabletops and attendee seating areas.	SOLD	\$12,000	\$15,000

FOOD AND BEVERAGE EXPERIENCES

Opportunity	Description	Quantity Available	Rate	
			Exhibitor	Non-Exhibitor
Coffee Breaks in Exhibit Halls	Caffeinate! Take advantage of guaranteed exposure for your company at coffee break stations throughout the exhibit halls. Your company will receive recognition on signage at these stations and in the conference app.	4	\$18,000	\$22,500
Opening Reception	Make an opening statement! During the reception, your company will receive recognition on signage outside the exhibit halls, at food and beverage stations throughout the exhibit halls, and in the conference app.	2	\$15,000	\$18,750

SPONSORSHIP OPPORTUNITIES AND PRICING

INDUSTRY PROGRAMMING GUIDE ADVERTISEMENTS NEW!

THE GUIDE LISTS ALL SATELLITE SYMPOSIA AND PRODUCT THEATER DESCRIPTIONS, SPEAKERS, AND LOCATIONS. THE GUIDE WILL BE PROMOTED DIGITALLY, IN PRE-CONFERENCE EMAILS AND DISTRIBUTED IN PRINT ONSITE AT TLM.

Opportunity	Description	Quantity Available	Rate	
			Exhibitor & Non-Exhibitor	
Back Cover Ad	Exclusive full-page advertisement on the back cover. Bleed: 4.75" x 9.375" - Trim: 4.5" x 9.125" - Safety/Live Area: 5" x 8.625"	SOLD	\$7,000	
Full Page Ad	Call attention to your presence at TLM! Stand out with a full-page advertisement in the programming guide. Bleed: 4.75" x 9.375" - Trim: 4.5" x 9.125" - Safety/Live Area: 5" x 8.625"	5	\$5,000	
Half Page Ad	Purchase a half-page advertisement in the programming guide and spotlight your TLM presence! Dimensions: 3.5 in. x 4 (no bleed)	6	\$3,000	

HOTELS

Opportunity	Description	Quantity Available	Rate	
			Exhibitor	Non-Exhibitor
Hotel Keycards	Put your stamp on attendees' conference experience by putting your company's logo on hotel keycards at three hotels connected to the Hynes Convention Center, including AASLD's headquarters hotel!	SOLD	\$15,000	\$18,750
Room Drops	Get exclusive exposure on each distribution date at three hotels connected to the Hynes Convention Center, including AASLD's headquarters hotel. Each daily participant is allowed to distribute one promotional piece. Only one remaining on Sunday, November 12th	1	\$15,000	\$18,750

SPONSORSHIP OPPORTUNITIES AND PRICING

ON-SITE BRANDING: Banners

Opportunity	Description	Quantity Available	Rate	
			Exhibitor	Non-Exhibitor
Aisle Signs	Own the air! Put your brand on all aisle signs in the first and second-floor exhibit halls.	1	\$10,000	\$12,500
Entrance Banner 1 From Prudential Center/Sheraton	Be the first message attendees see when they enter the Hynes Convention Center!	SOLD	\$10,000	\$12,500
Entrance Banner 2 From Prudential Center/Sheraton	Leave your mark! Be the last message attendees see as they leave the convention center!	SOLD	\$10,000	\$12,500
Escalator Banner – Third Floor	Turn heads with a banner advertisement above the escalators to Exhibit Halls C and D.	SOLD	\$8,000	\$10,000
Rotunda Banners (set of two)	Call attention to your company with a set of two (2) banners hanging in the rotunda; visible from the escalators between the first and second floors.	RESERVED	\$10,000	\$12,500
Rotunda Banner (large)	Welcome attendees with the prominently placed rotunda banner hanging in the main escalator pathway.	SOLD	\$15,000	\$18,750

ON-SITE BRANDING: Column Wraps

Opportunity	Description	Quantity Available	Rate	
			Exhibitor	Non-Exhibitor
Column Wraps – Auditorium Foyer (two columns)	Stand out in the crowd by putting your brand on two (2) column wraps in high-traffic locations.	SOLD	\$12,000	\$15,000
Column Wraps – Hall B Foyer (two columns)	Stand out in the crowd by putting your brand on two (2) column wraps in high-traffic locations.	1	\$8,000	\$10,000
Column Wraps – Hall D Foyer (two columns)	Stand out in the crowd by putting your brand on two (2) column wraps in high-traffic locations.	SOLD	\$8,000	\$10,000

SPONSORSHIP OPPORTUNITIES AND PRICING

ON-SITE BRANDING: CLINGS

Opportunity	Description	Quantity Available	Rate	
			Exhibitor	Non-Exhibitor
Escalator Floor Cling – First Floor Rotunda (2 clings, adjacent escalators)	Raise your brand! Place your logo and message on two (2) clings by highly trafficked escalators between conference floors.	SOLD	\$7,000	\$8,750
Escalator Floor Cling – Second Floor Rotunda (2 clings, adjacent escalators)	Raise your brand! Place your logo and message on two (2) clings by highly trafficked escalators between conference floors.	SOLD	\$7,500	\$9,375
Escalator Floor Cling – Third Floor Rotunda	Raise your brand! Place your logo and message on a cling by highly trafficked escalators between conference floors.	SOLD	\$3,000	\$3,750
Sheraton – Back Bay Hallway Clings	Highlight your presence at TLM with a wall and column cling at the Sheraton. Clings are located in Back Bay Hallway enroute to the Hynes Convention Center	1	\$20,000	\$25,000
Wall Cling – Auditorium Foyer (large graphic)	Make a statement! Splash your message on the wall outside the auditorium (AASLD’s main stage)!	SOLD	\$10,000	\$12,000
Wall Cling – Auditorium Foyer (XL graphic)	Make a statement! Splash your message on the wall outside the auditorium (AASLD’s main stage)!	SOLD	\$15,000	\$18,750
Window Clings – Third Floor	Stand out with third-floor window clings outside AASLD breakout sessions!	SOLD	\$12,000	\$15,000

SPONSORSHIP OPPORTUNITIES AND PRICING

ON-SITE BRANDING: SIGNAGE

Opportunity	Description	Quantity Available	Rate	
			Exhibitor	Non-Exhibitor
Exhibit Hall Map	Spotlight your exhibit presence by sponsoring one (1) exhibit hall map, located in each of TLM's three exhibit halls.	SOLD	\$4,000	\$5,000
Hand Sanitizer Station	Keep it fresh with your brand on one (1) hand sanitizer station in an exhibit hall.	SOLD	\$1,500	\$1,875
Mall Map	Help attendees find the way at TLM! Sponsor one (1) large-scale mall map. Maps are placed throughout TLM in highly trafficked areas.	SOLD	\$4,000	\$5,000
Poster and Exhibit Hall Divider Wall	Highlight your exhibit hall presence by sponsoring the divider between the exhibits and poster halls!	SOLD	\$20,000	\$25,000
Poster Hall Maps	Assist attendees in navigating the poster halls! Sponsor two (2) large-scale mall maps, placed at the entrances to both poster halls.	SOLD	\$7,000	\$8,750

SPONSORSHIP OPPORTUNITIES AND PRICING

THOUGHT LEADERSHIP AND NETWORKING EVENTS

Opportunity	Description	Quantity Available	Rate	
			Exhibitor	Non-Exhibitor
Diversity, Equity, and Inclusion Reception	<p>Celebrate our diversity! Sponsorship includes brand alignment with an issue of importance to your organization and logo recognition of your support. Reception audience of 150 – 200 TLM attendees.</p> <p><i>Sponsorship Recognition: Each sponsor will be listed in marketing materials, and its logo will appear on signage. Sponsors will also receive reception invitations for five company representatives.</i></p>	1	\$5,000	\$6,250
ePosters	<p>Highlight your brand on ten (10) ePoster stations. Sponsorship includes your company's name on the opening screen and recognition on the ePoster display unit (splash page).</p>	1	RESERVED	\$37,500
Patient Program	<p>Support AASLD's growing patient programming, which reaches more than 220 patients and patient advocates attending TLM in person and virtually! Sponsorship includes welcome and logo recognition.</p> <p><i>Sponsorship Recognition: Annual Forum sponsor recognition in welcome remarks from AASLD CEO. TLM conference wide digital signage logo recognition as patient program sponsor. Logo recognition on Patient Program Sponsor walk-in PowerPoint slide and signage.</i></p>	7	\$10,000	\$12,500
Pride Reception	<p>Stand proud with Pride. Sponsorship includes brand alignment with an issue of importance to your organization and logo recognition of your support. Reception audience of 150 – 200 TLM attendees.</p> <p><i>Sponsorship Recognition: Company will be listed as sponsor in marketing materials, and sponsor's logo will appear on signage. Reception invitations for five company representatives.</i></p>	1	\$5,000	\$6,250
<div>NEW!</div> Unity Breakroom	<p>The Unity Breakroom will accommodate small groups of attendees (15-20 people) for meet-ups and discussion. Sponsor will work with the AASLD Inclusion and Diversity Committee to select meet-up topics and participate in conversations.</p> <p>Sponsorship includes brand alignment with an issue of importance and your organization and logo recognition of your support.</p> <p><i>Sponsorship Recognition: Company will be listed as sponsor in marketing materials, and sponsor's logo will appear on signage. Unity Breakroom invitations for five company representatives.</i></p>	1	\$5,000	\$6,250

SPONSORSHIP OPPORTUNITIES AND PRICING

EMAIL BANNER ADS

SPECS: 728 X 90 PIXELS (FILE TYPE: PNG; MAX SIZE: 200K) | ONE AD AVAILABLE PER OPPORTUNITY

Opportunity	Description	Quantity Available	Rate	
			Exhibitor	Non-Exhibitor
"Know Before You Go" Email Banner Ad (middle placement)	Secure the middle banner ad and promote your TLM presence in the "Know Before You Go" email sent to all attendees just before TLM. <i>Historical average: 74% open rate and 36% click-through rate</i>	SOLD	\$10,000	\$12,500
"Know Before You Go" Email Banner Ad (top placement)	Secure the top banner ad and promote your TLM presence in the "Know Before You Go" email sent to all attendees just before TLM. <i>Historical average: 74% open rate and 36% click-through rate</i>	SOLD	\$12,000	\$15,000
TLM Attendee Survey Banner Ad (exclusive top placement)	Make a lasting impression! Brand the TLM Attendee Survey with the exclusive top banner ad. The TLM Attendee Survey will be sent to all attendees just after the conference. <i>Historical average: 67% open rate and 14% click-through rate</i>	SOLD	\$8,000	\$10,000
TLM Daily Attendee Email Banner Ad (middle placement)	Make your mark! Brand all five (5) TLM daily emails with the middle banner ad. Combining all 5 days, your banner ad will appear in more than 25,000 emails. <i>Historical average: 57% open rate and 9% click-through rate</i>	SOLD	\$13,000	\$16,250
TLM Daily Attendee Email Banner Ad (top placement)	Make your mark! Brand all five (5) TLM daily emails with the top banner ad. Combining all 5 days, your banner ad will appear in more than 25,000 emails. <i>Historical average: 57% open rate and 9% click-through rate</i>	SOLD	\$17,000	\$21,250

SPONSORSHIP OPPORTUNITIES AND PRICING

EMAIL BANNER ADS (CONT.)

SPECS: 728 X 90 PIXELS (FILE TYPE: PNG; MAX SIZE: 200K) | ONE AD AVAILABLE PER OPPORTUNITY

Opportunity	Description	Quantity Available	Rate	
			Exhibitor	Non-Exhibitor
TLM Daily Patient Email Banner Ad (middle placement)	Make your mark! Brand all five (5) TLM daily patient-focused emails with the top banner ad. Combining all 5 days, your banner ad will appear in more than 4,000 emails. <i>Historical average: 67% open rate and 17% click-through rate</i>	1	\$2,000	\$2,500
TLM Daily Patient Email Banner Ad (top placement)	Make your mark! Brand all five (5) TLM daily patient-focused emails with the top banner ad. Combining all 5 days, your banner ad will appear in more than 4,000 emails. <i>Historical average: 67% open rate and 17% click-through rate</i>	SOLD	\$4,000	\$5,000
TLM Registration Promotion Email, Footer Ads – September (bundle of two emails)	Place your footer banner ad on two (2) registration promotion emails sent in September to AASLD’s audience of more than 25,000. <i>Historical average: 47% open rate and 5% click-through rate</i>	SOLD	\$5,000	\$6,250
TLM Registration Promotion Email, Footer Ads – October (bundle of two emails)	Place your footer banner ad on two (2) registration promotion emails sent in October to AASLD’s audience of more than 25,000. <i>Historical average: 47% open rate and 5% click-through rate</i>	SOLD	\$5,000	\$6,250

SPONSORSHIP OPPORTUNITIES AND PRICING

REGISTERED ATTENDEE NEWSLETTER BANNER ADS

SPECS: 728 X 90 PIXELS (FILE TYPE: PNG; MAX SIZE: 200K) | ONE AD AVAILABLE PER OPPORTUNITY

Opportunity	Description	Quantity Available	Rate	
			Exhibitor	Non-Exhibitor
Registered Attendee Newsletter Banner – September (top placement)	Place your company’s banner ad on the September newsletter to registered attendees. This newsletter reaches an average of 3,000 attendees. <i>Historical average: 57% open rate and 7% click-through rate</i>	SOLD	\$3,000	\$3,750
Registered Attendee Newsletter Banner – October (top placement)	Place your company’s banner ad on the October newsletter to registered attendees. This newsletter reaches an average of 4,500 attendees. <i>Historical average: 55% open rate and 13% click-through rate</i>	SOLD	\$6,000	\$7,500
Registered Patient Advocate Newsletter Banner – September (top placement)	Place your company’s banner ad on the September newsletter to registered patient advocate attendees. This newsletter reaches an average of 30 – 50 attendees. <i>Historical average: 70% open rate and 8% click-through rate</i>	1	\$500	\$625
Registered Patient Advocate Newsletter Banner – October (top placement)	Place your company’s banner ad on the October newsletter to registered patient advocate attendees. This newsletter reaches an average of 100 attendees. <i>Historical average: 63% open rate and 11% click-through rate</i>	1	\$1,000	\$1,250

INDUSTRY SUPPORTER OPPORTUNITIES

ADDITIONAL OPTIONS

Visit the [TLM website](#) for details on additional industry supporter opportunities.

PRODUCT THEATER

Exhibitors are invited to present new research, key findings and the latest treatments to TLM attendees. Product theaters are held during scheduled breaks in the TLM educational program.

SATELLITE SYMPOSIA

AASLD invites commercial supporters of TLM to organize educational symposia to meet the CME needs of the hepatology community. Symposia will take place in breakfast, lunch and dinner time slots. A limited number of lunch symposia slots are available at the Hynes Convention Center. Others will occur at nearby hotels.

AFFILIATE EVENTS

AASLD provides opportunities for universities; government agencies; and nonprofit, corporate and industry groups to organize noneducational events during TLM. Once AASLD approves a request for an event (on a first-come, first-served basis), hotels will provide space assignments.

CORPORATE AFFILIATE MEMBERS

AASLD's Corporate Affiliate Members receive special benefits during TLM. To learn more and become a Member, visit our [online application](#).

EXHIBIT AND SPONSORSHIP CONTACT INFORMATION

Contact the AASLD Exhibit and Sponsorship Team at exhibits@asld.org or +1 703-299-9766.

STAY CONNECTED!

[FACEBOOK](#)

[TWITTER](#)

[INSTAGRAM](#)

[LINKEDIN](#)

#AASLD #TLM2023

