



2024 TLM THEATER RULES & REGULATIONS

AASLD invites The Liver Meeting® (TLM) Exhibitors to present 30- or 45-minute presentations on the Exhibit Hall floor in the TLM Theater, formerly known as the Product Theater. Present new research, demonstrate key findings, and discuss the latest treatments with an audience of medical professionals at TLM.

TIME SLOTS & FEES

All time slots are assigned on a first-come, first-served basis. There is no Right of First Refusal. AASLD will have two concurrent theaters. Presentations will follow the schedule below and may not exceed the allocated time.

Fees:

- \$40,000 per 30-minute Presentation
- \$50,000 per 45-minute Presentation

TIME SLOT	LENGTH	SUNDAY, NOVEMBER 17	MONDAY, NOVEMBER 18
SLOT 1	45 Minutes	10:00 AM-10:45 AM	10:00 AM-10:45 AM
SLOT 2	30 Minutes	12:30 PM-1:00 PM	12:30 PM-1:00 PM
SLOT 3	30 Minutes	1:30 PM-2:00 PM	1:30 PM-2:00 PM
SLOT 4	45 Minutes	3:30 PM-4:15 PM	3:30 PM-4:15 PM

DEADLINES

- Payment Due: **July 1, 2024**
- Final Faculty and Speakers Submission: **September 1, 2024**
- Promotional copy due to exhibits@asld.org by **September 9, 2024**. 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)
- Pre-conference Logistics Call with AASLD and Freeman AV (to be schedule 45 days prior to TLM)

TIMESLOT, DATE, AND THEATER ASSIGNMENT

- TLM Theater space assignments are considered on a first-come, first served basis. Organizers will be notified of space assignment by **May 1, 2024**.
- Applications received after May 1, 2024, will be reviewed and assigned space as received.
- Several criteria are taken into consideration when assigning timeslots, including topic, preferred date and timeslot, and competitive factors. AASLD does not consider faculty commitments when assigning space.

BENEFITS PROVIDED BY AASLD

- TLM Theater presentation scheduled in TLM Exhibit Hall with seating for up to 200 attendees.
- Exposure to a select audience of influential liver specialists from around the world.
- Listing on AASLD website and TLM conference app.
- Listing in Industry Programming Guide – promoted digitally in TLM marketing and distributed onsite at registration and HQ hotel.
- One-time use of TLM 2024 pre-registration list and post-meeting registration list, with pre-approved mailing piece (email addresses not provided).
 - Design and production of the mailing piece is the responsibility of the supporter.
 - Mailing piece must be approved by AASLD prior to printing.
 - The list only includes attendees who have opted-in to receive promotional materials.

FACULTY & SPEAKERS

The final Faculty/Speaker List is due to AASLD by **September 1, 2024**.

Individuals that serve in a leadership position within AASLD as a member of the AASLD Governing Board and AASLD Foundation Board of Trustees, or Journal Editors are not eligible to participate in a commercial presentation. Any changes in Faculty/Speakers must be communicated to AASLD in advance of the presentation and submitted in writing via the Faculty Approval Form for AASLD review.

AUDIOVISUAL INFORMATION

- AASLD does not provide logistical support for the TLM Theater presentations other than the equipment outlined below. The following audiovisual is included in the TLM Theater fee and provided by Freeman AV:
 - Lavalier microphones
 - Podium with microphone
 - Stage with head table for (2)
 - (4) monitors (2 next to stage and 2 delay in audience)
 - VGA switcher
 - Confidence monitor
- Attendees will be supplied with AASLD branded earbuds and a receiver to hear the presenters. This will allow an uninterrupted presentation experience for the attendee and avoid competing noise from the Exhibit Hall.
- TLM Theater presentations are not captured, recorded, or live streamed.
- AASLD will schedule a Pre-conference Logistics Call with AASLD and Freeman AV (approximately 45 days prior to TLM) to review any last-minute details for the program.

ORGANIZER RESPONSIBILITIES

- The supporter is solely responsible for the management, organization, and financing of their TLM Theater. Supporters may not alter the setup of the TLM Theater space, nor may they separately arrange for services from the venue or venue's providers without AASLD's written consent.
- Supporters will have access to the TLM Theater space 30 minutes before and after the scheduled time slot.
- Requests for rehearsal, or additional access time to the TLM Theater space, may incur additional labor charges. Requests must be submitted to exhibits@asld.org for consideration.
- Additional equipment or services must be approved by AASLD and is the supporter's responsibility to organize and finance. Contact exhibits@asld.org for the Exhibitor Service Kit (available in August 2024) for full access to

AASLD's vendors and partners for TLM. Possible additional services include, but are not limited to, furniture, Internet, AV upgrades, lead retrieval, and catering.

- Manage payment of honoraria and/or expense reimbursement to speakers, moderators, or others.

REGISTRATION

All support staff and company representatives must register for TLM to gain access to the TLM Theater.

MARKETING

- All marketing and printed material relating to the TLM Theater must receive written authorization from AASLD prior to final production and distribution.
- 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.
- Giveaways or incentives to meeting attendees to attend an TLM Theater presentation, including inappropriate onsite promotional tactics, are prohibited. Company/product literature supporting the presentation is the only approved handout. All materials are the responsibility of the supporter and should be identified as such.
- One publicity sign (22" wide x 28" high) will be permitted in front of the TLM Theater **15 minutes prior to the start of the presentation and must be removed promptly at the end of the scheduled timeslot.** The design and production of the sign is the responsibility of the supporter.

PROMOTION & SPONSORSHIP

To discuss sponsorship and promotional tactics and opportunities for your program, please contact exhibits@asld.org, or schedule a meeting with the Exhibits & Sponsorship Team <https://calendly.com/asld>.

NAMES, LOGO & ACRONYMS

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® 2024.
2. While attending the 75th AASLD Annual Meeting.

It is **not** acceptable to use:

1. At The Liver Meeting® 2024.
2. At the 75th AASLD Annual Meeting.
3. In conjunction with The Liver Meeting® 2024.
4. In conjunction with the 75th AASLD Annual Meeting.

If given approval to use The Liver Meeting® 2024 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.

PROGRAM CONTENT

AASLD does not control the content of TLM Theater. It is the responsibility of the supporter to develop, implement and manage the program. All aspects of the presentation 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. All supporters, organizers, agents, and presenters must abide by all of AASLD's policies including the [Abstract Embargo Policy](#) and Code of Conduct.

PRIORITY POINTS

Exhibitors will be awarded priority points for TLM Theater presentations as follows:

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

PAYMENT OPTIONS

ACH is AASLD's preferred method of payment. Contact exhibits@asld.org for ACH information. A 3% non-refundable fee will be added to all credit card payments. Wire transfers will be subject to a \$50 non-refundable fee.

TLM Theater supporters are invoiced through MapYourShow. Support fees must be paid in full by July 1, 2024.

Failure to make payment in full by this date will result in the timeslot being returned to inventory for another party to purchase and supporter will incur applicable cancellation fees.

ELIGIBILITY

TLM Theater supporters must be exhibitors at TLM 2024.

CANCELLATION

Upon signature of the TLM 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 TLM Theater presentation is cancelled on or before August 1, 2024, AASLD will retain 50% of the fee.
- Any supporter who cancels a TLM Theater presentation after August 1, 2024, will be responsible for the total fee. No refunds will be given for cancellations received after August 1, 2024.
- Cancellation of the exhibit booth or a no-show will automatically result in cancellation of TLM Theater, and no refunds will be given regardless of when the cancellation occurs.

LIMITATION OF LIABILITY

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

AASLD shall not be liable for any loss, injury, or damage incurred by organizer or by a third party as a result of TLM Theater, including but not limited to any loss, injury, or damage, except arising solely out of the gross negligence or willful misconduct of AASLD.

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 TLM Theater. It is mutually agreed that AASLD shall not be liable for failure to deliver TLM 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 TLM 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 TLM Theater presentation without a 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 TLM Theater will not give rise to a claim for any refund of TLM Theater fee or exhibiting expenses.