PRODUCT THEATER GUIDELINES

PRODUCT THEATER PLANNING & INFORMATION

Present new research, demonstrate key findings, and discuss the latest treatments with an audience of medical professionals at The Liver Meeting Digital Experience™. Product Theaters a 30-minute pre-recorded presentation* with typed chat/Q&A box. Each Product Theater includes:

- Listing on AASLD website and TLMdX platform
- (1) e-registration bag insert/listing
- (1) pre-conference registration mailing list
- Leads and metrics will be sent post-conference dates
- Option to promote product theater link in exhibit booth
- Product Theater will be accessible post-show dates in TLMdX platform for 90 days

*All Product Theaters are pre-recorded presentations unless otherwise agreed upon with AASLD, additional fees will apply for live presentation.

2020 PRODUCT THEATER SCHEDULE

Time Slot	Friday, November 13	Saturday, November 14	Sunday, November 15
1	1:00PM-1:30PM ET	1:00PM-1:30PM ET	1:00PM-1:30PM ET
2	1:30PM-2:00PM ET	1:30PM-2:00PM ET	1:30PM-2:00PM ET
3	4:30PM-5:00PM ET	4:30PM-5:00PM ET	4:30PM-5:00PM ET
4	5:00PM-5:30PM ET	5:00PM-5:30PM ET	5:00PM-5:30PM ET

Product Theater times are listed in Eastern Time (ET). All Product Theater time slots will be assigned on a first-come, first-served basis. Product Theaters are considered promotional activities and are not approved for continuing education credits.

Up to 2 concurrent product theaters can be scheduled in one timeslot, non-compete Product Theater timeslots are available for an additional fee.
- Concurrent Product Theaters: $40,000
- Non-Compete Product Theaters: $60,000

Product Theater sessions will begin and end according to the schedule listed. Should you need time for additional Q&A, direct attendees to your booth.

PRODUCT THEATER REQUIREMENTS

- Only Bronze, Silver and Gold Exhibitors of TLMdX are eligible to support a Product Theater.

- Signed applications must be received by September 15, 2020. Full payment is due with application. No refunds will be given for cancellation or termination of the Product Theater.

- Pre-recorded Product Theater is due to AASLD by October 1, 2020.

- Product Theater organizer accepts financial responsibility for and arrange for all aspects of the Product Theater, including but not limited to, production cost, audio visual, and streaming expenses. Organizer accepts responsibility to facilitate the required bandwidth for presentation and interactive features. AASLD is not liable for any connectivity or internet issues.

- 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 hcooney@aasld.org. Review and approval by AASLD will be within an appropriate timeframe, but not less than two business days.

- All supporters, organizers, agents, and presenters must abide by The Liver Meeting Digital Experience Exhibit Contract Terms & Conditions.

- TLMdX platform will provide a screenshot of the Product Theater to organizer no later than October 30, 2020.

FINAL PROGRAM

Promotional copy will be included in the Final Program and TLMdX platform. This is due to AASLD by October 1, 2020. Please email the following information to hcooney@aasld.org:

- Program Title
- Program Supporter (exactly as it should be listed)
- Program Description (maximum of 50 words)
- Speaker(s) (name and credentials only)

PRODUCT THEATER RECORDING

Pre-recorded Product Theater is due to AASLD by October 1, 2020.

Product Theater needs to be delivered as one compiled file in MP4 format, not to exceed allotted time of 30 minutes. Presentations will be submitted by upload to virtual conference provider system. For highest quality we recommend 1080p for Power Point Presentations.

Presentations that exceed 30 minutes, will be declined, and will need to be resubmitted. AASLD and virtual conference provider will not edit any presentations.

PRE-REGISTRATION LIST

Supporters will be provided with TLMdX® pre-registration mailing list for one-time use only at no charge. The registration list contains mailing information only – email addresses and phone numbers are not included and are not available for rental. The pre-registration list will be available after the advance registration deadline which is October 16, 2020. Design and production of the mailing piece is the responsibility of the supporter and must be professionally produced. The mailing piece must be emailed to hcooney@aasld.org and approved by AASLD prior to printing. The list excludes attendees from countries regulated by the General Data Protection Regulation (GDPR).

HANDOUTS AND GIVEAWAYS

Descriptive company/product literature supporting the presentation is the only approved Product Theater handout. Each Product Theater can have one PDF.

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.

CANCELLATION

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.

A contract for a Product Theater is binding upon signature, even if the exhibitor has not yet paid. Cancellations must be submitted to AASLD in writing. The date on which the exhibitor's written notice of cancellation is received in AASLD's office will be the official cancellation date. If space is cancelled on or before September 15, 2020, AASLD will retain 25% of the total product theater cost. Any exhibitor who cancels space after September 15, 2020, will be responsible for the total product theater cost. No refunds will be given for cancellations received after September 15, 2020. Cancellation of exhibit booth will automatically result in cancellation of Product Theater(s).

Please note: The cancellation policy is unique to The Liver Meeting Digital Experience™ and may differ from the cancellation policy for The Liver Meeting® due to the differences in costs for producing an in-person Product Theater.

PAYMENT OPTIONS

Product Theater support fees must be paid in full by September 15, 2020. Payments may be made via check, wire transfer, or credit card. Checks should be made payable to AASLD and sent to:

> AASLD
> Attn: Product Theaters
> 1001 North Fairfax Street, 4th Floor
> Alexandria, VA 22314.

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.

USE OF AASLD NAMES, LOGOS, AND/OR ACRONYMS

The names, logos, and acronyms of the American Association for the Study of Liver Diseases and 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: While attending The Liver Meeting Digital Experience™ 2020

It is not acceptable to use:
1. At The Liver Meeting Digital Experience™ 2020
2. In conjunction with The Liver Meeting Digital Experience™ 2020

If given approval to use The Liver Meeting Digital Experience™ 2020 in your terminology, you must attribute AASLD's trademark as follows: The Liver Meeting Digital Experience™ 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