

INVITATION FOR  
**INDUSTRY**

**SPONSORSHIP  
AND EXHIBITION  
PROSPECTUS**

*See you in  
London  
April 9-13/2014*



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## WELCOME LETTER

Dear Colleague,

It gives us great pleasure to invite you to London, UK, for the International Liver Congress™ (ILC) 2014, the 49<sup>th</sup> Annual Meeting of the European Association for the Study of the Liver (EASL).

The meeting will take place from April 9-13, 2014 in the purpose-built ExCeL Conference Centre. This state of the art convention centre offers the infrastructure to provide you, participants and lecturers with what we trust will be a highly rewarding event.

Some immediate changes you will notice in the preparations of the 2014 ILC include the partnership with Congrex, our new PCO. Based in Switzerland, Congrex has a strong record of successfully managed events and congresses in Europe and worldwide. Congrex will support the EASL Office which now has a fully dedicated and growing Congress team, already handling all of EASL's Schools of Hepatology, Monothematic and Special Conferences.

We believe that we have a very good destination and management system in place to provide a strong platform for a successful congress.

We look forward to welcoming you in London in 2014.

Best wishes,



Prof. Markus Peck-Radosavljevic  
**EASL SECRETARY GENERAL**



Grégoire Pavillon  
**EASL EXECUTIVE DIRECTOR**

# EASL **GOVERNING BOARD**

## SECRETARY GENERAL

**Markus Peck-Radosavljevic**, Vienna, **Austria**

## VICE-SECRETARY

**Laurent Castera**, Paris, **France**

## TREASURER

**Mauro Bernardi**, Bologna, **Italy**

## SCIENTIFIC COMMITTEE

**Alessio Aghemo**, Milan, **Italy**

**Matías A. Avila**, Pamplona, **Spain**

**Frank Lammert**, Homburg, **Germany**

**Helen Louise Reeves**, Newcastle-upon-Tyne, **UK**

**Cecília Rodrigues**, Lisbon, **Portugal**

## EDUCATIONAL COUNCILLORS

**Jean-François Dufour**, Bern, **Switzerland**

**Cihan Yurdaydin**, Ankara, **Turkey**

## EU POLICY COUNCILLOR

**Patrizia Burra**, Padua, **Italy**

## GENERAL INFORMATION

### EUROPEAN ASSOCIATION FOR THE STUDY OF THE LIVER

#### The EASL Building

#### HOME OF EUROPEAN HEPATOLOGY

Grégoire Pavillon

7, Rue Daubin

1203 Geneva / Switzerland

Tel: +41 22 807 03 61

Fax: +41 22 328 07 24

E-mail: [gregoire.pavillon@easloffice.eu](mailto:gregoire.pavillon@easloffice.eu)

[www.easl.eu](http://www.easl.eu)

### Congress Venue

ExCeL London

One Western Gateway

Royal Victoria Dock

E16 1XL London / United Kingdom

[www.excel-london.co.uk](http://www.excel-london.co.uk)

### Organising Secretariat

ILC 2014

c/o Congrex Switzerland Ltd.

Julien Herzig

Peter Merian-Strasse 80

4002 Basel / Switzerland

Tel: +41 61 686 77 77

Fax: +41 61 686 77 88

E-mail: [ilc@congrex.com](mailto:ilc@congrex.com)

[www.ilc2014.eu](http://www.ilc2014.eu)

### Hotel Accommodation

ILC 2014

c/o Congrex Travel Ltd.

Peter Merian-Strasse 80

4002 Basel / Switzerland

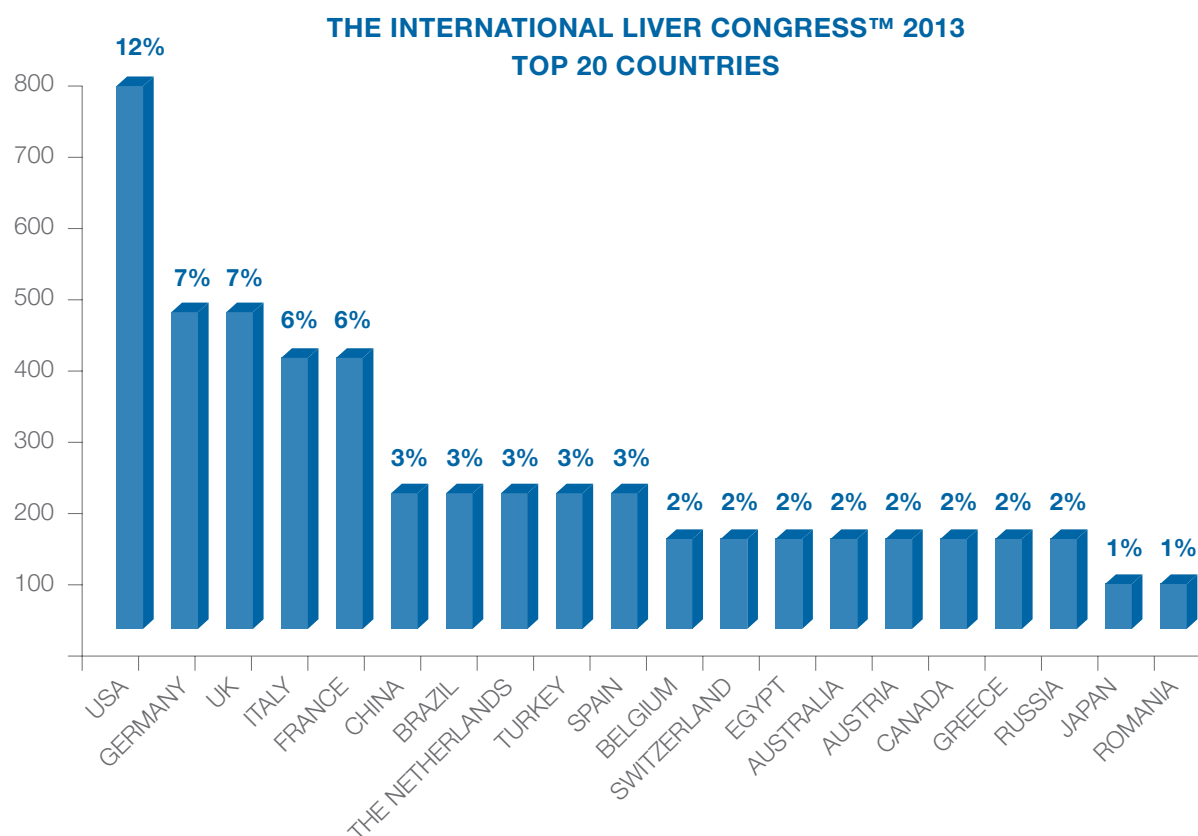
Tel: +41 61 690 94 11

Fax: +41 61 690 94 14

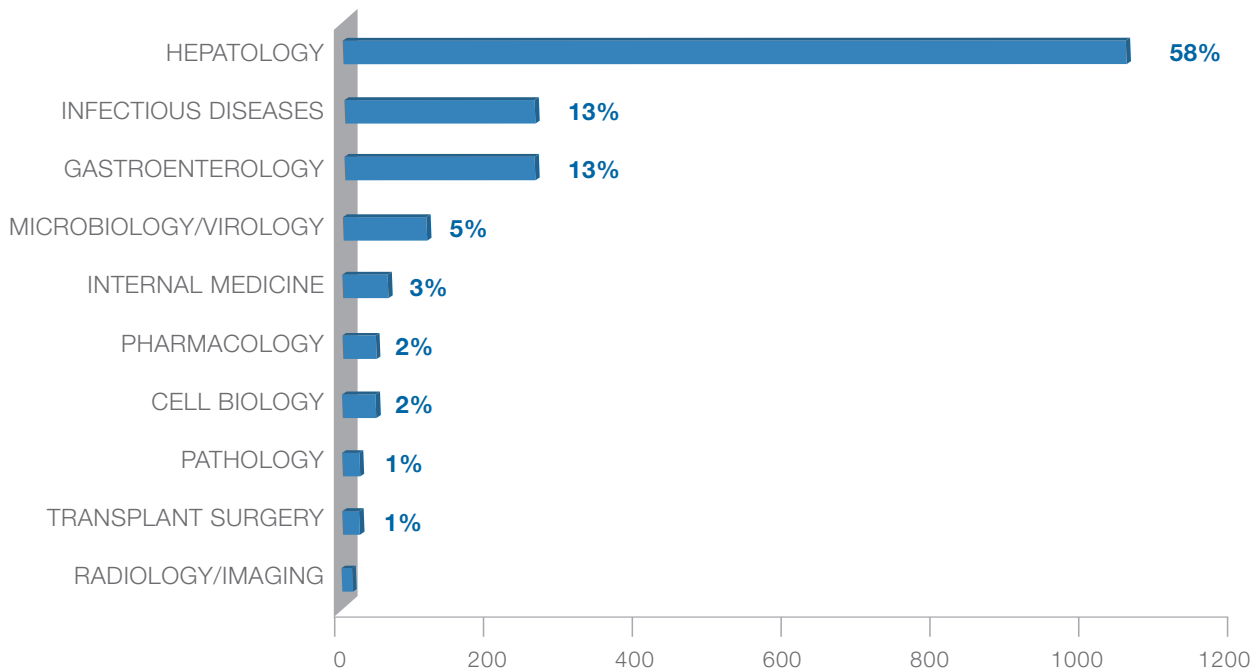
E-mail: [easl.hotel@congrex.com](mailto:easl.hotel@congrex.com)

## PREVIOUS CONGRESS STATISTICS

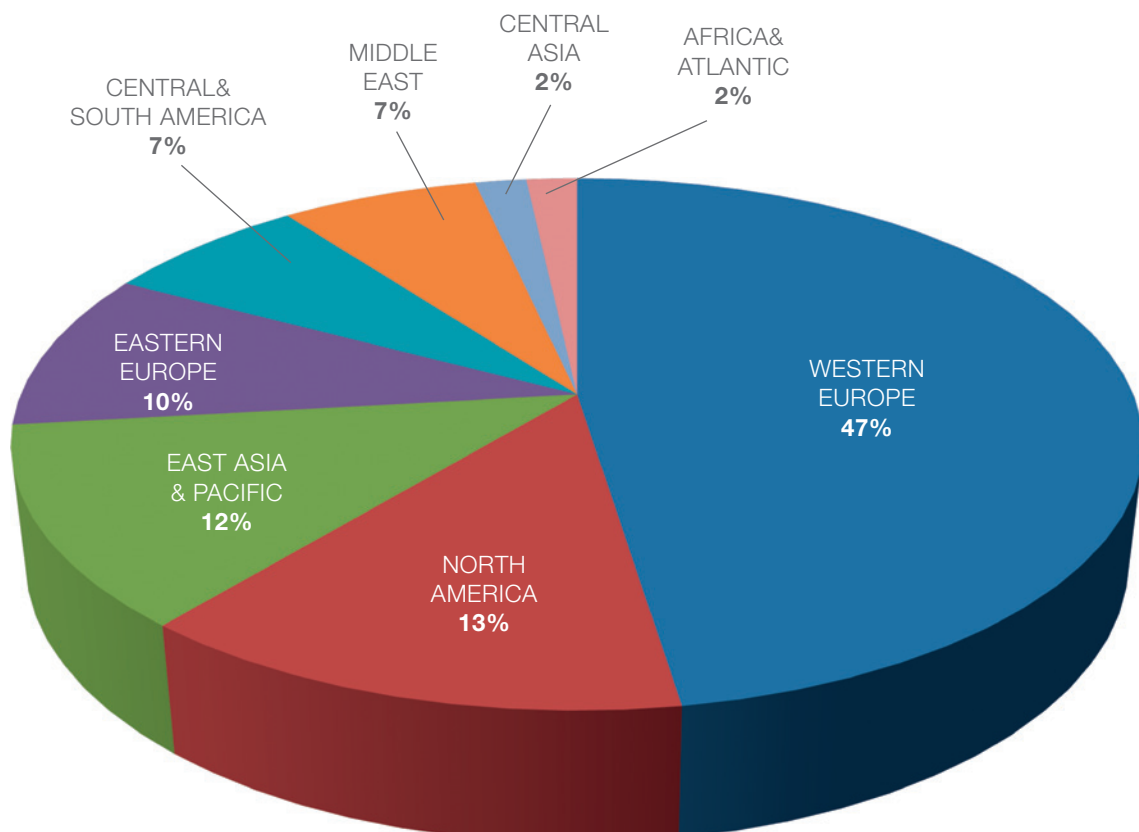
Year	Congress	Venue	Registered Delegates
2014	49	London, UK	10,000 (expected)
2013	48	Amsterdam, The Netherlands	9,612
2012	47	Barcelona, Spain	9,415
2011	46	Berlin, Germany	8,062
2010	45	Vienna, Austria	7,602
2009	44	Copenhagen, Denmark	7,017
2008	43	Milan, Italy	7,480
2007	42	Barcelona, Spain	5,769



**THE INTERNATIONAL LIVER CONGRESS™ 2013  
TOP 10 FIELDS OF PROFESSIONAL EXPERTISE**

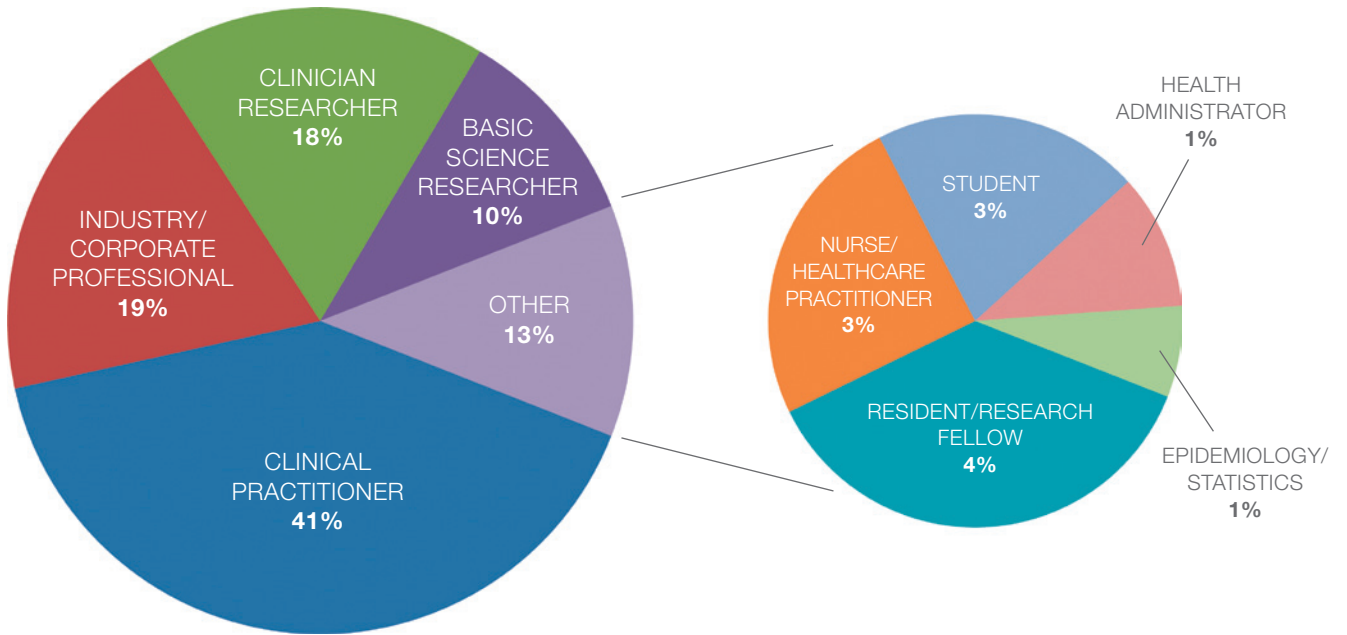


**THE INTERNATIONAL LIVER CONGRESS™ 2013  
PARTICIPANTS BY WORLD REGIONS**

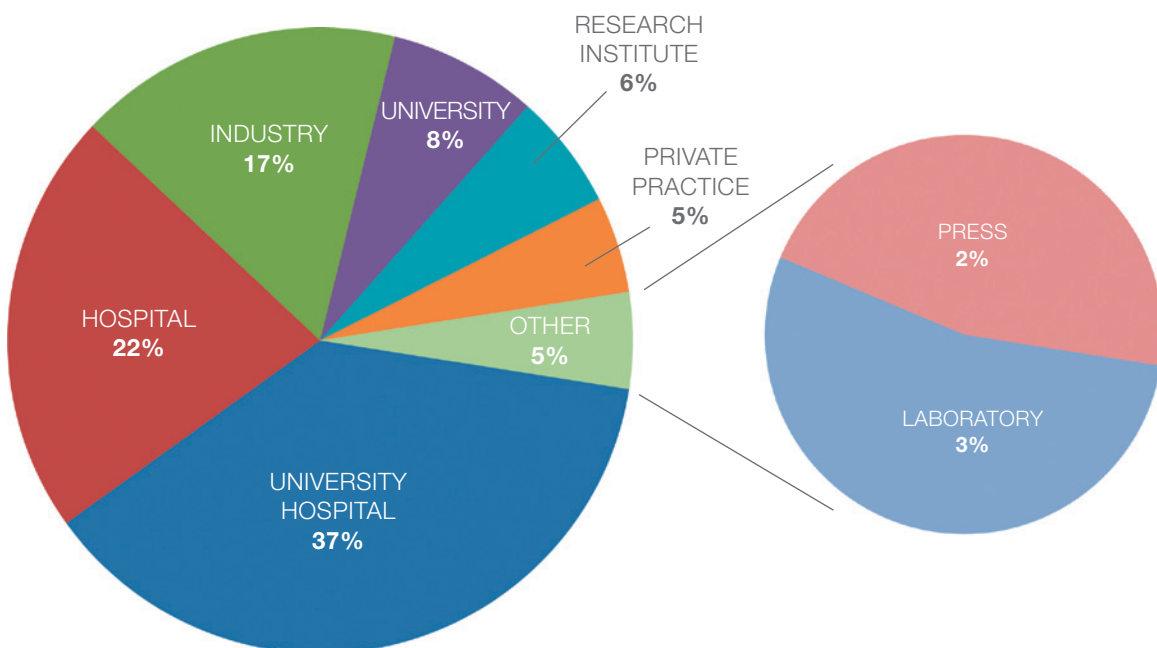




**THE INTERNATIONAL LIVER CONGRESS™ 2013  
BREAKDOWN BY PROFESSIONAL ROLE**



**THE INTERNATIONAL LIVER CONGRESS™ 2013  
BREAKDOWN BY PROFESSIONAL ROLE**



# THE HISTORY OF EASL

## ALMOST 50 YEARS COMMITMENT TO LIVER RESEARCH

The European Association for the Study of the Liver (EASL) was founded on April 23rd, 1966 in Marburg/Lahn by Prof. Gustav-Adolf Martini, MD. His main aim was to strengthen international knowledge and cooperation - specifically within the field of hepatological research. He succeeded, along with scientific colleagues, in inviting between 70 to 80 European hepatologists to Marburg for a two-day symposium on hepatology. This meeting proceeded successfully in a very fruitful, personable, friendly atmosphere and marked the beginning of EASL.

It was agreed that EASL should serve as a loose association of physicians and scientists with an interest in liver research and would have neither fixed membership nor a board of directors. Meetings would be held annually with the venue rotating through different European countries.



Participants of the founding EASL meeting in Marburg/Lahn, April 1966

Due to a rapidly increasing number of participants and abstracts submitted for presentation at meetings, the formerly «loose» association quickly developed into an official organization with solicitors, scientific committee and a set meeting structure. The decision to have a fixed membership came later, however, in 1984.

The main objective of EASL is *“to attract mainly young and active investigators to exchange current views and results, and have enough time for real discussions”*. (Martini, 1991)

Its foundation was inspired by the existence of the AASLD (American Association for the Study of the Liver, est. November 1949) and the IASL (International Association for the Study of the Liver, est. 1958).

Prof. Sheila Sherlock, second president of EASL (for the meeting in Gothenburg in 1967), was the first Editor-in-Chief of the Journal of Hepatology from 1984 to 1989.



## BMI **INDUSTRY BOARD**

The BMI Board, composed of the Major Sponsors, meets twice a year. Once at the International Liver Congress™ (ILC) for a meeting debrief, once in the spring before the following Congress at the forthcoming venue site visit. A teleconference will be held in December to update sponsors on the upcoming ILC.

The ultimate aims of this collaboration are as follows:

- (a) To organise and plan the International Liver Congress™ ensuring that the available budget provided by the commercial companies is used to provide the basis for the best scientific content to be organised in line with the EASL Constitution and the Code of Practice.
- (b) To ensure that the International Liver Congress™ is of high scientific value, professionally organised and planned, thereby generating a reasonable financial surplus to support all the costs involved in the organisation of such a Congress.
- (c) To provide the means for regular dialogue between EASL and the commercial companies, and thereby to promote a clear understanding of mutual problems to avoid potential conflicts.
- (d) To jointly contribute towards creating and maintaining a positive and professional public image of the International Liver Congress™.
- (e) To ensure that no major sponsor or other exhibitors at the International Liver Congress™ organise social or other events which conflict with the Congress Programme, Postgraduate Course, official activities or Satellite Symposia. Representatives of commercial companies in this context are also deemed to be responsible for the activities of their local affiliates.

\*\* The commercial companies reserve the right within the daily schedules of the International Liver Congress™ to hold company staff meetings, symposium slide previews involving company staff and invited speakers only, and a clinical trial investigator Congress, provided that attendance is restricted to a limited number of investigators. Should the latter involve a large number of investigators; the commercial companies agree that these be held outside the scheduled hours of the International Liver Congress™.

## 2014 PROGRAMME HIGHLIGHTS

- PGC Viral Hepatitis
- Clinical State-of-the-Art: Hormones and Obesity
- EU Session Screening for Viral Hepatitis
- 3 Basic, 1 Translational, and 8 Clinical Symposia including topics like “Diagnosis & assessment of liver cancer”, “HIV and the liver”, “Controversies in Liver Transplantation”, and “Prevention and control of viral hepatitis”
- Late-breaking abstracts and highlights in General Session 4
- Abdominal Sonography course

## CONGRESS STRUCTURE

<b>September 2013</b>	Publication of online Preliminary Programme Opening of abstract submission Opening of registration and hotel booking
<b>November 2013</b>	Abstract submission deadline
<b>December 2013</b>	Deadline for submitting final programme for Satellite Symposia
<b>January 2014</b>	Deadline for reduced registration fee
<b>February 2014</b>	Deadline for intermediate registration fee
<b>March 2014</b>	Publication of Final Programme / Congress App
<b>April 9 – 13, 2014</b>	<b>The International Liver Congress™ 2014</b>

	Wednesday	Thursday	Friday	Saturday	Sunday		
07.30		Parallel Industry Symposia	Early Morning Workshops	Early Morning Workshops			
08.00	Joint Workshops	Post-graduate Course	Basic Science Seminar	General Session	General Session		
08.30						Major Sponsor Industry Symposia	
09.00							
09.30							
10.00							
10.30	Coffee Break						
11.00	Coffee Break				EASL Symposia		
11.30	Postgraduate Course	Opening Session	Coffee Break	Coffee Break			
12.00			Poster Session	EU Public Health Forum	Grand Rounds	EASL Business Meeting	General Session & Closing
12.30							
13.00					Posters / Exhibition and Lunch	Posters / Exhibition and Lunch	
13.30							
14.00							
14.30					EASL Symposia	EASL Symposia	
15.00							
15.30				Coffee Break	Coffee Break	Coffee Break	
16.00							
16.30		Parallel Sessions	Parallel Sessions	Parallel Sessions			
17.00							
17.30							
18.00	Coffee Break	Coffee Break	Coffee Break	Coffee Break			
18.30	Major Sponsor Industry Symposia	Major Sponsor Industry Symposia	Major Sponsor Industry Symposia	Parallel Industry Symposia			
19.00							
19.30							
20.00							

Major Sponsor Industry Symposia: max. 2 in parallel

Parallel Industry Symposia: max. 8 in parallel

# SPONSORSHIP OPPORTUNITIES

## PACKAGES & SYMPOSIA

### MAJOR SPONSORSHIP PACKAGE

€148,000 + (VAT\*)

The **Major Sponsorship** package will include:

#### PARALLEL SATELLITE SYMPOSIUM (MAXIMUM TWO PER SLOT)

- Sponsorship of a Satellite Symposium in a Parallel Hall, up to 90 minutes.

The Satellite Package Includes:

- Hall rental
  - Standard audio/visual equipment
  - Display table at the entrance of the hall
  - Permission to use the phrase “*Satellite Symposium of the International Liver Congress™ 2014*”
  - Either one sponsor Symposium invitation in participants Congress bags or one push notification via the congress mobile app to include the official name of the Congress: The International Liver Congress TM 2014, the 49<sup>th</sup> Annual Congress of the European Association for the Study of the Liver
  - Symposia Programs will be included in a special section of the Final Programme
- Following timeslots has been designated:

Wednesday, April 9, 2014	18:30 – 20:00
Thursday, April 10, 2014	18:30 – 20:00
Friday, April 11, 2014	18:30 – 20:00
Sunday April 13, 2014	08:30 – 10:00
  - First choice of key hotel rooms.
  - Special Award: Two hundred Young Investigators selected by the Governing Board will receive a free EASL membership of one year.

#### POKEN NETWORKING TOOL

- Collect and exchange digital information in the real world with a single touch with this delegate management system. Up to 10 tags are included in the package. Additional tags can be ordered up on request.

**EXHIBITION SPACE**

- 80 m<sup>2</sup> exhibition space of which unlimited m<sup>2</sup> might be used for open built hospitality suites on the booth. Additional space can be purchased at € 525 +VAT per m<sup>2</sup>
- Exhibitors will receive 25 free registrations maximum which allow access to the scientific sessions
- Major Sponsors have the first choice of stand location within the exhibition hall
- Allocation will be made according to a ballot system\* (ref. page 17)

**ADVERTISING**

- Advertisements in the Preliminary Programme and Final Programme: the order of advertisements will be determined by a ballot\* (ref. page 17). The optional pages for advertisement are:

\* Inside front cover

\* Back of second page

\* Back of fourth page

\* Inside back cover

\* Back of first page

\* Back of third page

\* Last page before back cover

\* Back cover

*Subject to 'the ABPI Code of Practice for the Pharmaceutical Industry' and other applicable codes, laws and regulations.*

**NEWSLETTER**

- A newsletter mailing including text / banner provided by the major sponsor will be distributed to all registered delegates of the congress approximately 6 weeks in advance to the congress. The newsletter mailing is distributed by the Organising Secretariat.

**ACKNOWLEDGEMENT**

- Acknowledgement of exact sponsorship items and packages on Sponsors' Board on-site
- Acknowledgement of exact sponsorship items and packages on Sponsors' List in the Final Programme
- Acknowledgement of exact sponsorship items and packages on Sponsors' contribution

*Subject to 'the ABPI Code of Practice for the Pharmaceutical Industry' and other applicable codes, laws and regulations.*

*\* all prices are subject to 20% British VAT*

**SATELLITE SYMPOSIUM PACKAGE**

€45,000 + (VAT\*)

The Sponsorship package will include:

**PARALLEL SATELLITE SYMPOSIUM (MAXIMUM EIGHT PER SLOT)**

- Sponsorship of a Satellite Symposium in a Parallel Hall, up to 60 minutes.

The Satellite Package Includes:

- Hall rental
  - Standard audio/visual equipment
  - Display table at the entrance of the hall
  - Permission to use the phrase “*Satellite Symposium of the International Liver Congress™ 2014*”
  - One Sponsor Symposium invitation in participants Congress bags to include the official name of the Congress: The International Liver Congress TM 2014, the 49<sup>th</sup> Annual Congress of the European Association for the Study of the Liver
  - Symposia Programs will be included in a special section of the Final Programme
- Following timeslots have been designated:
 

Thursday, April 10, 2014	07:30 – 08:30
Saturday, April 12, 2014	18:30 – 19:30

- All Sponsors will have an option for exhibition space and other sponsorship items (at additional cost).

**POKEN NETWORKING TOOL**

- Collect and exchange digital information in the real world with a single touch with this delegate management system. Up to 10 tags are included in the package. Additional tags can be ordered up on request.

**REGISTRATION**

- 5 full participant registrations (allowing access to the scientific sessions, as well as the exhibition)

**ACKNOWLEDGEMENT**

- Acknowledgement of exact sponsorship items and packages on Sponsors’ Board on-site
- Acknowledgement of exact sponsorship items and packages on Sponsors’ List in the Final Programme
- Acknowledgement of exact sponsorship items and packages on Sponsors’ contribution

*Subject to ‘the ABPI Code of Practice for the Pharmaceutical Industry’ and other applicable codes, laws and regulations.*

*\* all prices are subject to 20% British VAT*

**SPECIAL REQUESTS**

Tailored packages can be arranged to suit your objectives. Please feel free to contact the Sponsorship and Exhibition Sales Department to discuss your needs.



# EASL **BALLOT SYSTEM**

A ballot system will be used to allocate Satellite Symposia (time slots), advertising, exhibit stand location and other sponsorship items. The ballot shall take place in the year preceding the International Liver Congress™ with representatives of all Major Sponsors present. A designated member of the EASL Governing Board shall chair the ballot. There will be four ballots:

- **Ballot 1: Symposia slot and exhibition space allocation**

This is the fairest means of ensuring that all Major Sponsors have equal chances regarding the allocation of symposia slots. The number of tickets for this ballot corresponds to the number of companies.

- a) Sunday Symposia Slot

First, the Sunday symposia slot will be allocated by marking one ticket "SUNDAY". The company that chooses this ticket will automatically be allocated the Sunday slot. In return, this company will be the first to choose their exhibition space. Companies who had the Sunday slot the preceding year will not take part of this ballot.

- b) Other Symposia slots

All companies, excluding the companies that have been assigned the Sunday symposia slot. 6 slots spread on 3 days have been included on the program. Wednesday late afternoon, Thursday and Friday late afternoon. Tickets numbered according to the number of companies present in the room will be selected randomly and will define the order of choice of the symposia slots. The company with ticket 1 will be the first to choose between the 3 available symposia slots. The company with ticket 2 will follow and so on.

- c) Exhibition space

Once all symposia slots are allocated the Exhibition space ballot can begin in reverse order. The companies with the Sunday slot are entitled to choose their exhibition booths first. Then, the companies who were last to select their symposia slots will be entitled to choose their exhibition booths first. However, since there were 2 companies assigned to each symposia slot, we will firstly have to determine the order of choice of each exhibition space by organising an additional ballot with numbered tickets. Ticket number 1 will have priority over ticket 2.

- **Ballot 2: Advertising pages**

- **Ballot 3: Sponsorship items**

# SATELLITE SYMPOSIA GUIDELINES

For the above Satellite Symposia packages, the following guidelines apply:

Please refer to the **EASL Code of Practice** for all regulations between EASL and commercial companies, which will be available in May 2013.

Applications for Sponsorship and/or Exhibition must be made in writing by e-mail to [julien.herzig@congreg.com](mailto:julien.herzig@congreg.com).

## CONTRACTS & CONFIRMATION

Once a Sponsorship Booking Form is received, a contract will be sent to you for signature with an accompanying invoice. This contract should be signed and returned with a 60% deposit payment. Upon receipt of the Sponsorship Booking Form the organiser will reserve the items listed on it. Completion of the Booking Form by the Sponsor shall be considered as a commitment to purchase the items indicated.

## GUIDELINES

Satellite symposia are organised and entirely supported by the Industry. They are part of the regular EASL Scientific Programme. Their nature, including the selection of topics, must be educational and not promotional.

**Companies are responsible for ensuring that all aspects of the satellite symposia and all other aspects of their involvement with the congress comply with the ABPI Code of Practice (for pharmaceutical companies) ABHI Code of Practice (for medical device companies) and all other applicable Codes, laws and regulations.**

No commercial names may appear in the titles of the symposia or in the topics of the individual presentations. In symposia titles, only class names are allowed. Non-proprietary names of individual compounds are permitted in titles of individual presentations. Likewise, diagnostic material or procedures may not be called by their commercial names.

The sponsoring company for the Satellite Symposia may select speakers and topics based on their knowledge of their scientific expertise. Slides must be prepared by the speakers and not by the sponsoring companies. No company logos and brand names are allowed as part of the design. 'Manicured' presentations bearing the same design for all speakers are not welcome. Companies must not exert undue influence on speakers to present any product in a favourable light. Agreements with speakers should make clear that the speaker is entirely responsible for the content of their presentation and that promotion of products, whether marketed or in development, is not permitted.

No EASL Governing Board members will participate in any sponsors public activities during the International Liver Congress™.

A maximum of one speaker belonging to the sponsoring company is allowed. Company speakers must be chosen on the basis of their scientific expertise. They must not promote any products.

Each speaker is allowed to actively participate as speaker or chair in maximum two satellite symposia of the ILC congress. It is the Organising Secretariat's responsibility to control the number of commitments of each speaker considered in the programme.

Special time slots have been designated for Sponsors and will be allocated on a "first come, first served" basis.

Time slots are assigned to each Sponsor according the following guidelines:

- No company-organised symposia may take place during the official EASL Congress Programme (core Programme, Postgraduate Course, Business Meeting and Official Meetings).
- No company reception or any other event is allowed during any session, including poster sessions and other events, organised by EASL.
- The Satellite Symposia time slots must be kept free of any commercial or other activity organised at any place by other Major Sponsors, Sponsors or EASL itself.

For the final slot allocation a ballot system will be used.

While signing the contract, the exact title and the complete programme of the symposium must be determined. The final decision on the programme schedule however resides with the Programme Director who is responsible for a balanced programme of all symposia.

The sponsor is allowed to produce printed matter (posters, programme, abstracts or proceedings). This material must be submitted for approval to the organiser and must mention: symposium of the 49<sup>th</sup> International Liver Congress™ 2014. The sponsor is responsible for getting the speakers' authorisation. Post-congress publications (in print or electronic) are subject to the same rule. Printed matters can be mailed in advance and/or distributed at the sponsor's exhibition booth, at the entrance of the lecture hall 30 minutes before the symposium, and in the sponsor's assigned hotel. A sign with the title of the symposium and the logo of the sponsoring company at the lectern is allowed. Beyond that no posters, signs or distribution of material is allowed in and around the congress centre.

A small onsite reception which is compliant with the applicable industry codes before or at the end of a symposium in front of the lecture hall may be organised. No other activities around the symposium are allowed.

Private buses from and to the hotels are only allowed outside the official congress hours.

The sponsoring organisation must submit a full symposium proposal to the EASL Congress Planning Committee in advance.

Please contact the Organising Secretariat:

Mr. Julien Herzig

Congrex Switzerland Ltd.

E-mail: [julien.herzig@congrex.com](mailto:julien.herzig@congrex.com)

Tel: +41 61 686 77 77

Early contact with the Organising Secretariat is recommended to expedite approval and confirmation of the proposed symposium topic, co-chairs and presenters.

**Topics, speakers and chairs of symposia must be approved by the Governing Board by Mid December 2013 at the latest.**

In the case where the Governing Board disapproves with the Satellite Symposia programme, each party will be entitled to cancel the Satellite Symposia booking without paying any penalty for the cancellation or for any damages caused by the cancellation to the other party. Accordingly, upon such cancellation, neither of the parties will have any claims, demands or lawsuits towards the other.

For Satellite Symposia approved by the Governing board the organising companies are responsible for putting in place logistic arrangements that comply with all applicable codes, laws and regulations. This includes the invitation of the speakers and industry appointed chairperson and completion of necessary agreements. The organising company must cover the registration fee, hotel accommodation and travel expenses in addition to the symposium fee. This also applies if the speakers/chairperson are invited delegates of the official congress programme. Any expenses that have been covered by the Organising Secretariat will be invoiced to the Satellite Symposium organizing company. The EASL assigned co-chair will be invited by the Congress organisers.

Companies are entitled to organise a closed meeting by invitation only and up to 75 people before the official start of The International Liver Congress™ 2014, the 49<sup>th</sup> Annual Congress of the European Association for the Study of the Liver.

Companies will have to strictly follow the EASL Embargo policy.

# INDIVIDUAL SPONSORSHIP OPPORTUNITIES

All sponsorship opportunities are subject to the UK ABPI code (for pharmaceutical companies) and the UK ABHI code (for medical device companies) and to various other codes, laws and regulations. Companies are responsible for ensuring compliance and for gaining necessary approvals.

## SCIENTIFIC MATTERS

### MINI/POCKET PROGRAMME «PROGRAMME-AT-A-GLANCE»

€12,000 (+VAT\*)

- Distributed to all participants at the registration desk
- Exclusive advertisement on the back cover
- Pocket sized useful Congress overview
- Sponsor's logo on Congress website
- Acknowledgement of exact sponsorship items and packages on Sponsors' Board on-site
- Acknowledgement of exact sponsorship items and packages on Sponsors' List in the Final Programme

### TRAVEL GRANTS

Prices upon request

Scientists who handed in abstracts of outstanding scientific quality will be supported with travel grants. The amount and number of travel grants provided may be defined by the sponsor. Receivers of a sponsored travel grant are selected by the scientific committee. The sponsor will receive contact details of the winner. Travel Grant Sponsors will be acknowledged with exact sponsored items on the congress website as well as in the Final Programme

### POST-GRADUATE COURSE BOOK

Prices upon request

- Distributed in print or electronic version to all participants of the Post-Graduate Course
- Exclusive advertisement on back cover of the book
- Multiple sponsorship by various companies is possible.
- Sponsor's logo on Congress website
- Acknowledgement of exact sponsorship items and packages on Sponsors' Board on-site
- Acknowledgement of exact sponsorship items and packages on Sponsors' List in the Final Programme

## ELECTRONIC ITEMS

### CONGRESS MOBILE APPLICATION

€ 25,000 (+VAT\*)

Congress participants can download the Programme before and during the Congress via their mobile devices and receive ongoing information about the Congress.

- Sponsor's logo on header of each screen of Mobile App, alongside Congress logo, indicating "platform sponsored by...".
- A branded installation station will be provided on-site for participants to download the application directly to their smart phones via bar codes.
- Sponsor's logo with hyperlink to sponsor's website (which must comply with all applicable codes and regulations) on the Congress website.
- Acknowledgement of exact sponsored items on App announcement ahead of the congress and on-site
- Acknowledgement of exact sponsorship items and packages on Sponsors' Board on-site
- Acknowledgement of exact sponsorship items and packages on Sponsors' List in the Final Programme

### Q 4 U Package

€ 25,000 (+VAT\*) / Four Days Auditorium Hall

Q4U is an advanced system that integrates web and cellular technology to enable instant question-and-answer exchanges during Congress sessions. Selected questions will be displayed on the main screen during the sessions and all questions answered will be posted on the Congress website after the Congress. Sponsor will enjoy the following benefits:

- A banner with Sponsor's name and logo in the session hall, indicating the sponsorship of the system and indicating that there is no involvement in the Q&A's themselves.
- Sponsor's logo will appear on the questions webpage (which will be posted on the Congress website after the Congress)
- Sponsors' name and logo on a slide preceding and following the session
- Sponsors logo on Congress website
- Acknowledgement on Sponsor's Board on-site
- Acknowledgement in Sponsor's list in the Final Programme

### Q 4 U PACKAGE

€ 15,000 (+VAT\*) / Four Days Capital Hall

Q4U is an advanced system that integrates web and cellular technology to enable instant question-and-answer exchanges during Congress sessions. Selected questions will be displayed on the main screen during the sessions and all questions answered will be posted on the Congress website after the Congress. Sponsor will enjoy the following benefits:

- A banner with Sponsor's name and logo in the session hall, indicating the sponsorship of the system and indicating that there is no involvement in the Q&A's themselves.
- Sponsor's logo will appear on the questions webpage (which will be posted on the Congress website after the Congress)
- Sponsors' name and logo on a slide preceding and following the session
- Sponsors logo on Congress website
- Acknowledgement on Sponsor's Board on-site
- Acknowledgement in Sponsor's list in the Final Programme

**Q4U SINGLE SPONSORSHIP**

€ 10,000 (+VAT\*) / session

Q4U is an advanced system that integrates web and cellular technology to enable instant question-and-answer exchanges during Sponsor's session.

- Sponsors logo with hyperlink on Congress website
- Acknowledgement on Sponsor's Board on-site
- Acknowledgement in Sponsor's list in the Final Programme

**CONGRESS ELECTRONIC NEWSLETTERS**

€ 12,000 (+VAT\*)

The EASL Congress Secretariat sends out newsletters on a regular basis to the EASL database. The purpose of the "e-mailer" is to promote the scientific programme as well as inform and update delegates on important news related to the Congress. The sponsor will be acknowledged with a linked banner (which must comply with all applicable codes and regulations) in the newsletter.

**ABSTRACTS (ONLINE VERSION)**

€ 25,000 (+VAT\*)

This new online version will give web access to all ILC 2014 Congress Abstracts.

- Exclusive banner advertisement on abstract webpage. Banner will be placed on the webpage's right hand side
- Sponsors logo on Congress website
- Acknowledgement on Sponsors' Board on-site
- Acknowledgement on Sponsors' List in the Final Programme

**DELEGATES & ONSITE ITEMS****BIG SIZE SCIENTIFIC PROGRAMME OVERVIEW WITH LOGO**

€ 20'000 (+VAT\*)

The ExCel London offers big size plasma screens which are prominently located in the boulevard and highly visible to all delegates. Sponsors acknowledgement is included to the Scientific Programme overview displayed on the screens.



Sponsors logo

Programme overview

**SCIENTIFIC ESCALATOR & ELEVATOR BRANDING WITH LOGO**

€ 20'000 (+VAT\*)

Sponsors acknowledgement is included to Scientific Programme overview printed on folio for escalators and elevators of the ExCel London.



Sponsors logo

Programme overview

**E-POSTERS AREA**

€ 45,000 (+VAT\*)

Since introducing e-posters in 2012, this interactive platform for poster viewing has regularly grown in interest both from authors and participants. ePosters enable participants to simply access a Touch Screen Poster Station and to view all posters they may have an interest in without walking long distances between poster boards. More than 1,000 ePosters will be available at ILC 2014 offering interactive features making this a rich educational experience. The number of posters viewed will be shared with the sponsor of this key educational component of our congress.

- Sponsor's acknowledgement at the entrance to the E-Posters area
- Sponsor's logo on Congress website
- Acknowledgement of exact sponsorship items and packages on Sponsors' Board on-site
- Acknowledgement of exact sponsorship items and packages on Sponsors' List in the Final Programme

**POSTER AREA**

€ 15,000 (+VAT\*)

Sponsors acknowledgement in the poster area.

- Sponsor's logo on the Congress Website
- Acknowledgment of exact sponsorship items and packages on Sponsor's Board on-site
- Acknowledgment of exact sponsorship items and packages on Sponsor's List in the Final Programme

**PARTICIPANT SERVICE CENTER****€ 3,000 (+VAT\*)**

Brand the onsite travel centre with your company logo where delegates can do online bookings or print boarding cards for the travel journey. Sponsorship will be acknowledged additionally acknowledged on the congress website as well as in the final programme.



Please note that it is the sponsors' responsibility to comply with the local authority's regulations. Helpful information of the UK Pharma Codex can be found in the EASL Code of Practice which is published in May 2013.

EFPIA (European Federation of Pharmaceuticals Industries & Associations) [www.efpia.org](http://www.efpia.org)  
IFMPA (International Federation of Pharmaceutical Manufacturers & Associations) [www.ifpma.org](http://www.ifpma.org)  
Code of Practice on the Promotion of Medicines

*\* all prices are subject to 20% British VAT*



## EXHIBITION

The Exhibition will be held in the ExCel London, venue at ILC 2014, close to all other activities such as lecture halls, poster and registration area.

The floor plan will be designated to maximize exhibitors' exposure to the delegates and all coffee and lunch breaks will be held in the exhibition area.

Spaces of major sponsorship packages will be allocated by using the ballot system.

All further spaces will be allocated based on the reservations received, on a first-come, first-served basis.

### CONTRACT & CONFIRMATION

Completion of the Booking Form by the exhibitor shall be considered as a commitment to purchase the items indicated. Upon receipt of the Sponsorship Booking Form the organiser will reserve the items listed on it. Applications for Sponsorship and/or Exhibition must be made in writing by e-mail to [julien.herzig@congrex.com](mailto:julien.herzig@congrex.com). Once an Exhibition Booking Form is received a confirmation will be sent by e-mail. Following, the contract for exhibition space will be sent together with an accompanying invoice. The contract needs to be signed within 7 days after reception and should be returned with a 60% deposit payment.

### COSTS

The exhibition space fee – space only is € 525. - + VAT per m<sup>2</sup> (9 m<sup>2</sup> minimum).

This includes:

- Exhibitors Manual for exhibitors
- Coffee / lunch for registered exhibitors
- Exhibitors badges (as per contract)
- Company / Product profile in Final Programme (100 words max.)
- Cleaning of public areas and gangways

### BUILD UP

50 sq. meters or larger:

Monday, April 7, 2014

All stands:

Tuesday, April 8, 2014

Wednesday, April 9, 2014

### EXHIBITION OPENING DAYS

Thursday, April 10, 2014

Friday, April 11, 2014

Saturday, April 12, 2014

### DISMANTLING/BREAKDOWN TIMES

Saturday, April 12, 2014, evening

Sunday, April 13, 2014

## INNOVATION AVENUE

A special area called 'Innovation avenue' will be part of industrial exhibition at ILC 2014, which is a dedicated area for start-up companies to present new innovations at a special price. The area has special decoration to make it looking like a road and offers great visibility to the visitors.

An avenue with a maximum of 10 foxed booths of 6 m<sup>2</sup> each could be booked as package. Cost indications will be provided upon request.

# EXHIBITION GUIDELINES

## EXHIBITION ORGANISER

Congrex Switzerland Ltd. based in Basel / Switzerland has been appointed as administrative organiser of the industrial exhibition during the ILC 2014 congress in the ExCel Exhibition and Convention Centre, London, Great Britain.

Unless differently indicated, Congrex Switzerland Ltd. Basel is your key contact for any information, special requests, service offers and approvals.

## CONDITIONS OF PAYMENT

Conditions of payment mentioned on the invoice / confirmation are valid. In any case payment has to be made before opening of the exhibition; if not, the participation cannot be guaranteed and the rental fee remains due.

All published prices are in Euro (€) and are subject to 20% British VAT as Congrex Switzerland Ltd., 4002 Basel / Switzerland, is registered in the UK under VAT no. : GB117 2000 72.

## ASSIGNMENT OF SPACE / ELIGIBILITY FOR EXHIBITING

Exhibit space will be assigned on a 'first come – first served' basis and is also depending on the major sponsorship package, where the ballot system will be used for the allocation of spaces. In order to make your reservation definite, the exhibit space assigned / reserved by phone must be confirmed in writing within seven days using the 'Exhibition Booking Form & Contract'.

Orders for technical installations and exhibition services are only accepted when confirmed in writing.

For the application to be accepted, only products and services in direct connection to the topic of the congress are allowed to be presented.

The exhibition organiser reserves the right to make changes of exhibit space after consulting the exhibitor involved.

The booths may be used only for exhibiting and advertising the exhibitors' own products in accordance with the all applicable codes, laws and regulations including, for pharmaceutical companies, the ABPI code of practice for the pharmaceutical industry.

## CANCELLATION

When an exhibit space confirmed in writing has to be cancelled, the rental fee still has to be paid before opening of the exhibition. In case the exhibit space can be let again, there is a cancellation fee of 20% to be paid. If only parts of the cancelled space can be let again, a 20% cancellation fee for the part let again and full price for the rest is due.

When a confirmed order of furniture or technical supplies has to be cancelled two weeks before the congress, a handling fee of 50% of the order value will be applied (min. € 20 per order). Any cancellations after this deadline and on-site will be charged in full price.

## STAND CONSTRUCTION

The stand construction is the exhibitor's concern.

It is only allowed to close maximum 1/3 of the stand sides along corridors with elements of more than 1.50 m height. Stand walls of more than 1/3 length and 1.50 m height should have a minimum distance of 1.50 m towards the edge of the exhibition surface unless otherwise approved by the organiser.

Please ensure your back walls are covered on the reverse (especially raw wooden constructions) even if there is another stand backing on to yours and even more so if your stand height exceeds 2.50 m. Back walls adjacent to another exhibitor have to be kept free of any graphics and logos.

## MAXIMUM BUILDING HEIGHT

The general building height is 2.50 m. Any stand construction exceeding this height up to max. 6.00 m, must be submitted for approval.

**STAND CLEANING / WASTE DISPOSAL FEE**

A compulsory fee per m2 exhibit space will be invoiced to all exhibitors for the waste disposal during build-up and dismantling of the exhibition.

**HOUSE RULES**

The rules of the ExCeL London do apply and are binding to all exhibitors. Whoever does not follow these regulations will be excluded from the exhibition after a first warning. Copies of these regulations can be provided upon request.

Material safety and fire certificates of all stand materials must be available for controls during build-up.

Representatives of the English public authorities as well as the ExCeL London technical staff must be allowed access to your stands at all times.

Smoking is prohibited in the buildings of the ExCeL London.

**DAMAGES / SAFETY / INSURANCE**

Exhibitors are entirely liable for damages to third parties' stands, properties, health (be injury or death). To this extent Congrex Switzerland Ltd. and the ExCeL London are to be considered third parties. Exhibitors' liabilities are extended to their personnel and / or other people working under their control.

Since neither EASL, Congrex Switzerland Ltd. and its staff nor the

ExCeL London are liable for any damages and/ or loss suffered by the exhibitors during the exhibition, including installation and dismantling – it is strongly recommended to arrange insurance accordingly.

As there will be no guarding of the exhibition area during the official exhibition opening hours, all exhibits have to be staffed with at least one person. The conference rooms and exhibition areas of the ExCeL London will be locked at night; however, no extra security service for the exhibition is planned.

**PROMOTIONAL ACTIVITIES / SOUND RESTRICTIONS**

All stand activities and displays must reflect the character of the Congress and are subject to review by the EASL Committee. Activities that feature non-scientific gimmicks are not accepted by the EASL Committee. Approval requests have to be sent in writing to the organisers.

Promotional activities within the exhibition surface are allowed as long as they do not interfere with the running of the conference nor disturb your fellow exhibitors. It is within the organisers capacity to have any activities stopped.

Outside the stand surface promotional activities are not allowed. Electrical and other mechanical appliances must be muffled so that no noise disturbance is caused to other exhibitors. The exhibition organiser reserves the right to determine at what point sound constitutes interference with others and if it must be reduced or discontinued. Serving of hot meals has to be authorised by the organiser. Preparation of hot meals at the booth is not allowed.

**COMPANY EVENTS**

Exhibitors are not allowed to stage their own events – be it inside or outside the congress venue – parallel to the official EASL scientific and social programme without prior approval by the congress organiser.

**“FORCE MAJEURE”**

If the exhibition has to be cancelled or changed due to unforeseen events or general “force majeure”, the organiser cannot be claimed for any compensation.

**AMENDMENTS TO RULES**

Any matters not specifically covered by the preceding rules shall be subject solely to the decision of the organiser. These rules may be amended at any time by the organiser and all amendments so made shall be equally binding on exhibitors with the foregoing rules and regulations.

Place of Legal Performance and Venue Should the parties involved disagree on any point, they are subject to the official court of Basel-Stadt, Switzerland, thus Swiss law will be applied.

# BOOKING PROCEDURE & PAYMENT INFORMATION

## BOOKING PROCEDURE

Applications for Sponsorship and/or Exhibition must be made in writing with the enclosed booking enquiry form. Once a Sponsorship / Exhibition Booking Form is received a confirmation will be mailed to you with an accompanying invoice. The contract has to be signed within 7 days after reception.

## TERMS OF PAYMENT

- 60% deposit together with signed contract
- Remaining 40% by December 2013

All payments must be received by the stated deadlines and in all cases before the start date of the Congress. Should the Sponsor fail to complete payments prior to the commencement of the Congress, the organiser will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as determined below.

## PAYMENT METHODS

Payment by bank transfer:

<b>Please make drafts payable to:</b>	<b>ILC 2014 Congress, London, UK</b>
<b>Bank Account:</b>	<b>UBS AG, 4002 Basel, Switzerland</b>
<b>Account Number</b>	<b>503.010.63V</b>
<b>IBAN Number</b>	<b>CH52 0023 3233 5030 1063 V</b>
<b>BIC</b>	<b>UBSWCHZH80A</b>

Credit card payments are accepted. If invoices are paid by credit card, a surcharge of 3.5% will be applied.

## REMINDER CHARGES

If an invoice is not paid by the date indicated on the invoice, a reminder will be sent to the company (first reminder).

For the second reminder, an administration fee of € 50 and for the third reminder, an administration fee of € 80 will be added to the amount due.

## CANCELLATION / MODIFICATION OF ITEMS POLICY

Cancellation / modification of sponsorship items must be made in writing to the Industry and Liaison Sales Associate (Contact information can be found in the "General Information" Section, above.)

The organisers shall retain:

- 10% of the agreed package amount if the cancellation/modification of items is made on or before August 2013 inclusive.
- 50% of the agreed package amount if the cancellation/ modification of items is made between August and December 2013 inclusive.
- 100% of the agreed package amount if the cancellation/ modification of items is made from December 2013 onwards.

# THE INTERNATIONAL LIVER CONGRESS™ 2014 SPONSORSHIP BOOKING FORM

Please complete and send to: **Mr Julien Herzig**  
Congrex Switzerland Ltd.

Fax: +41 61 686 77 88  
E-mail: julien.herzig@congrex.com

CONTACT NAME: .....  
 NAME OF COMPANY: .....  
 ADDRESS: .....  
 POST / ZIP CODE: ..... COUNTRY: .....  
 TELEPHONE: ..... FAX: .....  
 E-MAIL: .....  
 VAT NUMBER: .....  
 PO NUMBER: .....

Please invoice the above address

Invoice address is different: .....

I would like to book the following Sponsorship Items:

Sponsorship Item	Price*	✓	Sponsorship Item	Price*	✓
Major Sponsorship Package	€148,000		Electronic Newsletters	€12,000	
Sponsorship Package	€45,000		Abstract Online Version	€25,000	
Mini / Pocket Programme	€12,000		Big Size Scientific Programme Overview	€20,000	
Travel Grants			Scientific Escalator & Elevator	€20,000	
Post-Graduate Course Book	€12,000		E-Poster Area	€45,000	
Congress Mobile App	€25,000		Poster Area	€15,000	
Q4U	€25,000		Participants Service Center	€3,000	
	€15,000				
	€10,000				

*\* all prices are subject to 20% UK VAT*

**Total Amount (please complete):** €  (+VAT)

REMARKS .....  
 .....

We agree to observe the rules of the show as set in the "Exhibitors Guidelines".  
 The contract for Exhibiting Space becomes binding upon confirmation by Congrex Switzerland Ltd. only.

Signature:

Place and Date:

# NOTES

A series of horizontal dotted lines for taking notes.

# THE INTERNATIONAL LIVER CONGRESS™ 2014 EXHIBITION BOOKING FORM

Please complete and send to: **Mr Julien Herzig**  
Congrex Switzerland Ltd.

Fax: +41 61 686 77 88  
E-mail: julien.herzig@congrex.com

CONTACT NAME: .....  
 NAME OF COMPANY: .....  
 ADDRESS: .....  
 POST / ZIP CODE: ..... COUNTRY: .....  
 TELEPHONE: ..... FAX: .....  
 E-MAIL: .....  
 VAT NUMBER: .....  
 PO NUMBER: .....

Please invoice the above address

Invoice address is different: .....

WE HEREBY APPLY TO BOOK EXHIBITION SPACES AS FOLLOWING:

EXHIBITION SPACE RESERVED / STAND NO.:

Price per m2: € 525 + VAT\* x ..... m2 = €

*\* all prices are subject to 20% UK VAT*

Compulsory fee for basic stand cleaning and waste disposal will be added to your invoice.

In the Exhibitor's List we would like to be listed as following:

COMPANY ..... COUNTRY .....

REMARKS .....  
 .....

Please note that all acknowledgements of your company, as well as the listing of your company name and address will be generated from the following information.

We agree to observe the rules of the show as set in the "Exhibitors Guidelines".

The contract for Exhibiting Space becomes binding upon confirmation by Congrex Switzerland Ltd. only.

Signature:

Place and Date:

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**EASL Office**

E-mail: [easloffice@easloffice.eu](mailto: easloffice@easloffice.eu)

[www.easl.eu](http://www.easl.eu)