



Information Packet

2024



LLC Program Overview

Liver Leaders Council Mission Statement

To provide a meaningful partnership between American Association for the Study of Liver Disease Foundation and industry to collaborate and innovate through a shared commitment to invest in the future of hepatology.

Program Summary and Structure

The Liver Leaders Council (LLC) is a corporate partnership program launched by the AASLD Foundation in 2023 which will engage industry partners annually through a portfolio of benefits, services, and strategic stakeholder conversations offered by both AASLD and the AASLD Foundation.

In addition to a portfolio of discounts, event participation opportunities and branding, the LLC will meet twice per year (spring- in conjunction with Digestive Diseases Week® and fall- at The Liver Meeting®) for an exclusive Liver Leaders Council Summit. These meetings will be focused on emerging issues across the spectrum of Liver Disease, bringing together industry, member-leader experts, regulators, and patients/patient advocacy groups to engage in strategic conversations around shared opportunities and challenges.

Designated Contact

LLC partners will have a dedicated program manager at AASLD Foundation to ensure strong communication year-round. Please contact Laura Gabriele, Senior Manager, Corporate Partnerships at lgabriele@asld.org with any feedback, questions, or concerns.

Financial Commitment

The financial contribution to become a part of the LLC is \$50,000.00 until December 31, 2023. Beginning on January 1, 2024 the contribution will increase to \$60,000.00. This contribution is exclusive of any corporate donation or grant commitments to the AASLD or AASLD Foundation on an annual or ongoing basis. In 2024, the LLC will consist of a single tier of participation/benefits to ensure all corporate partners are able to achieve maximum engagement and satisfaction. It is anticipated that additional tiers of benefits will be added in 2025 and beyond, based on input from members.



Benefits At A Glance

Digestive Disease Week (DDW) Summit – May 2024

- Invitation for (3) members of the organization to attend the Liver Leaders Council Summit at DDW®

The Liver Meeting®, (TLM®) Summit – November 2024

- Invitation for (3) members of the organization to attend the Liver Leaders Council Summit at TLM®
- Invitation for (3) members of the organization to attend the AASLD Foundation Awards Reception at TLM®
- Recognition on-site at TLM® (signage)

Digital Recognition

- (1) Digital recognition hosted on AASLD.org (3 month run)
- Recognition on the AASLD Foundation Website

Digital Content Options

- (1) Sponsored article to be featured on the AASLD newspaper and promoted through the AASLD e-news monthly mailing – 750 word limit, content to be approved by the AASLD



Benefits At A Glance Continued

AASLD Corporate Affiliate Membership

- Corporate Affiliate membership provides access to a community of experts, career growth and clinical education – membership information will be sent separately from our Membership and Marketing team

Discounts and Incentives

- Early access to Product Theater time slot selection at The Liver Meeting®*
- 10% discount on exhibit space square footage rates at The Liver Meeting®* applied to one exhibit space with the lowest square footage area (maximum discount \$5,000.00) – discount will be applied to the final invoice
- Exclusive opportunities in AASLD publications**

*This benefit is available until February 1, 2024.

**This benefit will be made through AASLD Publications partner Wolters Kluwer.

Partnership Cycle and Renewal

The partnership cycle will be in alignment with the calendar year, launching on January 1, 2024 with 2025 renewals beginning October 1, 2024.



Onboarding Checklist

- ✓ Identify 3 members of your organization for the LLC
- ✓ Save the Date for DDW® and TLM® Summits
- ✓ Provide eps and jpg logo for website and print material
- ✓ Provide file and choose which quarter to run digital recognition
- ✓ Provide topic for article for newspaper
- ✓ Secure exhibit and product theater space
- ✓ Secure additional recognition through AASLD publications
- ✓ Renew for 2025