

Advances in Liver Disease 2024: A Year in Review **Update from AASLD The Liver Meeting™**

Saturday, December 14, 2024

Hilton Philadelphia City Avenue – 4200 City Avenue, Philadelphia, PA 19131

In-Person Exhibit Opportunity!

On behalf of the Thomas Jefferson University and Jefferson's Einstein Healthcare Network's Division of Gastroenterology, Hepatology, and Liver Transplant Program, we cordially invite you to participate as an exhibitor for ***Advances in Liver Disease 2024: A Year in Review*** on **Saturday, December 14, 2024** at the Hilton Philadelphia City Avenue in Philadelphia, PA.

This annual symposium will introduce the latest developments in liver disease and transplantation as presented by experts in the field of Hepatology. Attendees will be able to participate in the interactive panel discussions throughout the day. This Symposium will occur post AASLD Annual Meeting and bring the highlights of this event to Philadelphia.

Why Exhibit?

Market your organization and raise brand awareness with experts in the healthcare community.

Insight

Engage in meaningful discussions with health professionals about the issues, trends, and innovations that are happening in pharmaceuticals and medical devices.

Network

Enhance relationships and elevate your company's exposure while making new contacts.

Product Demonstration

Introduce health professionals to new products and cutting-edge technology offered by your company.

The exhibit hall will be open at times throughout the conference with designated times for participants to visit. Please review the accompanying schedule and exhibitor information. This information is also available on the course webpage: <http://jefferson.cloud-cme.com/Liver2024>.

Please join us as an exhibitor for this much-anticipated annual event. In-person Product theater and exhibitor table enhancement opportunities are available. If you have any questions or require additional information, please contact me directly.

Deana

Deana Scruggs
Senior CPD Planner
Office of Continuing Professional Development
Email: Deana.Scruggs@jefferson.edu

Advances in Liver Disease 2024: A Year in Review

Saturday, December 14, 2024

Conference Location:	Hilton Philadelphia City Avenue - 4200 City Avenue, Philadelphia, PA 19131										
Exhibit Times:	<p><u>Representatives may begin exhibiting at 7:30AM on Saturday, December 14, 2024.</u></p> <p>All exhibits are available throughout the conference. The following preliminary times are dedicated exhibit times where food and beverage will be served:</p> <p>Preliminary Agenda - Subject to Change</p> <table><tr><td>7:30AM - 8:30AM</td><td>Registration, Breakfast, and Exhibits</td></tr><tr><td>7:45AM - 8:15AM</td><td>Morning Product Theater</td></tr><tr><td>10:25AM - 10:45AM</td><td>Break and Exhibits</td></tr><tr><td>12:30PM - 1:30PM</td><td>Registration, Lunch, Exhibits</td></tr><tr><td>12:45PM - 1:15PM</td><td>Afternoon Product Theater</td></tr></table>	7:30AM - 8:30AM	Registration, Breakfast, and Exhibits	7:45AM - 8:15AM	Morning Product Theater	10:25AM - 10:45AM	Break and Exhibits	12:30PM - 1:30PM	Registration, Lunch, Exhibits	12:45PM - 1:15PM	Afternoon Product Theater
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Exhibitor Registration:	<p>https://jefferson.cloud-cme.com/liver2024 CHOOSE THE EXHIBITOR TAB</p>										
Setup & Breakdown:	<p>Exhibit Set-up can begin on <u>Saturday, December 14, 2024 at 7:00AM.</u> Exhibit breakdown must be completed by 3:30pm December 14, 2024</p>										
Electrical Needs:	<p>Electrical services are included in the exhibit fee. We will do our best to accommodate each request. Each company is responsible for communicating their electrical needs in their exhibit registration.</p>										
Payment:	<p>Please make check payable to: Thomas Jefferson University Note Course ID 35848</p> <p>Mail to: Thomas Jefferson University Office of CPD 1020 Locust Street Suite M5 Philadelphia, PA 19107</p> <p>American Express, Visa and MasterCard are also accepted via the registration portal.</p> <p>https://jefferson.cloud-cme.com/liver2024 (select EXHIBITOR TAB)</p> <p>Tax ID: 23-135-2651</p>										
Shipping:	<p>Shipments will be accepted by the Hilton 5 days prior to conference, no earlier than Tuesday, December 10, 2024. Be sure to label accordingly.</p> <p>Label for Boxes: The Hilton Philadelphia City Avenue 4200 City Avenue Philadelphia, PA 19131 Attn: Randy Schaller- Director of Catering Jefferson December 14th Conference, 12/14/2024 Package ____ of ____</p>										

	<p>Please email Deana.Scruggs@jefferson.edu with the following information: name of sender, how many boxes, when you are shipping them, and when shipment is expected to arrive at the Hilton.</p> <p>The Hilton, the Office of CPD, and SKMC/TJU do not accept any liability for equipment, goods, displays, or other materials, which arrive unmarked or fail to arrive at the conference location. Each exhibiting company is responsible for insuring its property for loss or damage. Please note that all company representatives are solely responsible for packaging, labeling, and coordinating return shipping at the conclusion of the conference with the Hilton Representatives.</p>
<p>Parking & Hotel Room Block</p>	<p>Guest rooms are available either on line or through reservations.</p> <p>Room Rates: Single & Double Occupancy - \$ 139.00 plus applicable taxes, applicable service fees, and/or Hotel - specific fees in effect at the time of the event.</p> <p>The corporate code number to reference for this rate is 3204164 .</p> <p>Hotel website: https://www.hilton.com/en/hotels/phlphf-hilton-philadelphia-city-avenue/</p>
<p>Exhibit Rules</p>	<p>All in person exhibits must be tabletop or portable in nature not to exceed 6ft in width. Each in person exhibit company will be provided a 6' x 30" table and chairs. Each exhibitor will be listed in the course exhibit directory, in the administrative slideshow and on conference posters.</p> <p>PLEASE NOTE: We will not be allowing multiple reps to switch out throughout the day. We will not be lenient with this policy.</p> <p>Exhibitors acknowledge that:</p> <ul style="list-style-type: none"> • Exhibitor is not furnishing commercial support for this conference. Exhibitor is buying virtual or in person exhibit space. • Exhibitor activities are restricted to the allocated physical or virtual exhibit space at the conference. Distribution of educational/promotional materials by exhibitors is limited to their booth space in the exhibit area. It is not permitted anywhere else in the hall, in the conference meeting space, or at the entrances to the conference meeting space. • Advertisements and promotional materials will not be visible on the screen at the same time as the accredited content and not interleaved between computer windows or screens of the accredited content. • Advertising of any type is prohibited within the educational content. • Audio and Video: Advertisements and promotional materials will not be included within the accredited content. There will be no 'commercial breaks'. • Exhibits are intended for informational purposes. Products may not be sold in the virtual exhibit hall. • The recording (photographic, screen capture, audio and/or video) of the conference and/or its attendees is prohibited. • The purpose of the exhibit is to further the education of meeting attendees through product and service displays and demonstrations. Exhibitor personnel may observe should the conference space allow but must refrain from any participation or recording of any scientific sessions on that company's behalf. • The conference is not responsible for the security of exhibitors' materials. We suggest that exhibitors leave nothing of value (e.g., laptop computer, audio visual equipment, etc.) unattended at any time in the exhibit hall. • By registering, they are agreeing to pay the applicable exhibit fees.

Sunshine Act	<p>The Parties acknowledge and agree that Exhibiting Company may be subject to Section 6002 of the Affordable Care Act, which added Section 1128G to the Social Security Act, and its implementing regulations codified in 42 CFR 402 & 403 (collectively the “Sunshine Act”).</p> <p>Exhibiting companies are solely responsible for collecting any information about actions within their exhibit space that constitutes a payment or transfer of value to a Covered Recipient that is required to be reported under the Sunshine Act.</p>
Cancellation by Conference Organizers	<p>In the event that the conference is cancelled, the organizers are not responsible for any airfare, hotel, and/or other costs incurred by exhibitors. Refunds will be provided for exhibit fees.</p>
Refund Policy	<p>Requests for exhibitor fee refunds must be submitted in writing and received by the Office of CPD before November 14, 2024. There will be no refunds after this period. Cancellations notified before the one-month period will incur a 15% cancellation fee. Exhibitors who fail to attend the conference are responsible for the entire fee. All refunds will be processed after the conference.</p> <p>Submit refund requests to: Office of CPD, Thomas Jefferson University Jefferson Alumni Hall 1020 Locust Street, Suite M-5 Philadelphia, PA 19107</p> <p>Or by email to Deana.Scruggs@jefferson.edu - please include the activity name in the subject line.</p>
Questions	<p>If you have questions, please contact Deana Scruggs at 215-955-2477 or Deana.Scruggs@jefferson.edu</p>

Available items for Purchase - Overview

Exhibits - These are promotional opportunities that provide a series of different in person benefits depending on the level purchased.

- Gold - \$8,000
- Silver - \$5,000
- Bronze - \$3,000

Product Theaters - These are pre-scheduled, live, private session marketing opportunities to share product/ company information with a dedicated audience.

- Morning Session 7:45AM-8:15AM - \$10,000
- Afternoon Session 12:45PM-1:15PM - \$12,000

Enhancements – These are opportunities for purchase intended to bring additional visibility and opportunity to your company. These require a purchase of an exhibit or a Product Theater.

- Range from \$500- \$2,000

Exhibit Levels and Benefits

All exhibits must be tabletop or portable in nature not to exceed 6ft in width.

All assets due November 22, 2024

Platinum Level

\$15,000

Availability limited to 1 company.

- Product Theater 12:45pm-1:15pm OR Post-conference meeting with course directors (see Product Theater section for details)
- Breakfast Sponsorship
- 2 full page, color company advertisement in Exhibitor Directory (Due: November 22, 2024)
 - Ad specifications: PDF format, letter size (8.5x11), no bleed, preferably with a border.
- Prime exhibit location
- Up to 6 company representatives at table
- 2 complimentary conference attendees for CE credit
- PowerPoint slideshow acknowledgement
- Company listing in printed Exhibitor Directory
- One 6ft draped table
- Included in On-Site Exhibitor Raffle (prize provided by Jefferson)
- Consent to Share Attendee List

GOLD LEVEL

\$8,000

- 2 full page, color company advertisement in Exhibitor Directory (Due: November 22, 2024)
 - Ad specifications: PDF format, letter size (8.5x11), no bleed, preferably with a border.
- Prime exhibit location
- Up to 6 company representatives at table
- 2 complimentary conference attendees for CE credit
- PowerPoint slideshow acknowledgement
- Company listing in printed Exhibitor Directory
- One 6ft draped table
- Included in On-Site Exhibitor Raffle (prize provided by Jefferson)
- Consent to Share Attendee List

<p>SILVER LEVEL</p> <p>\$5,000</p>	<ul style="list-style-type: none"> ▪ 1 half page, black and white company advertisement in Exhibitor Directory (Due: November 22, 2024) <ul style="list-style-type: none"> • Ad specifications: JPEG format, letter size (8.5x5.5), no bleed, preferably with a border. ▪ Up to 2 company representatives at table ▪ PowerPoint slideshow acknowledgement ▪ Company listing in printed Exhibitor Directory ▪ Included in On-Site Exhibitor Raffle (prize provided by Jefferson) ▪ Consent to Share Attendee List ▪ One 6ft draped table
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<p>BRONZE LEVEL</p> <p>\$3,000</p>	<ul style="list-style-type: none"> ▪ 1 company representative at table ▪ PowerPoint slideshow acknowledgement ▪ Company listing in printed Exhibitor Directory ▪ Included in On-Site Exhibitor Raffle (prize provided by Jefferson) ▪ Attendee List (Attendees who gave permission for info to be shared) ▪ One 6ft draped table
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Product Theater Opportunity

<p>PRODUCT THEATER</p>	<p><u>PRODUCT THEATER</u> (LIMITED TO ONE COMPANY PER SESSION)</p> <p><i>Morning Session: Saturday, December 14, 2024 7:45AM-8:15AM \$10,000.00</i></p> <p>Product theaters provide a focused, high-value live marketing opportunity for exhibitors to reach motivated professionals in a pre-scheduled, private session. Product Theaters provide a forum to gather and discuss issues on patient education, specific products and therapeutic areas with company representatives or your designees.</p> <p>Jefferson Office of CPD recognizes that Product Theaters will be promotional and may concentrate on a specific product or drug. These sessions are not approved for continuing education credits.</p> <p>This is a live, in person opportunity where basic AV set up of a screen; projector and microphone will be provided. Any additional AV requirements will be at the expense of your company.</p> <ul style="list-style-type: none"> ○ This opportunity is limited to a 30-minute session. Due to space constraints, they will be capped at 50 attendees per session. ○ Product theaters will be advertised to registered conference attendees prior to the meeting. ○ Companies may provide a 1 page digital flyer that will be sent to attendees ahead of the conference. <p>Companies may provide a printed informational flyer that will be distributed on the day of the program at the registration area.</p> <p>Additional benefits:</p> <ul style="list-style-type: none"> ▪ 2 full page, color company advertisement in Exhibitor Directory (Due: November 22, 2024) (Ad specifications: PDF format, letter size (8.5x11), no bleed, preferably with a border.) ▪ Prime exhibit location ▪ Up to 6 company representatives at table ▪ 2 complimentary conference attendees for CE credit ▪ PowerPoint slideshow acknowledgement ▪ Company listing in printed Exhibitor Directory
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	<ul style="list-style-type: none"> ▪ One 6ft draped table ▪ Included in On-Site Exhibitor Raffle (prize provided by Jefferson) ▪ Attendee List (Attendees who gave permission for info to be shared) <p>Sponsor must provide Company Representative Name, Title of Session (up to 8 words), Short Description of Session (up to 15 words) and Extended Description of Discussion (up to 60 words), flyer and company logo.</p> <p>No portion of this fee will be used towards food and beverage. The conference will supply lunch to the attendees and they can bring it to the product theater to eat during the product theater presentation should they wish.</p> <p>*Product Theaters are open to the first company that registers and pays. We cannot guarantee any slot until your registration is completed.</p>
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Exhibit Level Enhancements

Enhancements	<p>These enhancements are intended to bring additional visibility and opportunity to your company. It is required that you purchase an exhibit and/or product theater to be able to gain access to this boost. These will be sold on a first come first serve basis and we cannot guarantee any availability until your registration is completed. These require a purchase of an exhibit or Product Theater.</p> <p><u>Enhancement Options:</u></p> <p>Table Advertisements - \$1,000 (4) 30” diameter vinyl company advertisements will be adhered to tables throughout the exhibit hall and surrounding space. Companies to provide the graphic and may include logo, product info, contact info or more! <i>Availability limited to 1 company.</i></p> <p>Coffee and Snack Break - \$1,000 Companies may help support a session break. Signage will be posted in the break area stating, “Today’s break is supported by Company A.” <i>Availability limited to 1 company.</i></p> <p>Lunch Break - \$2,000 Companies may help support the lunch break session. Signage will be posted in the lunch break area stating, “Today’s Lunch is supported by Company A.” <i>Availability limited to 1 company.</i></p> <p>Full Page Color Ad - \$500 To help increase your visibility in the exhibitor directory, you may purchase this “boost” option. In addition to the benefits that come with your already purchased level, you will get an expanded company description (up to 500 words), a full-page color company advertisement and a product description with a photo (up to 2 products with a limit of 250 words each). Printed and Digital copies will be available to all attendees.</p>
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Advances in Liver Disease 2024: A Year in Review

Update from AASLD The Liver Meeting™

Saturday, December 14, 2024

Hilton Philadelphia City Avenue, Philadelphia, PA

Saturday, December 14, 2024		(Preliminary Agenda/Subject to Change)
7:30AM – 8:30AM	Registration, Continental Breakfast & Exhibits	
8:30AM – 8:40AM	<p>Welcome</p> <p>David Sass, MD, FAASLD Professor of Medicine, SKMC Medical Director, Liver Transplantation Thomas Jefferson University Hospital</p> <p>Manish Thapar, MD, FAASLD Associate Professor of Medicine, SKMC Chair, Division of Hepatology Medical Director, Liver Transplant Program Jefferson Einstein Hospital Philadelphia</p>	
8:40AM – 9:10AM	Liver Transplantation- Updates from the Surgeon Radi Zaki, MD	
9:10AM – 9:40AM	Updates in Complications of Cirrhosis and Portal Hypertension Danielle Tholey, MD	
9:40AM – 10:10AM	Updates in Hepatocellular Cancer Richard Kalman, MD	
10:10AM – 10:25AM	<p>Panel Discussion/ Question and Answer Session</p> <p>Moderator: David Sass, MD, FAASLD Panelists: Radi Zaki, MD; Danielle Tholey, MD; Richard Kalman, MD</p>	
10:25AM - 10:45AM	Break & Exhibits	
10:45AM – 11:15AM	New Advances in Cholestatic Liver Diseases Jessie Civan, MD	
11:15AM – 11:45AM	What's New? News from the World of Viral Hepatitis Ghideon Ezaz, MD	
11:45AM – 12:15PM	Miscellaneous Liver Diseases Rebecca Loh, MD	
12:15PM – 12:30PM	<p>Panel Discussion/ Question and Answer Session</p> <p>Moderator: Manish Thapar, MD, FAASLD Panelists: Jessie Civan, MD; Ghideon Ezaz, MD; Rebecca Loh, MD</p>	
12:30PM – 1:30PM	Lunch & Exhibits	

1:30PM – 2:15PM	Keynote Lecture: MASLD: Excited About the Future Jonathan G. Stine, MD MSc, FACP
2:15PM – 2:45PM	Pregnancy and Liver Disease Maria Lagarde, MD
2:45PM – 3:15PM	The Latest in Alcoholic Liver Disease Divya Ayyala-Somayajula, MD
3:15PM – 3:30PM	Panel Discussion/ Question and Answer Session Moderator: Manish Thapar, MD, FAASLD Panelists: Jonathan G. Stine, MD MSc, FACP ; Maria Lagarde, MD; Ayyala-Somayajula, MD
3:30PM	Closing Remarks David Sass, MD, FAASLD Manish Thapar, MD, FAASLD

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Request for Taxpayer Identification Number and Certification

Go to www.irs.gov/FormW9 for instructions and the latest information.

**Give form to the
 requester. Do not
 send to the IRS.**

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See Specific Instructions on page 3.	1	Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)	
		THOMAS JEFFERSON UNIVERSITY	
	2	Business name/disregarded entity name, if different from above.	
	3a	Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____ Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. <input checked="" type="checkbox"/> Other (see instructions) NON-FOR-PROFIT 501C3	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) 1 Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) A <i>(Applies to accounts maintained outside the United States.)</i>
	3b	If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions _____ <input type="checkbox"/>	
	5	Address (number, street, and apt. or suite no.). See instructions. 1101 MARKET STREET, SUITE 2004	Requester's name and address (optional)
	6	City, state, and ZIP code PHILADELPHIA, PA 19107	
	7	List account number(s) here (optional)	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Social security number									
				-			-		
or									
Employer identification number									
				-					

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person	Date 05/10/2024
	Yevgeniy Shcherbakov, Acct. Manager	

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they