



THE LIVER MEETING® (TLM) SPONSOR MARKETING TOOLKIT

There are several ways to drive attendance, build awareness, and share your participation at AASLD's The Liver Meeting® (TLM), and **this toolkit will help you start today!** The TLM Sponsor Marketing Toolkit contains everything you need to promote across multiple channels including "copy and paste" suggested text and premade graphics. It's time to **build the momentum for TLM**, November 15-19 in San Diego. Are you ready? Let's begin!

[Start Here >> BEFORE SHARING & POSTING](#)

[Step 1: CONNECT with AASLD](#)

[Step 2: START WRITING](#)

- **Blog OR LinkedIn Article**
- **Email**
- **Press Release**
- **Social Media**

[Step 3: GET PROMOTING](#)

START HERE >>> BEFORE SHARING & POSTING

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:

While attending The Liver Meeting® 2024.

While attending the 75th AASLD Annual Meeting.

It is not acceptable to use:

At The Liver Meeting® 2024.

At the 75th AASLD Annual Meeting.

In conjunction with The Liver Meeting® 2024.

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.



STEP 1: CONNECT WITH AASLD

AASLD promotes across multiple channels and by following or adding AASLD to your network you increase your chances of AASLD resharing your content to its thousands of followers. **Connect today!**

- [Facebook](#)
 - Tag: @AASLDNews
 - 17,000+ Followers
- [Instagram](#)
 - Tag: @AASLD
 - 3,875 Followers
- [LinkedIn](#)
 - Tag: @AASLD
 - 11,000+ Followers
- [X formerly known as Twitter](#)
 - Tag: @AASLDTweets
 - 30,800+ Followers

Most importantly, don't forget to tag @AASLD to increase your visibility.

STEP 2: START WRITING

Replace red text + brackets with your group's information.

BLOG or LINKEDIN ARTICLE SAMPLE

Headline, Option 1: [Organization] is a Proud Supporter of The Liver Meeting® 2024

Headline, Option 2: [Organization]'s Commitment to Hepatology Advancement While Attending The Liver Meeting® 2024

[Organization] looks forward to participating at the 75th AASLD Annual Meeting. The Liver Meeting® 2024 (TLM) in San Diego, California, Nov. 15-19. As a supporter of TLM, [Organization] supports hepatologists in all stages of their careers to achieve their fullest potential as leaders within their field. By attending, [Organization] is underscoring its dedication to advancing liver health and addressing the challenges posed by liver diseases.

TLM, organized by the American Association for the Study of Liver Diseases, is the premier scientific conference in the field of hepatology, attracting over 8,000 attendees worldwide. Through a diverse range of sessions including lectures, Post Graduate courses, industry symposia, and poster presentations, the conference offers a broad spectrum of topics spanning from basic science, clinical research, and patient care. To learn more about the annual event and to join [Organization] in San Diego this fall, visit <https://www.aasld.org/the-liver-meeting>.

[Organization] reaffirms our commitment to [company's mission or vision and how it relates back to AASLD commitment to preventing and curing liver disease]. Register to attend TLM before the early bird deadline on [Sept. 18] and don't miss the chance to connect meet with [Organization] at [Booth #] in the Exhibit Hall starting Saturday, Nov. 16 for the Exhibit Hall Opening Reception then again on Sunday, Nov. 17 and Monday, Nov. 18 from 9:30 a.m.-4:30 p.m. PT.

Join [Organization] in shaping the future of liver health together—we look forward to seeing you!



EMAIL SAMPLE

Subject Line: Join [Organization] while attending the 75th AASLD Annual Meeting: What It Means for You

Dear [Recipient],

As a valued member of the hepatology community, we are excited to share our involvement in supporting the American Association for the Study of Liver Diseases at The Liver Meeting® 2024 (TLM).

[Organization]'s [participation as an Exhibitor/sponsorship] solidifies our commitment to advancing liver health through education, research, and collaboration. As you may know, TLM is the largest North America annual gathering of hepatologists, researchers, and healthcare professionals dedicated to liver health and liver disease. It serves as a platform for exchanging knowledge, presenting cutting-edge research, and discussing timely topics such as [Insert Organization's timely topic]. By supporting the AASLD, [Organization] is affirming its dedication to [insert organization's mission/vision or use the following text] fostering collaboration and promoting excellence in liver research and clinical care.

Here are three reasons why [Organization] is significant for you:

1. Provide your why
2. Make it tie back to the attendee
3. And what a problem you are going to solve or a problem they don't even know they have yet

For more information including how to register, please visit [insert web link].

PRESS RELEASE SAMPLE

Headline, Option 1, Returning Sponsor/Exhibitor: [Organization] Continues Tradition of Advancing Hepatology by [Sponsoring/Exhibiting at] The Liver Meeting® 2024

Headline, Option 2, New Sponsor/Exhibitor: [Organization] Contributes as First-Time [Sponsor/Exhibitor at] The Liver Meeting® 2024

Intro 1, Returning Sponsor/Exhibitor: [Organization] continues its tradition in fostering innovation, education, and collaboration in the field of hepatology by [sponsoring/exhibiting] at the 75th AASLD Annual Meeting.

Intro 2, New Sponsor/Exhibitor: [Organization] makes historic contribution as a first-time [Sponsor/Exhibitor] while attending the 75th AASLD Annual Meeting.

The Liver Meeting® 2024 (TLM) is the largest annual gathering of hepatologists, researchers, and healthcare professionals dedicated to liver health worldwide. It serves as a platform for the exchange of knowledge, the presentation of cutting-edge research, and the discussion of critical issues in the field. Year after year, TLM continues to be a beacon of innovation and collaboration in hepatology.

Add a paragraph about your organization and what it is doing within the hepatology community and how it benefits TLM attendees. By supporting TLM, [Organization] demonstrates a commitment to AASLD's mission of preventing and curing liver disease.

Beyond its immediate impact on TLM attendees, [Organization]'s participation has broader implications to the field of hepatology. Identify one broader implication.

Engage with leading experts in liver research and clinical care, explore the latest advancements in the field, and



discover valuable resources. Join [\[Organization Name\]](#) at TLM for the hepatology experience of 2024 and visit us at [\[Booth #\]](#) in the Exhibit Hall starting Saturday, Nov. 16 for the annual Exhibit Hall Opening Reception then again on Sunday, Nov. 17 and Monday, Nov. 18 from 9:30 a.m.-4:30 p.m. PT.

SOCIAL MEDIA SAMPLE

>> Please use hashtag #TLM24 at the end of your posts.

>> Please make sure you're tagging AASLD. Start with the "@" symbol followed by "AASLD" and selecting AASLD from the dropdown.

- [\[Organization\]](#) is delighted to announce their participation at The Liver Meeting® 2024. Learn everything you need to know by visiting [\[website link: https://www.aasld.org/the-liver-meeting\]](https://www.aasld.org/the-liver-meeting). #TLM24
- Friends of [\[Organization\]](#), @AASLD is coming to the west coast, Nov. 15-19, for #TLM24. Make sure to register before rates increase on [\[Sept. 18\]](#). [\[website link: https://www.aasld.org/the-liver-meeting\]](https://www.aasld.org/the-liver-meeting).
- Attention: Hepatology Community! [\[Organization\]](#) will be participating at the 75th AASLD Annual Meeting in San Diego, Nov. 15-19. #TLM24 brings together attendees in all stages of their professional journey to exchange knowledge, uncover cutting-edge research, and discuss critical issues. Learn more: [\[website link: https://www.aasld.org/the-liver-meeting\]](https://www.aasld.org/the-liver-meeting).
- [\[Organization\]](#) is a proud [\[sponsor/exhibitor\]](#) of the 75th AASLD Annual Meeting, #TLM24. Visit us at Booth [\[Booth #\]](#) in the Exhibit Hall. [\[insert link to active floor plan: https://tlm24.mapyourshow.com/8_0/#/\]](https://tlm24.mapyourshow.com/8_0/#/)
- #Hepatology community, join [\[Organization\]](#) and [\[AASLD\]](#) at the 75th AASLD Annual Meeting in San Diego. Register today at [\[website link: https://www.aasld.org/the-liver-meeting\]](https://www.aasld.org/the-liver-meeting). #TLM24
- Save the dates! Nov. 15-19, [\[Organization\]](#) will be coming to San Diego for the 75th AASLD Annual Meeting, #TLM24. Learn more about how [\[Organization\]](#) will be [\[sponsoring/exhibiting\]](#). [\[insert link to active floor plan: https://tlm24.mapyourshow.com/8_0/#/\]](https://tlm24.mapyourshow.com/8_0/#/)

STEP 3: GET PROMOTING

Graphics are only available to sponsors and exhibitors. Click the link below to gain access to customizable and shareable graphics to start promoting your participation today.

Final artwork links coming this spring!

- Email Header
- PPT Slide
- Social Media
- Website Graphic
 - 300x250
 - 728x90