

CASL SINGLE TOPIC CONFERENCE ON ALCOHOL-ASSOCIATED LIVER DISEASE

Canadian Association
for the Study of the Liver

CASL 
ACEF

Association Canadienne
pour l'étude du foie



OCTOBER
14 TO 16 2022

VANCOUVER, CANADA
& ONLINE

AT A GLANCE

Canadian Association
for the Study of the Liver



Association Canadienne
pour l'étude du foie



DATES: October 14 – 16, 2022

LOCATION: Vancouver, Canada

VENUE: Sheraton Vancouver Wall Center

**REGISTRATION
OPENS:
JULY 15TH, 2022**

WELCOME FROM THE CO-CHAIRS

Dear Colleagues and Industry Partners,

It is our pleasure to invite you to the Canadian Association for the Study of the Liver (CASL) **Single Topic Conference on Alcohol-Associated Liver Disease**. This important multidisciplinary program will be held **Oct 14 – 16, 2022 in Vancouver, BC**.

Alcohol-associated liver disease (ALD) represents a spectrum of liver injury resulting from alcohol use, ranging from hepatic steatosis to more advanced forms including alcoholic hepatitis (AH), alcohol-associated cirrhosis (AC), and acute AH presenting as acute-on-chronic liver failure. ALD is a major cause of liver disease worldwide, both on its own and as a co-factor in the progression of other types of chronic liver diseases, such as viral hepatitis and fatty liver disease.

ALD comprises a substantial portion of the overall cirrhosis burden, both in the United States (US) and worldwide, and is responsible for rising rates of liver-related mortality in the US and Canada, especially among younger patients, particularly among women aged 25-34 years. Medical costs are also high for ALD, driven in part by higher rates of intensive care unit usage, in-hospital mortality, and readmission. In US and Canada, ALD competes with hepatocellular carcinoma (HCC) and non-alcoholic fatty liver disease (NAFLD) as a leading indication for liver transplantation.

Although alcohol use disorder (AUD) and ALD are common conditions with significant clinical and socioeconomic burdens, management is often controversial and fraught with complexity. As such, the clinical practice of AUD and ALD requires both a multidisciplinary and interdisciplinary approach between hepatologists, mental health and addictions providers, alongside nurses and allied health professionals.

The Canadian perspective to the practice of ALD is necessary, to address clinical practice concerns related to Canada's large geographic area and its associated impacts on accessibility and delivery of clinical services in hepatology, mental health and addictions. Additional attention needs to be raised to address specific challenges around AUD and ALD in relation to Indigenous populations.

WELCOME FROM THE CO-CHAIRS – Continued

CASL has recognized that timing has never been more urgent to have a Single Topic Conference (STC) as a group of Canadian providers to discuss clinical management across the spectrum of ALD from diagnosis to transplantation; strategies for improving care delivery and access to care with the inclusion of integrated care models and collaborative community practice models with target populations; and have focused discussions around health policy development around ALD. Our cross-national multidisciplinary Scientific Planning Committee has put together this meeting to achieve these objectives by bringing both Canadian and international faculty that have trail blazed the work in ALD to ignite and inspire our attendees.

On behalf of the Scientific Planning Committee, we welcome you to support this important meeting that will pave the future of practice of ALD across Canada.

Sincerely,

CASL STC Co-chairs, on behalf of the Scientific Planning Committee



TASHA KULAI

Hepatologist
Dalhousie University
Halifax, NS



ELIZABETH LEE

Nurse Practitioner University
Health Network Toronto, ON

CASL STC – ALCOHOL ASSOCIATED LIVER DISEASE

Who Attends:

- Clinical Hepatologist
- Basic Scientist
- Gastroenterologist
- Nurse
- Nurse Practitioner
- General Practitioner
- Internist
- Mental Health Clinician
- Psychiatrist
- Counsellor
- Addictions Specialist
- Resident/Student/Fellow
- Public Health Agency
- Industry

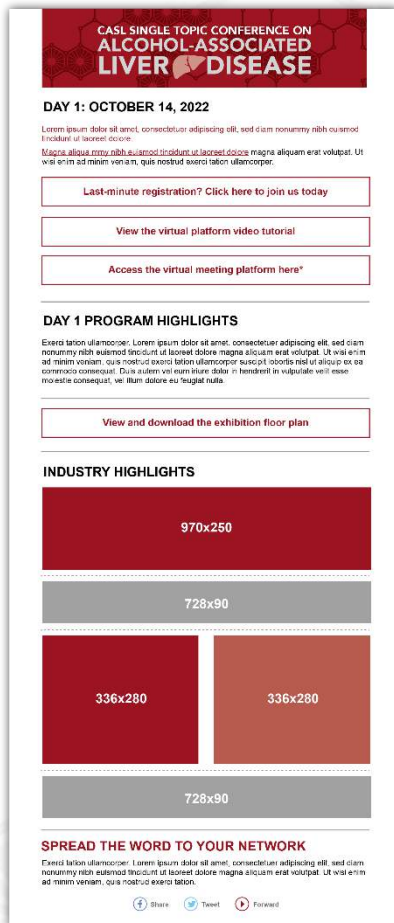
Session Topics:

- Community Addictions
- Epidemiology of Alcohol Use Disorder
- Comorbid Liver Disease; NASH/HCV
- Targets for Alcohol Associated Hepatitis treatments
- Neurobiology of Addictions
- Screening Tools & Biomarkers
- Pharmacological Therapy
- Treatment and Referral Pathways for ALD
- Integrated Care Models
- Transplant
- Management of ALD in Remote Communities
- Effective population-based Policies
- Collaborative Community Models

SUPPORT THE CASL STC ON ALCOHOL ASSOCIATED LIVER DISEASE

LEVELS & BENEFITS	PLATINUM ≥ \$25,000	GOLD ≥ \$20,000	SILVER ≥ \$15,000	BRONZE ≥ \$5,000
Sponsor Session (symposium, invitational roundtable, meet the expert, panel discussion)	45-minutes	30-minutes		
Recognition as Supporter of the CASL STC Virtual App & Mobile App (homepage login branding, customizable features)	✓			
Emailer Banner Advertisement (artwork provided by sponsor)	970x250	336x280	728x90	
Table Top Exhibit (optional)	✓	✓	✓	✓
All Access Registrations	6	4	2	1
Digital and Print Recognition (signage, logo and link)	✓	✓	✓	✓
Marketing and Engagement Activities (push notification, custom gamification, live poll, pre/post meeting survey)	4	3	2	1
Pre/Post Session Recognition Reel	✓	✓	✓	✓
Onsite Access to Private Meeting Room Facilities	✓	✓		
Post Event Data Report (delegate demographic, live, on-demand, activation and digital asset engagement analytics)	✓	✓	✓	

E-MAILER PLACEMENT ADVERTISING



Daily e-mailers showcase your company to the CASL and Canadian Liver Meeting databases.

CONTENT:

- Launch
- Registration
- Updates
- Early Bird deadline
- Destination
- Know before you go!
- Daily E-Mailer

LAUNCH DATES:

- June 2022
- July 2022
- August 2022
- September 2022
- September 2022
- October 2022
- October 2022

DIMENSIONS:

- 970x250
- 728x90
- 336x250

REPORTING

- Data size on launch date
- Open rate

AD UNIT	PRICE PER AD	PRICE PER AD 2 OR MORE PUBLICATIONS
970x250	\$1,750	25% reduction
336x280	\$1,500	15% reduction
728x90	\$1,250	10% reduction



CONFIRMATION OF SUPPORT

- Your support is confirmed upon execution of a letter of agreement.
- Upon execution of the agreement, an invoice payable within 30 days upon receipt will be issued.
- All payments are in CAD

CONTACT

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CANCELLATION POLICY

- Cancellations must be submitted in writing by emailing meighan.jury@wearemci.com
- Cancellations received before 5pm EST on August 15, 2022 will be entitled to a 50% refund.
- Cancellations received after 5pm EST on August 15, 2022 are non-refundable and non-transferable.
- All cancellations are subject to a CAD \$250 administration fee.

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