



THE DESERT LIVER CONFERENCE 2025

Scottsdale, Arizona

SPONSOR PROSPECTUS



Hosted By: Arizona Liver Health



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ABOUT THE DESERT LIVER CONFERENCE

The Desert Liver Conference combines cutting-edge scientific programs with valuable networking opportunities, serving as a premier event for updates on liver disease care. For several years, DLC has been a cornerstone of medical education in hepatology, uniting leading experts to share advancements and practices.

This year's conference promises state-of-the-art updates and insights from industry leaders, offering superior scientific content and a unique chance to connect with over 250 colleagues passionate about liver disease care.

TARGET AUDIENCE

This event is intended for MDs, DOs, PAs, NPs, RNs, residents, fellows, and medical professionals interested in the treatment and research of liver disease.

COURSE DIRECTORS



ANITA KOHLI, MD, MS CEO

Dr. Anita Kohli, CEO and Chief Medical Director of Arizona Liver Health and Arizona Clinical Trials, is a board-certified infectious disease specialist with over 18 years of experience in liver disease. She leads Arizona's viral hepatitis elimination efforts while leading pioneering liver disease research. As a recognized expert, Dr. Kohli has been a principal investigator in numerous studies and published in top journals like JAMA and Lancet. She founded Arizona Liver Health after directing research at St. Joseph's Hospital. Her mission focuses on innovative clinical care and academic excellence, offering patients access to cutting-edge treatments and studies. She also holds academic positions at the University of Arizona and Creighton University.



NAIM ALKHOURI, MD, FAASLD, DABOM

Dr. Naim Alkhouri is the Chief Medical Officer, Chief of Transplant Hepatology, and Director of the Steatotic Liver Program at Arizona Liver Health in Phoenix. Previously, he led the Metabolic Health Center at the Texas Liver Institute and was an Associate Professor at UT Health, San Antonio. Dr. Alkhouri trained in Gastroenterology and Transplant Hepatology at the Cleveland Clinic, where he also directed the Metabolic Liver Disease Clinic. A leading expert in MASH therapeutics, he serves as a consultant for pharmaceutical companies and leads global MASLD/MASH trials. With over 200 publications, his work is featured in top medical journals, and he regularly presents at major conferences. His research focuses on fatty liver disease, metabolic and autoimmune liver diseases, and liver transplantation.



JACKIE O'LEARY, MD, MPH

Dr. Jacqueline O'Leary began her research at Stanford, focusing on drug development, and earned her MD with a thesis in cellular and molecular biology from UCSF. After completing her internal medicine residency at UT Southwestern, she pursued a GI and transplant hepatology fellowship at Massachusetts General Hospital, with post-doctoral research in immunology at Harvard. She also earned a Master's in Public Health from Harvard. Her research focuses on Portal Hypertension and Acute-on-Chronic Liver Failure. Currently, she is the Chief of Hepatology at the Dallas VA Medical Center and Professor of Medicine at UTSW.

COURSE DIRECTORS



JEFFREY LAZARUS, PHD, MH, MA

Prof. Jeffrey V. Lazarus is a leading researcher and advocate in liver health, holding multiple international academic positions. He is a professor at CUNY Graduate School of Public Health, heads the Public Health Liver Group at ISGlobal in Barcelona, and is affiliated with the University of Copenhagen and Mt. Sinai, New York. Prof. Lazarus serves on the Global NASH Council steering committee and leads the Healthy Livers, Healthy Lives coalition at EASL. He also directs the Global Think-Tank on Steatotic Liver Disease and sits on editorial boards for top liver journals. In 2023, he received the American Liver Foundation Distinguished Scientific Achievement award.



MAZEN NOUREDDIN, MD, MHSC

Dr. Mazen Nouredin completed his internal medicine residency at USC, followed by a hepatology fellowship at the NIH, where he also earned a Master of Health Sciences in Clinical Research. He then completed a gastroenterology fellowship at UCSD as an NIH T32 fellow. He is internationally recognized for his research in MASLD/MASH and cirrhosis, Dr. Nouredin has led over 50 clinical trials and is a leading expert in non-invasive testing and biomarkers for these conditions. He has published more than 240 papers. Dr. Nouredin has been invited to serve on consensus panels for international societies, including AASLD, EASL, APASL, and ALEH, and frequently gives lectures on MASLD/MASH at major global conferences.

He established the Houston Research Institute, a state-of-the-art facility offering innovative diagnostic tests and breakthrough therapies for liver disease. Dr. Nouredin also serves as the Chief Scientific Officer and Board Member of Summit Clinical Research, a leading organization in NASH/MASH research.

For more details about these course directors, please see www.desertliver.com

CITY AND VENUE INFORMATION

Phoenix is the capital city of Arizona and is located in the central region of the state. Known for its year-round sun, desert beauty, and world-class resorts and golf, the “Valley of the Sun” offers sophisticated urbanscapes, southwest culture and lots of outdoor adventure.

Built in the 1960s and revered as one of the premier resorts in Arizona, The Scott Resort & Spa continues to be a favorite among tourists and locals. The resort marries a fresh design with the timeless elements that have been the foundation of the resort over the past 50 years. Inspired by Spanish Revival style architecture, the resort’s look incorporates Caribbean-style furniture, colors, and textures, along with Bauhaus-inspired graphic patterns and lighting. The Scott’s lush, open-air ethos is apparent throughout the property with playfully-arranged palm fronds adding to the lobby’s intimate, oasis-like atmosphere.



LODGING INFORMATION

CONFERENCE LOCATION

The Scott Resort & Spa

4925 North Scottsdale Road, Scottsdale, Arizona 85251

www.thescottresort.com

800.528.7867

Location Highlights:

- Heart of Old Town, Scottsdale
- Local Restaurants within walking distance of hotel
- World class golf courses and hiking
- Art exhibits
- Spring Training

Discounted Rates for Sponsors & Exhibitors!

Click here to reserve rooms:

[Desert Liver Conference 2025](#)



Scan Here or visit <https://bit.ly/thescottdlc>

NEARBY PROPERTIES –

The Phoenician, Scottsdale, AZ

6000 E Camelback Rd. Scottsdale, AZ 85251

Canopy by Hilton Scottsdale Old Town

7142 E 1st St. Scottsdale, AZ 85251

Caesars Republic - Scottsdale

4747 N Goldwater Blvd. Scottsdale, AZ 85251

Hyatt Regency Scottsdale Resort & Spa At Gainey Ranch

7500 E Doubletree Ranch Rd.
Scottsdale, AZ 85258

2025 DESERT LIVER CONFERENCE AGENDA

FRIDAY, MARCH 7, 2025

**schedule subject to
change*

TIME	GENERAL TRACK	PRESENTERS - TBD
11:30AM-1:00PM	Registration & Exhibits	
1:00PM-1:15M	Opening remarks – Overview of the NIT landscape	
1:15PM-2:15PM	NITs Industry Presentation and demonstration	
2:15PM-3:15PM	Demo with industry / NITs	
3:15PM-3:30PM	Break	
3:30PM-3:35PM	Opening Remarks	
3:35PM-3:55PM	Identifying patients in primary care and diabetes clinics that need referral to specialists.	
3:55PM-4:15PM	Selecting patients for pharmacological treatments and specialty clinics	
4:15PM-4:35PM	Monitoring Response to Treatment with NITs	
4:35PM-5:00PM	Putting everything together – Real world cases	
5:00PM-6:30PM	Happy Hour - TBD	Sponsor Opportunity



2025 DESERT LIVER CONFERENCE AGENDA

SATURDAY, MARCH 8, 2025

**schedule subject to change*

TIME	GENERAL TRACK	PRESENTERS - TBD
7:00AM-8:30AM	Registration & Exhibits	
8:30AM-5:00PM	Poster Presentations	
7:30AM-8:30AM	Product Theater and Breakfast - TBD	Sponsor Opportunity
8:30AM-8:35AM	Opening Remarks	
8:35AM-10:00AM	Session 1 - Viral Hepatitis	
8:35AM-8:55AM	An update on HBV treatment: Is the cure in sight?	
8:55AM-9:15AM	Innovations in HCV Elimination	
9:15AM-9:45AM	Viral hepatitis cases/ debate: <ul style="list-style-type: none"> • HBV to treat or not to treat everyone • HCV in patients with decompensated cirrhosis and in those with HCC 	
9:45AM-10:00AM	Panel Discussion	
10:00AM-10:15AM	Break & Exhibits	
10:15AM-12:00PM	Session 2 - MASLD & MASH	
10:15AM-10:35AM	Treatment with Resmetirom: Who should be treated and how to monitor response?	
10:35AM-10:55AM	Treatment with GLP1 agonists and dual agonists: What are the liver benefits?	
10:55AM-11:15AM	Current and future MASH / Cirrhosis Trials	
11:15AM-11:45AM	Practical SLD Cases/ Debate: <ul style="list-style-type: none"> • Combination therapy case • MetALD Management case • MASH cirrhosis management case 	
11:45AM-12:00PM	Panel Discussion and Q&A	
12:00PM-1:15PM	CME Symposium, Product Theater, Lunch, & Exhibits	Sponsor Opportunities

CONTINUED ON NEXT PAGE

2025 DESERT LIVER CONFERENCE AGENDA

SATURDAY, MARCH 8, 2025 CONTINUED

**schedule subject to change*

TIME	GENERAL TRACK	PRESENTERS - TBD
1:15PM-2:50PM	Session 3 - Cholestasis	
1:15PM-1:35PM	New Drugs for PBC are Here: How to Select the Appropriate Treatment	
1:35PM-1:55PM	An update on other causes of cholestasis from PSC to Genetic cholestasis.	
1:55PM-2:25PM	Cholestasis cases/ debate: <ul style="list-style-type: none"> • PBC case with significant pruritus and mildly elevated alkaline phosphatase • A case of “idiopathic cholestasis” 	
2:25PM-2:35PM	Oral presentation #1 of original research	
2:35PM-2:50PM	Panel Discussion and Q&A	
2:50PM-3:10PM	Break	
3:10PM-5:00PM	Session 4 - Cirrhosis & Liver Cancer	
3:10PM-3:30PM	Preventing Complications in Cirrhosis	
3:30PM-3:50PM	New and Old Treatments for Alcohol-Associated Hepatitis	
3:50PM-4:10PM	Updates in HCC Screening, Prevention & Treatment	
4:10PM-4:35PM	Cirrhosis and HCC cases: <ul style="list-style-type: none"> • Beta blockers in decompensated cirrhosis • HCC treatment: role for combination 	
4:35PM-4:45PM	Oral presentation #2 of original research	
4:45PM-5:00PM	Panel Discussion and Q&A	
5:00PM	Closing Remarks	

SPONSORS

PARTNER WITH US FOR SUCCESS, YOUR BOOTH IS JUST THE BEGINNING!

On behalf of Arizona Liver Health, we would like to extend an invitation for you to participate as a sponsor at the Desert Liver Conference hosted at The Scott Resort and Spa in Scottsdale, AZ.

YOUR TARGET AUDIENCE AWAITS!

As a sponsor you will have the opportunity to showcase your technology, pharmaceutical solutions and services essential to the diagnosis, monitoring, and treatment of liver disease patient community to the healthcare providers who attend the Desert Liver Conference.

- Interact face-to-face with decision makers
- Generate new provider leads
- Introduce new technologies, pharmaceutical solutions and services. Expand your market reach and strengthen existing customer relationships
- Build visibility for your company in a competitive marketplace

SPONSORSHIP OPPORTUNITIES

TOP SPONSORS PLATINUM \$50,000

- Gold level benefits
- One (1) premier placement 8' x 10' exhibit space with six (6) additional conference passes
- Your logo on the choice of (1) conference lanyards (limit 1), OR (2) WIFI (limit 1) - Offered to the earliest responders.
- Social media shout-outs

GOLD \$25,000

- Silver level benefits
- One platinum (1) 8' x 10' exhibit space with three (3) additional conference passes
- Social media shout-outs
- Branding at the coffee breaks

SILVER \$15,000

- Bronze level benefits
- One (1) deluxe level 8' x 10' exhibit space including (1) 6' skirted table, 2 chairs, 1 electrical outlet, wireless internet access, wastebasket with two (2) additional conference passes
- Participation in the NITs Presentation and Demonstration on Friday

BRONZE \$8,000

- Entry Level
- Optional basic booth/exhibit space (6' skirted table, 2 chairs)
- Company name and logo included in event materials, signage, and conference website
- Logo included in attendee giveaway flyer
- Conference passes (2)

Please contact Heather Lynch Walters at heather@elmplanning.com for any questions.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

FRIDAY, HAPPY HOUR SPONSOR (LIMIT 1)	\$45,000
SATURDAY, BREAKFAST SPONSOR (LIMIT 1)	\$15,000
SATURDAY, LUNCH SPONSOR (LIMIT 1)	\$20,000
PRODUCT THEATER	Friday Lunch (Limit 1) \$25,000 Saturday Morning (Limit 1) \$25,000 Saturday Lunch (Limit 1) \$25,000
CME SYMPOSIUM (LIMIT 2)	\$50,000 Friday Evening (Limit 1) Saturday Lunch (Limit 1) Includes AV/tech - willing to negotiate additional symposium requests - meeting planner can provide FAQ's and additional costs.
ANCILLARY MEETINGS TO CONNECT TO PHYSICIANS (NO LIMIT)	*\$20,000 <ul style="list-style-type: none"> • Provide up to 6 KOL's (honorarium covered by DLC) • Room and basic A/V provided • Customized with Meeting Planner to meet sponsor needs as available • Time / Day scheduling to be scheduled with Meeting Planner (restrictions may apply per conference agenda) *Willing to negotiate additional symposium requests - meeting planner can provide FAQ's and additional costs.

SPONSOR GUIDELINES AND DEADLINES

REGISTRATION AND PAYMENT

Full payment must be received by JANUARY 27, 2025. Elm Planning will send you a link to register all attendees from your organization once you confirm Sponsorship.

CONFERENCE BADGES AND SETUP

Event registration will open at 11:00AM on Friday, March 7, 2024. All sponsors who are exhibiting are asked to check-in to obtain a conference badge. All sponsors and attendees must wear the official conference badge for admission into the conference and exhibit halls. Company badges will not be accepted in lieu of the official badge. False certification of individuals, misuse of badges or any other method used to assist unregistered persons to gain admission to the exhibit floor or scientific sessions will be cause for expulsion from the conference.

LOCATION

The Scott Resort & Spa
4925 North Scottsdale Road, Scottsdale, Arizona 85251

COST TO ATTEND

- In-Person Academia / Physician includes CME/MOC: \$ 200.00
- Virtual Academia / Physician includes CME/MOC: \$ 150.00
- In-Person Academia / (Nurses, APP, other) CEU/NON-CME: \$ 150.00
- Virtual Academia / (Nurses, APP, other) CEU/NON-CME: \$ 100.00
- In-Person Industry: \$ 100.00
- Virtual Industry: \$ 75.00
- In-Person Sponsor/Exhibitor (additional badges required): \$ 75.00

CME GUIDELINES RELATED TO EDUCATIONAL GRANTS, EXHIBIT SPACE, & PROMOTIONAL ACTIVITIES

In compliance with the ACCME Standards for Commercial Support, arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

- Exhibit and other promotional fees shall be separate and distinct from educational grants/commercial support.
- All exhibitors must be in a room or area separate from the education and the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.
- Company representatives must refrain from holding any commercial discussions in the educational ballroom. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's space. Canvassing or distributing promotional materials outside the exhibitor's rented exhibit space is not permitted.
- Commercial interest representatives may attend CME activities at the discretion of Arizona Liver Health for the direct purpose of the representatives' own education. However, they may not engage in sales or marketing activities while in the space or place of the educational activity.

PHOTOGRAPHY, VIDEO AND AUDIOTAPE ACTIVITIES

Exhibitors must have prior written approval for any photographing, videotaping or audio taping activities in the exhibit hall. Exhibitors may photograph their booth from the confines of their booth space provided shots are taken by a company employee. During the meeting, exhibitors should notify Arizona Liver Health Staff if they believe their booth is being photographed or videotaped by another exhibitor without their permission.

DRESS CODE AND GUESTS

The dress code for this conference is business casual. Unregistered attendees will not be permitted into the conference.

STAFFING OF EXHIBITS

We ask that exhibit booths are staffed during all exhibit hours. An exhibit company that has failed to set up or properly staff its booth during the exhibition may forfeit all exhibit rights for this annual conference.

SPONSOR/EXHIBITOR GUIDELINES

BOOTH SELECTION

Priority location will be given to Platinum SPONSOR level exhibitors first, then gold level, then Silver and to Bronze level exhibitors, based on availability.

BOOTH ACTIVITIES

Exhibitors are permitted to demonstrate equipment and to make informational presentations regarding products or services in a manner which assures all exhibitor personnel and attendees are within the exhibitor's booth space and not encroaching on the neighboring exhibits. The use of magicians, fortunetellers, dancers, puppet shows, or other entertainment of this nature is prohibited. Any questionable activities must have the written permission of the Desert Liver Conference Committee, or they may be subject to termination on-site.

SPONSOR HALL HOURS

The Exhibit Hall will be open starting at 12:00 pm on Thursday, March 6, 2025, for exhibitor set-up. The Exhibit Hall will then open for exhibition from 12:00 pm to 5:30 pm on Friday, March 7, 2025, and 7:00AM to 5:00PM on Saturday, March 8, 2025. Set up time may change to an early time; however, we will not know until the day of set up.

SPONSOR INSURANCE

The sponsor shall, at its sole cost and expense, procure and maintain through the term of each contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased by Arizona Liver Health. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than \$1,000,000.00. Such insurance shall name Arizona Liver Health as an additional insured and exhibitor shall, upon request, provide Arizona Liver Health with a certificate so indicating. Workers' Compensation and any other insurance or required licenses shall be in full compliance with all federal and state laws, covering all of sponsor's employees engaged in the performance of any work for the sponsor. All property of the sponsor is understood to remain under its custody and control in transit to and from the confines of the exhibit hall.

REGISTER NOW!

If you are interested in sponsoring or need further assistance regarding sponsorship or custom opportunities, please contact Heather Lynch Walters at heather@elmplanning.com or 214.536.1919 with Elm Planning, or Michelle Jones at mjones@azliver.com with Arizona Liver Health to discuss sponsorship options. Once confirmed, a letter of acceptance will be sent to you by our partner, Elm Planning.

Payments can be made via ACH/Credit Card or Check. If paying by check please make checks payable to "Apex Planning, LLC":

APEX PLANNING, LLC
TAX ID: 85-3639914
ATTN: HEATHER LYNCH WALTERS

Thank you in advance for your interest and we look forward to seeing you at the 2025 Desert Liver Conference.



2025
DESERT LIVER CONFERENCE
Scottsdale, Arizona