



**A MULTIDISCIPLINARY  
CALL TO ACTION**

# **2025 HCC-LIVE CONFERENCE SPONSOR PROSPECTUS**

February 20-22, 2025

W AUSTIN

200 Lavaca Steet

Austin, TX 7870

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# EXECUTIVE SUMMARY

The HCC-LIVE Conference is designed to create a unique opportunity to host a contemporary liver cancer meeting in today's dynamic scientific environment. This conference will have the freedom to adjust the format and content annually as data emerges. The course directors are committed to maintaining the highest level of integrity as we design, adjust, and execute the mission of HCC-LIVE.

The HCC-LIVE Conference will bring together key opinion leaders from teams of clinicians who care for patients with HCC (oncologists, hepatologists, gastroenterologists, interventional radiologists, and surgeons) to discuss optimized trial design, patient populations, therapeutic endpoints, and the potential benefits these agents can have for patients with HCC. The meeting will be concise (1.5 days) yet information-rich, with limited on-site attendees (200) transmitted to a virtual audience. It will maintain core tenants such as debate, tumor boards, multidisciplinary discussion, a highlight of top papers and new technologies, symposia, and special focus sessions on local and systemic therapies, all anchored in multidisciplinary representation (hepatology, medical, surgical, and radiation oncology, diagnostic and interventional radiology, transplant surgery) with time dedicated to robust discussions. We are focused on targeting attendees at all levels of training and clinical experience.

## COURSE DIRECTORS



### **Anthony El-Khoueiry, MD**

Associate Professor of Clinical Medicine  
Associate Director for Clinical Research  
Phase I Program Director  
USC Norris Comprehensive Cancer Center  
University of Southern California  
Los Angeles, CA



### **Julie K. Heimbach, MD**

Professor of Surgery  
Director, William Von Liebig Center for  
Transplantation  
Mayo Clinic College of Medicine and Science  
Mayo Clinic, Rochester  
Rochester, MN



### **Anjana Pillai, MD**

Associate Professor of Medicine  
Medical Director, Liver Tumor Program  
Medical Director, Adult Living Donor Liver  
Transplant Program Center for Liver Diseases  
University of Chicago Medicine  
Chicago, IL



### **Riad Salem, MD, MBA**

Professor of Radiology, Medicine and Surgery  
Chief, Section of Vascular and  
Interventional Radiology  
Vice Chair, Image-Guided Therapy  
Department of Radiology  
Northwestern University  
Chicago, IL



### **Amit Singal, MD, MS**

Willis C. Maddrey Distinguished Chair in Liver  
Disease  
Professor of Medicine  
Chief of Hepatology and Associate Division Chief  
Medical Director, Liver Tumor Program  
UT Southwestern Medical Center  
Dallas, TX

# SCIENTIFIC ADVISORY BOARD COMMITTEE

## HEPATOLOGY

Laura Kulik, MD  
Northwestern University Feinberg School of Medicine  
Chicago, IL

Josep M. Llovet, MD, PhD, FAASLD  
Icahn School of Medicine at Mount Sinai  
New York, NY

Neil Mehta, MD  
University of California, San Francisco  
San Francisco, CA

Neehar Parikh, MD, MS  
Michigan Medicine  
Ann Arbor, MI

Nicole Rich, MD, MS  
UT Southwestern Medical Center  
Dallas, TX

## INTERVENTIONAL RADIOLOGY

Edward Kim, MD  
Mount Sinai Medical Center  
New York, NY

Robert Lewandowski, MD, FSIR  
Northwestern University Feinberg School of Medicine  
Chicago, IL

Mishal Mendiratta-Lala MD  
University of Michigan School of Medicine  
Ann Arbor, MI

Beau Toskich, MD  
Mayo Clinic, Jacksonville  
Jacksonville, FL

## ONCOLOGY

Tanios Bekaii-Saab, MD, FACP  
Mayo Clinic AZ  
Phoenix, AZ

Richard Finn, MD  
David Geffen School of Medicine at UCLA  
Los Angeles, CA

Lipika Goyal, MD, MPhil  
Stanford Cancer Center  
Palo Alto, CA

Katie Kelley, MD  
University of California, San Francisco  
San Francisco, CA

David Pinato, MD, PhD  
Imperial College  
London, United Kingdom

## RADIATION ONCOLOGY

Laura Dawson, MD, FRCPC  
University of Toronto  
Toronto, Ontario, Canada

## SURGERY

Vatche G. Agopian, MD  
David Geffen School of Medicine at UCLA  
Los Angeles, CA

Karim J Halazun MD, FACS  
NYU Langone Health  
New York, NY

Gonzalo Sapisochin, MD  
University of Toronto  
Toronto, Ontario, Canada

Parissa Tabrizian, MD, MSc, FACS  
RMTI/Mount Sinai Medical Center, NY  
New York, NY

Adam Yopp, MD  
UT Southwestern Medical Center  
Dallas, TX

## TRANSLATIONAL & BASIC RESEARCH

Tim F. Greten, MD  
Center for Cancer Research  
National Cancer Institute  
Bethesda, MD

Amaia Lujambio, PhD  
Icahn School of Medicine at Mount Sinai  
New York, NY

Mark Yarchoan, MD  
Johns Hopkins University  
Baltimore, MD

# CONFERENCE AGENDA

THURSDAY, FEBRUARY 19, 2025

6:30–8:30 PM

**WELCOME RECEPTION / EXHIBIT HALL / POSTER VIEWING**

FRIDAY, FEBRUARY 20, 2025

8:00 AM–8:15 AM

**Welcome & Year in Review**

## SESSION 1: COMBINATION LRT SYSTEMIC

8:15–8:25 AM	Why Would We Consider Combination Therapy?
8:25–8:35 AM	Critical Assessment of Leap
8:35–8:45 AM	Critical Assessment of Emerald
8:45–8:55 AM	Radiation Therapy Applicability
8:55–9:25 AM	Panel Discussion/Q&A

## SESSION 2: SYSTEMIC THERAPY

9:25–9:40 AM	How Do We Decide What's First Line?
9:40–9:50 AM	Second Line and Beyond: Evolving Data
9:50–10:00 AM	Critical Review of the Top 3 Triplet Mechanisms
10:00–10:10 AM	What Is The New Control Arm?
10:10–10:40 AM	Panel Discussion/Q&A
10:40–11:10 AM:	Break / Exhibit Hall / Poster Viewing

## SESSION 3: ORAL ABSTRACTS

11:10–11:20 AM	Oral Abstract
11:20–11:30 AM	Oral Abstract
11:30 AM–12:00 PM	Panel Discussion/Q&A
12:00–12:10 PM	Lunch
12:10–12:55 PM	<b>INDUSTRY-SPONSORED EVENT</b>

## SESSION 4: BIOMARKERS

12:55–1:05 PM	Where Do We Stand With Treatment Selection Biomarkers?
1:05–1:15 PM	Emerging Surveillance Biomarkers
1:15–1:25 PM	Minimal Residual Disease: Lessons Learned and How To Apply Them
1:25–1:55 PM	Panel Discussion/Q&A

## SESSION 5: TUMOR BOARD PART ONE

2:00–2:30 PM	Case 1
2:30–3:00 PM	Case 2
3:00–3:30 PM	Panel Discussion/Q&A
3:30–3:40 PM	Day 1 Wrap Up and Closing Remarks
5:45–6:30 PM	<b>INDUSTRY-SPONSORED EVENT</b>
6:30–8:30 PM	Faculty and Top Sponsor Reception

# CONFERENCE AGENDA

SATURDAY, FEBRUARY 21, 2025

7:30 AM–8:15 AM **INDUSTRY-SPONSORED EVENT**

## SESSION 6: CAREER STORY

8:15–8:50 AM Distinguished Lecture Series: A Career Story

## SESSION 7: PATIENT PERSPECTIVE PANEL

8:50–9:35 AM Discussion led by representatives from The Global Liver Institute, The Hepatitis B Foundation, and Blue Faery

9:35–10:00 AM **Break / Exhibit Hall / Poster Viewing**

## SESSION 8: TUMOR BOARD PART TWO

10:00–10:30 AM Case 1

10:30–11:00 AM Case 2

11:00–11:30 AM Panel Discussion/Q&A

11:30–11:45 AM Lunch

11:45 AM–12:30 PM **INDUSTRY-SPONSORED EVENT**

## SESSION 9: HOT TOPICS

12:30–12:40 PM Surveillance, Diagnosis, and Risk Stratification of HCC in FALD

12:40–12:50 PM Histosonics

12:50–1:00 PM Utility of Neoadjuvant Therapy in Liver Resection

1:00–1:30 PM Panel Discussion/Q&A

## SESSION 10: DEBATES

1:30–1:55 PM Debate 1

1:55–2:20 PM Debate 2

2:20–2:45 PM Debate 3

2:45–3:00 PM Day 2 Wrap Up and Closing Remarks

# SPONSORSHIP OPPORTUNITIES AND IMPORTANT DEADLINES

## SUPPORT OPPORTUNITIES

The HCC-LIVE Conference offers different levels of sponsorship to support the needs of the healthcare professionals who attend the conference.

## HCC-LIVE CONFERENCE

February 20-22, 2025

Hybrid Conference

W Austin

200 Lavaca Street

Austin, TX 7870

## IMPORTANT DEADLINES

**Initial Agreement:** Supporters showing interest must commit in writing by completing the Sponsorship Agreement form on pages 9 & 10.

**Payment:** Invoices will be generated on receipt of the fully executed Letter of Agreement and/or Sponsorship Agreement, with payment due in full upon signing. Please include a copy of the invoice and/or purchase order with the payment.

## Checks should be made payable to:

Tactical Advantage Group LLC (Tax ID 20-1635990)

## Remit payment to:

**Tactical Advantage Group LLC**

Tactical Advantage Group LLC

101 Eisenhower Pkwy, Suite 300

Roseland, NJ 0068

# SPONSORSHIP BENEFITS

The HCC-LIVE Conference involves a comprehensive and multi-tiered sponsorship program that provides benefits at every level. These packages are for companies and organizations seeking to annually support HCC-LIVE.

<b>Benefits of this sponsorship include:</b>	<b>Platinum</b> \$170,000	<b>Gold</b> \$80,000	<b>Silver</b> \$40,000	<b>Bronze</b> \$10,000
<b>Acknowledgment and Recognition</b> as a sponsor at the conference, on the website, and in related written communications. Your company logo will be highlighted & visible to all attendees of the event	√	√	√	√
<b>Increased Acknowledgement and Recognition</b> on the website, conference materials and events	√	√	√	
<b>Exhibit Space</b>	12' Table	6' Table	6' Table	6' Table
<b>Complimentary Conference Registrations</b>	8	6	4	2
<b>Welcome Reception Invitations</b> Thursday, February 20, 2025	√	√	√	√
<b>Faculty &amp; Top Sponsor Reception Invitations</b> Friday, February 21, 2025	6	4	2	
<b>Industry Forum</b> <ul style="list-style-type: none"> <li>• Opportunity to host a 40-minute roundtable discussion to explore topics related to your company and the future of HCC-LIVE</li> <li>• 1 HCC-LIVE Course Director will participate in the forum</li> <li>• The conference organizers will assign time slots and provide the meeting room which will include standard audio visual equipment</li> <li>• Any food &amp; beverage provided are the responsibility of the sponsoring company</li> </ul>	8 Faculty Advisors	4 Faculty Advisors		
<b>Advisory Board</b> <ul style="list-style-type: none"> <li>• 3-hour advisory board session with KOLs</li> <li>• The conference organizers will assign time slots and provide the meeting room which will include standard audio visual equipment</li> <li>• The sponsoring company is responsible for all remaining logistics, including recruitment/invitations, contracting/agreements, food and beverage, travel rescheduling fees, hotel accommodations, and payment (if applicable)</li> </ul>	√			
<b>Industry Sponsored-Event/Pipeline Discussion</b> <ul style="list-style-type: none"> <li>• One 45-minute time slot, inclusive of presentation and Q&amp;A</li> <li>• The conference organizers will assign time slot and utilize the plenary general session room</li> <li>• Speaker travel, honoraria, and Sunshine Act reporting (if applicable) will be the responsibility of the company</li> </ul>	√			
<b>Encore Abstract Poster</b> <ul style="list-style-type: none"> <li>• Present one of your company's scientific posters, to be showcased prominently during the reception and conference breaks</li> </ul>	√	√	√	√

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### Wi-Fi \$15,000

Wi-Fi network name and password chosen by sponsor.

### HOTEL KEY CARDS \$8,500

Sponsor logo and artwork featured on the hotel key cards used by all conference attendees.



# TERMS AND CONDITIONS

## CONFERENCE ORGANIZER

For the purpose of this document, Focus Medical Communications and Tactical Advantage Group will be referred to as the Conference Organizer.

## REPORTABLE EXPENSES

The Conference Organizer attests that sponsorship funds will not be used to purchase meals, snacks or beverages for any conference or event attendee.

The Conference Organizer also attests that sponsorship funds will not be applied toward the payment of faculty honoraria for this conference.

## PAYMENT TERMS

Confirmation of your sponsorship/exhibit space is contingent upon receiving full payment prior to the scheduled event date. Payment instructions will be provided in a confirmation email upon the submission of this form. Payment is due in full upon signing.

## CANCELLATION POLICY

A refund, less a handling fee of 10%, will be given for cancellations received in writing within three business days after the Sponsorship/Exhibitor's Agreement is completed. After this date, no refunds will be granted unless the conference is canceled altogether.

If the conference is postponed and rescheduled within one year of the originally scheduled date, no refunds will be granted. However, the Sponsorship/Exhibitor fee shall be applied to the rescheduled conference.

Should the conference be cancelled and not take place within one year of the originally scheduled date, a full refund shall be granted.

## FAILURE TO OCCUPY EXHIBIT HALL SPACE

The Conference Organizer reserves the right to reallocate any space that has not been occupied by the confirmed Exhibitor by 7:30 AM on Friday, February 21, 2025. Should this occur, the confirmed Exhibitor agrees to forfeit its booth space without a refund.

## SCHEDULING NON-CONFERENCE EVENTS

The Conference Organizer appreciates the convenience of having a number of key opinion leaders and HCPs in one location. However, it also recognizes the importance of allowing its faculty and attendees to make the most of their time during the conference. To that end, its participating Sponsors agree to the following:

- Sponsors may not schedule any meetings within or external to the conference venue during conference dates and times without the explicit permission of the Conference Organizer.

- Sponsors may request to schedule an on-site meeting outside conference dates and times by submitting their written request to the Conference Organizer, no later than one month prior to the conference start date. With express written permission of the Conference Organizer, the same meeting offering parameters will apply as indicated above.
- Any travel- or accommodation-related expenses (e.g., rescheduled flights or extended hotel stays) that may arise as a result of any faculty or conference attendee participating in an authorized Sponsor event will be the responsibility of the Sponsor.

## CONFERENCE FACULTY AND ATTENDEE DATA

The Conference Organizer, its affiliates, and vendors do not share the registration information of its conference faculty or attendees (either targeted or registered) with any of its sponsoring organizations.

## EXHIBIT LOGISTICS

- All requests (e.g., power source, internet access, and additional A/V) will be handled between the Exhibitor and the hotel. The costs will be directly charged to the Exhibitor.
- Exhibit-related shipping arrangements and resulting expenses are the responsibility of the Sponsor.
- The Conference Organizer will assign the exhibit location within the expo area.

## LIABILITY

The Exhibitor agrees to defend, indemnify, and hold harmless the conference venue hotel and the Conference Organizer, along with their employees, agents, representatives, and guests, from any third-party claim, cause of action, liability, damage, cost, or expense of any kind whatsoever arising out of or relating in any way to the Exhibitor's alleged intentional or negligent conduct during or in connection with its participation in the conference, including the reimbursement of all damages assessed and reasonable attorneys' fees and costs incurred.

## INSURANCE FOR EXHIBIT ITEMS

The Exhibitor assumes all risk and financial responsibility for the loss or damage of its personal property during or related in any way to the conference. The Exhibitor further acknowledges that it is responsible for insuring its personal property and that the Conference Organizer does not maintain any insurance coverage for that purpose. The Exhibitor forever releases and otherwise waives all claims against the conference venue hotel, HCC-TAG, and the Conference Organizer, along with their employees, agents, representatives, and guests, arising out of or relating to the loss or damage of the Exhibitor's personal property.

Upon acceptance of your sponsorship, you will receive a confirmation email with additional details about the event. Within three months of the conference, you will be notified with the Exhibitor Kit.

# SPONSORSHIP AGREEMENT

Upon acceptance of this contract, the undersigned company agrees to the rules and regulations outlined in the above document.

\_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Name

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Email

## Accounts Payable / Billing Contact

\_\_\_\_\_  
A/P Contact

\_\_\_\_\_  
A/P Phone Number

\_\_\_\_\_  
A/P Email

## Conference Point of Contact

\_\_\_\_\_  
Name

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Email

## SPONSORSHIP LEVELS *(Select one)*

- Platinum – \$170,000
- Gold – \$80,000
- Silver – \$40,000
- Bronze – \$10,000

## ADD-ON OPPORTUNITIES

- Wi-Fi – \$15,000
- Hotel Key Cards – \$8,500

SPONSORSHIP TOTAL: \$\_\_\_\_\_ USD

## PAYMENT METHODS

### CHECK

Upon submission, you will receive an invoice for your sponsorship. To pay, please follow the instructions outlined below and on your invoice.

### PLEASE MAKE CHECKS PAYABLE TO:

Tactical Advantage Group LLC

### PLEASE INCLUDE ON THE MEMO LINE:

2025 HCC-LIVE Conference

### MAIL TO:

Tactical Advantage Group LLC  
101 Eisenhower Pkwy, Suite 300  
Roseland, NJ 0068

### ACH or WIRE

Please email [accounting@taggrp.com](mailto:accounting@taggrp.com) to request Tactical Advantage Group's banking information for ACH or wire payments.

### CREDIT CARD

A 3% handling fee will be applied for processing through PayPal.

To accept, initial here: \_\_\_\_\_

Card Type:

AMEX  VISA  MASTERCARD  DISCOVER

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

CVV: \_\_\_\_\_

Name as it appears on Credit Card:

\_\_\_\_\_

Billing Address (if different from above):

\_\_\_\_\_

\_\_\_\_\_

Signature: \_\_\_\_\_

Once payment has been processed by the Conference Organizer, you will receive an electronic receipt confirming your payment.

An aerial photograph of a city skyline at sunset. The sky is a warm orange and yellow. In the foreground, a wide river flows from the bottom left towards the center. A multi-arched bridge spans across the river. The city is filled with various buildings, including several tall skyscrapers. One prominent skyscraper is under construction, with a crane visible on top. The buildings are illuminated by the setting sun, creating a golden glow. A large, semi-transparent orange triangle is overlaid on the right side of the image, pointing towards the bottom left. The text is centered within this triangle.

For more information, please visit:  
**[WWW.HCC-LIVE.ORG](http://WWW.HCC-LIVE.ORG)**