A MULTIDISCIPLINARY CALL TO ACTION

2024 HCC-LIVE CONFERENCE

February 8–10, 2024
HYATT REGENCY HUNTINGTON BEACH RESORT AND SPA
21500 Pacific Coast Highway
Huntington Beach, CA 92648

SPONSOR AND EXHIBITOR PROSPECTUS
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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

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

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

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

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

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

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

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

Adam Yopp, MD
UT Southwestern Medical Center
Dallas, TX

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

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

TRANSLATIONAL & BASIC RESEARCH
Tim F. Greten, MD
Center for Cancer Research
National Cancer Institute
Bethesda, MD

Mark Yarchoan, MD
Johns Hopkins University
Baltimore, MD

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

Nicole Rich, MD, MS
UT Southwestern Medical Center
Dallas, TX
# CONFERENCE AGENDA

**THURSDAY, FEBRUARY 8, 2024**

6:00–8:00 PM  
**WELCOME RECEPTION / EXHIBIT HALL / POSTER VIEWING**

**FRIDAY, FEBRUARY 9, 2024**

8:00 AM–8:15 AM  
Welcome & Year in Review

<table>
<thead>
<tr>
<th>Session 1: Expanding Role of Surgery in HCC</th>
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<tr>
<td>8:15 AM–8:30 AM</td>
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<thead>
<tr>
<th>Session 2: Perioperative Management of Early-Stage HCC</th>
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<td>9:15 AM–9:30 AM</td>
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<td>9:30 AM–9:45 AM</td>
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<td>9:45 AM–10:00 AM</td>
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<td>10:00 AM–10:45 AM</td>
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<td>10:45 AM–11:10 AM</td>
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<th>Session 3: Oral Presentations</th>
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<td>11:10 AM–11:20 AM</td>
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<td>11:20 AM–11:30 AM</td>
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<td>11:30 AM–11:40 AM</td>
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<tr>
<th>Session 4: Emerging Multidisciplinary Approaches to Management of CCA</th>
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<td>11:40 AM–11:45 AM</td>
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<td>11:45 AM–12:00 PM</td>
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<td>12:00 PM–12:15 PM</td>
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<td>12:15 PM–12:30 PM</td>
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<td>12:45 PM–1:30 PM</td>
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<td>1:30 PM–2:30 PM</td>
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</tbody>
</table>
SESSION 5: TUMOR BOARD

2:30 PM–3:30 PM  Case 1
Case 2
Discussion

3:30 PM–4:00 PM  Wrap Up & Closing Remarks

5:00 PM–6:00 PM  INDUSTRY-SPONSORED EVENT

6:00 PM–8:00 PM  Top Sponsor Reception and Faculty Dinner

SATURDAY, FEBRUARY 10, 2024

7:00 AM–8:00 AM  INDUSTRY-SPONSORED EVENT

8:00 AM–8:25 AM  Distinguished Lecture Series: A Career Story

SESSION 6: HOT TOPICS (IMAGING AND BIOMARKERS)

8:25 AM–8:40 AM  Radiomics and Imaging Update for Treatment Response

8:50 AM–8:55 AM  To be announced

8:55 AM–9:10 AM  Biomarkers in HCC and Treatment Response

9:10 AM–9:40 AM  Panel Discussion

SESSION 7: ORAL ABSTRACTS

9:40 AM–9:50 AM  Oral Abstract

9:50 AM–10:00 AM  Oral Abstract

10:00 AM–10:10 AM  Oral Abstract

10:10 AM–10:40 AM  Panel Discussion

10:40 AM–11:00 AM  Break / Exhibit Hall / Poster Viewing

SESSION 8: ORAL ABSTRACTS

11:00 AM–11:25 AM  Debate 1: Second Line Therapy for Advanced HCC – TKI vs. Clinical Trials

11:25 AM–11:50 PM  Debate 2: TARE vs. Surgery for VP1 HCC
CONFEREECE AGENDA


SESSION 9: PATIENT JOURNEY

12:20 PM–12:35 PM  Caregiver Story
12:35 PM–12:50 PM  Discussion
12:50 PM–1:00 PM  Wrap Up & Closing Remarks
1:00 PM–2:00 PM  INDUSTRY-SPONSORED EVENT
2:00 PM–2:30 PM  Conference Wrap Up / Any Raffles

*Agenda is subject to change
2024 HCC-LIVE SUPPORT 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 8–10, 2024
Hybrid Conference
HYATT REGENCY HUNTINGTON BEACH RESORT AND SPA
21500 Pacific Coast Highway
Huntington Beach, CA 92648

IMPORTANT DEADLINES
Initial Agreement: Supporters showing interest must commit in writing by completing the “Support Opportunities” online form, accessible via the link found on the last page of this prospectus.

Payment: If requested, invoices can be generated on receipt of the fully executed Letter of 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 (Tax ID 20-1635990)

Remit payment to:
Tactical Advantage Group
Tactical Advantage Group
PO Box 403
East Hanover, NJ 07936
SPONSORSHIP OPPORTUNITIES

The HCC-LIVE Conference involves a comprehensive and multi-tiered sponsorship program that provides benefits at every level. We are excited to announce our Diamond, Platinum, and Gold levels. These packages are designed for companies and organizations interested in supporting HCC-LIVE on an annual basis. As a top-tier sponsor, your company will be listed as a main contributor on the HCC-LIVE website.

<table>
<thead>
<tr>
<th>Benefits at the HCC-LIVE Annual Conference</th>
<th>Diamond $130,000</th>
<th>Platinum $60,000</th>
<th>Gold $30,000</th>
<th>Exhibitor $10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgment and recognition as a major sponsor on individual conference websites and all conference materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Conference exhibit booth and a virtual exhibit booth for attendees who are unable to travel to the live program</td>
<td>✓ 12' Table</td>
<td>✓ 12' Table</td>
<td>✓ 6' Table</td>
<td>✓ 6' Table</td>
</tr>
<tr>
<td>Complimentary conference registrations</td>
<td>✓ Eight (8)</td>
<td>✓ Six (6)</td>
<td>✓ Three (3)</td>
<td>✓ One (1)</td>
</tr>
<tr>
<td>Networking reception sponsor</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Invitations to the faculty dinner</td>
<td>✓ Eight (8)</td>
<td>✓ Four (4)</td>
<td>✓ Two (2)</td>
<td></td>
</tr>
<tr>
<td>Promotional product bag inserts in the conference bag</td>
<td>✓ Two (2)</td>
<td>✓ Two (2)</td>
<td>✓ One (1)</td>
<td></td>
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<tr>
<td>Industry Forum: The opportunity for people from your organization to meet in person with the HCC-LIVE course directors &amp; faculty to discuss anything related to your product*</td>
<td>✓ Up to eight (8) people</td>
<td>✓ Up to four (4) people</td>
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<tr>
<td>Industry-Sponsored Event**</td>
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<td>Opportunity to present one (1) of your company’s scientific posters, which will be highlighted at the reception and conference breaks. Your company representative may stand next to the board and present the poster.</td>
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*The industry forum must take place on either Friday or Saturday and will be assigned by Conference organizers. Each time slot is offered on a first-come, first-served basis. Any food & beverages served are the responsibility of the sponsoring company.

**The HCC-LIVE Conference will provide the room and AV only. Time slots are 60 minutes (inclusive of Q&A) and offered on a first-come, first-served basis. Speaker honoraria & associated travel expenses as well as any applicable transparency reporting are the responsibility of the sponsoring company.
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.

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.

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 9, 2023. Should this occur, the confirmed Exhibitor agrees to forfeit its booth space without a refund.

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.

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.

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• 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

Full Name
Company Name
Address
Address
City  State  Zip
Phone Number
Fax Number
Email

Accounts Payable or Billing Contact Info

_________________________________________
A/P Contact Name

_________________________________________
A/P Contact Title

_________________________________________
A/P Phone

_________________________________________
A/P Email

Conference Point of Contact

_________________________________________
Full Name
Title
Phone Number
Email
SPONSORSHIP SELECTIONS

SPONSORSHIP LEVEL (Check One)

☐ Diamond – $130,000
☐ Platinum – $60,000
☐ Gold – $30,000
☐ Exhibitor – $10,000

SPONSORSHIP TOTAL: $_________ USD

SPONSORSHIP NOTES:

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

PLEASE INCLUDE ON THE MEMO LINE:
HCC-LIVE

MAIL TO:
Tactical Advantage Group, LLC
PO Box 403
East Hanover, NJ 07936

ACH or WIRE

Please email 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.
For more information, please visit:
WWW.HCC-LIVE.ORG