SPONSORSHIP AND EXHIBITION PROSPECTUS

ADDRESSING CAUSES OF LIVER CIRRHOSIS AND HEPATOMELULAR CARCINOMA IN AFRICA

- VIRAL HEPATITIS (HBV AND HCV)
- NON-VIRAL HEPATITIS RELATED INFECTIONS
- HEPATITIS AND CO-INFECTIONS
- ALCOHOLIC & NON-ALCOHOLIC FATTY LIVER DISEASE
EMPOWERING HEALTHCARE PROFESSIONALS TO DIAGNOSE, MANAGE AND PREVENT LIVER DISEASES TO THE BENEFIT OF PATIENTS IN AFRICA
<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome</td>
<td>4</td>
</tr>
<tr>
<td>Why Colda?</td>
<td>5</td>
</tr>
<tr>
<td>Committees</td>
<td>6</td>
</tr>
<tr>
<td>Needs Statement</td>
<td>7</td>
</tr>
<tr>
<td>Conference Description</td>
<td>8</td>
</tr>
<tr>
<td>Sponsorship Opportunities</td>
<td>9</td>
</tr>
<tr>
<td>Satellites</td>
<td>10</td>
</tr>
<tr>
<td>Conference Participation Grants</td>
<td>11</td>
</tr>
<tr>
<td>Exhibition</td>
<td>12</td>
</tr>
<tr>
<td>Enduring Materials</td>
<td>13</td>
</tr>
<tr>
<td>Contact Information</td>
<td>14</td>
</tr>
</tbody>
</table>
Dear colleagues,

It is with great pleasure that we invite you to the 1st Conference on Liver Disease in Africa (COLDA), which will be held on 13 - 15 September 2018 in Nairobi, Kenya.

Organized by Virology Education and in close collaboration with local societies, COLDA 2018 aims at empowering African healthcare professionals (HCPs) to diagnose, manage, and prevent liver diseases for the benefit of patients in Africa. This being the 1st COLDA, we aim to create a platform that provides a unique opportunity for clinicians, researchers, policy makers, industry and other healthcare professionals in the African region. Together with the support from an international community of experts, participants will exchange knowledge on the latest clinical developments and updates on ongoing and new trials related to liver disease.

Delegates will enjoy a highly scientific and educational abstract-driven conference consisting of keynote speeches, state-of-the-art lectures, oral and poster abstract presentations, roundtable discussions and debates with ample time for discussion.

We are certain that the conference will act as a catalyst for translating science into clinical practice while promoting medical education and setting up collaborations within the African region. Everyone will have an exceptional opportunity to share and acquire knowledge and experience within a wide spectrum of topics related to liver disease.

We look forward to welcoming you to COLDA 2018!

The conference chairs,
Charles Boucher, Manal El-Sayed & Mark Nelson
The first Conference on Liver Disease in Africa (COLDA) will gather all stakeholders involved in liver disease from the African region to join together. They will be part of a network of professionals taking bold and innovative steps towards the response to liver disease in Africa. It creates a platform that will:

- Bring together experts from the African region involved in the research, diagnosis and treatment of liver diseases in an interactive conference setting
- Discuss diagnostics, therapeutics, and preventative measures for liver disease tailored at regional and local needs, translating best practices into daily practice guidelines and policies
- Contribute towards hepatitis elimination efforts
- Leverage on findings from international studies through the delivery of updates from major meetings that can be applied at a regional and local level to combat liver diseases
- Facilitate a robust dialogue among participants through interactive networking, a career mentoring workshop, a networking reception and the distribution of participant contact information to all registrants
- Foster new and lasting interdisciplinary partnerships and collaborations among various researchers to improve knowledge sharing with the aim of combating liver diseases in Africa

**KEY DATES**

Abstract submission opens: 15th November 2017
Abstract submission closes: 2nd July 2018
Late breakers till: 15th August 2018

**CONFERENCE DATES:** 13th – 15th September 2018

**THE BENEFITS**

- Extensive visibility to a highly targeted, expert audience via the conference’s promotional campaign
- On-site exposure during the conference
- Post-event information dissemination
- Unique one-on-one networking opportunities during the conference
- Exhibition opportunities and complimentary passes to the conference
- Symposia within the conference

**WHAT TO EXPECT**

A highly educational but also scientific, abstract-driven regional conference comprised of:

- State-of-the-art lectures
- Keynote speeches
- Case presentations
- Abstract presentations
- Roundtable discussions
- Debates
- Symposia sessions
- Q&A time
COMMITTEES

ORGANIZING COMMITTEE

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Jürgen Rockstroph</td>
<td>University of Bonn, Germany</td>
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<td>Imperial College, United Kingdom</td>
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<td>Wendy Spearman</td>
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<td>Elijah Songok</td>
<td>Kenya Medical Research Institute (KEMRI), Kenya</td>
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SCIENTIFIC COMMITTEE

1. Mary Afihene, MBChB, FWACP – Kwame Nkrumah University, Ghana
2. Madoky Diop, MD - University of Thies, Senegal
3. Geoffrey Dushiko, MBBCh, FCP, FRCP - Kings College Hospital, UK
4. Alice Guingané, MD, MPH - Hospitalier Universitaire Yaoundé, Cameroon, Burkina Faso
5. Emmanuel Musabeyezu, MD, FCP – King Faisal Hospital, Rwanda
6. Gibril Ndow, MD – Imperial College London, Gambia
7. John Rwegesh, MBChB, M.MED, FRCP, MSc - Muhimbili National Hospital, Tanzania
8. Edford Sinkala, MD, PhD - University Teaching Hospital / University of Zambia, Zambia
9. Abate Shewaye, MD – Addis Ababa University, Ethiopia
10. Coumba Touré Kane, PharmD, PhD - Dakar University, Senegal
11. Christian Tzeuton, MD – Douala Medical School / Société Camerounaise de Gastro-Enterologie, Cameroon
Liver disease, of which cirrhosis is an end result, comprises of conditions that affect the liver due to a wide range of aetiologies that include viral hepatitis, malignant conditions, alcoholic related liver diseases, and non-alcoholic fatty liver diseases among others.

Cirrhosis mortality in Africa doubled between 1980 and 2010 (53,000-103,000 deaths per year) and is still on the rise. The underlying causes were hepatitis B, hepatitis C, alcohol and others. Moreover, the main causes of hepatocellular carcinoma in Africa are: hepatitis B, C and alcohol.

There has been enormous progress in the diagnosis and management of various liver conditions within both academia and the health industry. Through international platforms, the medical community is being equipped with the best medications and expertise possible for the optimal treatment of various liver related conditions. However, this has been mainly concentrated within developed countries and, lately, in Asian countries.

These international platforms for educational and knowledge exchange have proven to be vital in combating liver diseases. Unfortunately, such platforms are not easily accessible to most healthcare professionals from the African region. As a result, African-related needs, research and findings are not widely covered during these platforms. In this regard, there is a significant need for an African platform that is purely tailored to reflect the needs of the African region.

Consequently, the 1st Conference on Liver Disease in Africa aims to be a platform that gathers all stakeholders working on liver disease from the African region in order to address these gaps.
CONFERENCE DESCRIPTION

COLDA is being set up as a platform that provides a unique opportunity for clinicians, researchers, policy makers, industry and other healthcare professionals in the African region to confront and respond to regional challenges on liver disease. They will be supported by an international community of experts, with the exchange of knowledge on the latest clinical developments and updates on ongoing and new trials in liver disease tailored to the local needs, leading to the strengthening local experts’ capacity in the field of hepatology.

PROJECTED STATISTICS

3-day educational and scientific meeting
350 participants expected from, hospitals, academia, industry, other research institutes, governmental institutions and non-governmental organizations (NGOs).

TARGET AUDIENCE

Clinical Officers
Community Health Workers
Epidemiologists
Experts in Clinical Chemistry and Laboratory Medicine
Gastroenterologists
General Physicians
Hepatologists
Infectious Disease Doctors
Nurses
Oncologists
Other HCPs
Parasitologists
Pathologists
Pharmacists
Policy makers
Public Health Specialists
Scientists & Researchers
Virologists

LANGUAGE

The main language of the conference will be English.

ENDORSEMENT

Endorsement will be requested from regional societies, professional bodies, NGOs, and other partners that are pivotal to a successful and inclusive conference.
SPONSORSHIP OPPORTUNITIES

As a sponsor of this conference, you will have exclusive access to clinicians and researchers from academia, research institutes and government in search of the latest advancements and information on liver disease in Africa.

Our packages give you the following benefits:

**VISIBILITY**
- Prominent placement of your logo on conference materials (online and offline)
- Pre-event marketing and branding through:
  - Banners posted on the homepage of the website
  - Traffic generation to your website via the conference website
  - Your logo placed on monthly newsletters which are delivered to thousands of opt-in subscribers
  - Electronic advertising posted on several calendars linked to the event website

**CONTRIBUTION TO THE PROGRAM**
- A chance to organize satellite symposia
- Participate in discussions

**COMMERCIAL BENEFITS**
- Exhibition opportunities
- Promotion option to display marketing materials such as pamphlets, flyers, postcards and other materials on the marketing table (subject to approval)

**PRIVILEGES**
Your contribution entitles you to the following privileges:
- Exhibition space
- Symposia inclusion
- Complimentary passes to the event to increase your networking opportunities
- Other benefits described under various sponsorship levels
TITANIUM, PLATINUM and GOLD sponsors have the opportunity to organize a satellite session. The Program Committee will review the content and speakers to ensure that they meet the scientific and ethical principles of the conference.

**APPROVAL CRITERIA**

The satellite program should:

- Reflect and/or support the vision and goals of the conference
- Address one of the themes of the conference. The topics could include diagnosis, vaccines or other therapeutic measures or other topics
- Reflect the conference policies and goals of diversity and inclusion

**FORMAT**

Several formats are offered. Contact the Organizing Secretariat for further options and details.

**TIME SLOT ALLOCATION**

Varies according to sponsorship opportunities.

**SATELLITE ORGANIZATION**

Companies hosting their symposium at COLDA 2018 can outsource its planning and organization to Virology Education. This includes:

- Development of the scientific program
- Slide preparation
- Faculty arrangement and management
- Logistical organization
- Publicity
- Evaluation report

**RESERVATION CONDITIONS**

All reservations must be made in writing to the Organizing Secretariat.
CONFERENCE PARTICIPATION GRANTS

RESERVATION CONDITIONS

Conference Participation Grants (CPGs) provide healthcare professionals with the opportunity to participate in a conference they would otherwise be unable to attend due to financial restrictions.

All applications are submitted via an independent CPG portal and are evaluated by the Grant Review Committee against a set of assessment criteria using a robust, impartial and independent peer review process.

Below are several CPG options:

FULL GRANTS
This includes conference registration, travel and accommodation.

YOUNG INVESTIGATOR GRANTS
Conference registration including access to all scientific sessions and exhibition, based on the highest scored abstracts.

REGISTRATION-ONLY GRANTS
Conference registration including access to all scientific sessions and exhibition, a delegate bag including the abstract book and final program and refreshments during the breaks.

ACCOMMODATION-ONLY GRANTS
3-night accommodation in Nairobi, Kenya

TRAVEL-ONLY GRANTS
Flights to/from Kenya

TITANIUM, PLATINUM and GOLD support levels will reduce the costs for Conference Participation Grants!
EXHIBITION

COLDA 2018 will offer a unique opportunity for both commercial and non-commercial organizations to showcase their products and services to the world’s leading professionals in liver disease.

With more than 350 expected delegates, your organization can reach key players involved in combating liver disease in Africa.

- The exhibition area will be located near the plenary session room and includes a coffee area to ensure a constant flow of traffic
- Tentative opening hours: 10.00 - 18.00 hrs

EXHIBITION SPACE

- Price is per square meter of “bare floor space”
- Discounted rates are available for non-commercial organizations and early birds
- Titanium and platinum sponsors are entitled to an additional discount
- Exhibitors shall be responsible for the set-up and installation of the stand
- Additional shell scheme packages are also available

RESERVATION CONDITIONS

All reservations must be made in writing to the Organizing Secretariat. Exhibitors who have paid for their space or shell scheme package must follow the Exhibition Manual. This also includes information on how to order additional materials and services such as furniture, electricity, security and cleaning. Book your space at COLDA 2018 early to ensure your participation. Applications will close once capacity is reached.

Booths are either shell-scheme or space only:

SHELL SCHEME

- Shell scheme frame, basic lighting, electrical socket
- Fascia panel with standard lettering
- 1 table, 3 chairs, 1 counter
- 100 word company/product profile in the final program
- Cleaning of public areas and hallways

SPACE ONLY

These self-built booths will require written approval for their design based on technical specifications and scale drawing transmission.
INFECTIONOUS DISEASES ONLINE

Enduring information presented at the conference will be freely accessible and widely disseminated to reach thousands of virtual participants beyond the walls of the conference center.

Infectious Diseases Online is a premier online platform offering scientific materials in special topical areas and proceedings of conferences. By accessing the website, visitors have full access to:

- Abstract Books
- Meeting Reports
- Workshop Presentations
- Webcasts

All the data on Infectious Diseases Online is organized by workshop and date, making the materials easy to find.

Access the website today to stay updated on the latest developments.

WWW.INFECTIONIOUSDISEASESONLINE.COM
CONTACT INFORMATION

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