



# SUPPORT PROSPECTUS

2025

## MASH-TAG CONFERENCE

THERAPEUTIC **AGENTS** FOR **METABOLIC-ASSOCIATED  
STEATOHEPATITIS** AND LIVER FIBROSIS

[www.MASHTAG.org](http://www.MASHTAG.org)





# WELCOME **MASH-TAG 2025**

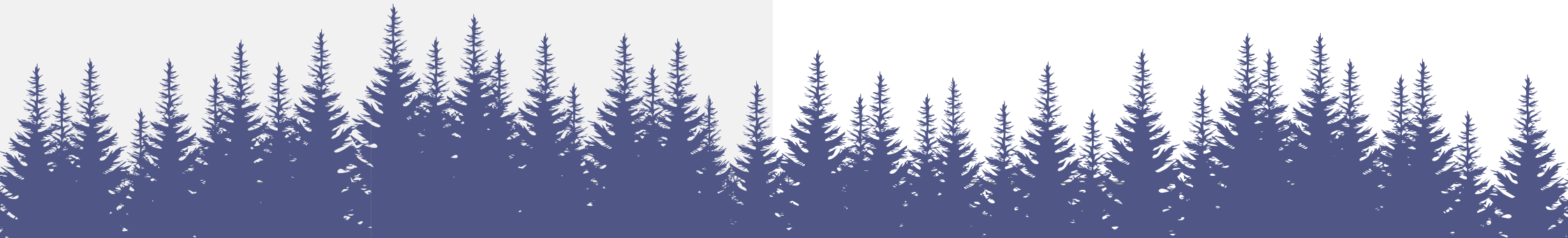
**Advancing Patient Care**

**MASH-TAG Conference 2025  
Focuses on Innovations in  
MASH and Liver Fibrosis**



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# EXECUTIVE SUMMARY

We are pleased to announce that the 2025 MASH-TAG Conference, our 9th annual conference, will be held from Thursday, January 9 to Saturday, January 11, 2025, in Deer Valley / Park City, UT. The conference will be held in hybrid format, providing an effective, engaging, and safe opportunity to learn from leading researchers, participate in interactive discussions, and share insights with others on multiple topics related to advances in the diagnosis, management and therapeutic agent development for Metabolic Dysfunction-Associated Steatohepatitis (MASH) and liver fibrosis.

The primary objective of the MASH-TAG Conference is to meet the educational and networking needs of research and development stakeholders and healthcare professionals seeking to improve the lives of patients with MASH. This unique conference brings together clinicians, academia, and the pharmaceutical industry to discuss the identification of appropriate patient populations, trial designs, and therapeutic endpoints, as well as the potential benefits these agents can have on patients with MASH. We believe the success of this conference is accomplished by delivering a focused, scientific, forum that highlights the most clinically relevant advances in MASH, including future directions in diagnostic procedures and challenges in drug discovery and development for both MASH and liver fibrosis.

The Scientific Advisory Board Committee of MASH-TAG is an internationally renowned group of academic researchers who help provide comprehensive strategic planning and guidance for the educational program. These renowned experts assist in developing the educational content and serve as faculty at the conference. MASH-TAG 2025 will address the latest clinical trial results, design updates, new pharmacological updates, and the pharmacoeconomic benefits of future treatment to the healthcare system. In addition, the faculty will focus on epidemiology, comorbidities associated with these diseases, and the impact of MASH (natural history).

We will also honor the profound contributions of Dr. Stephen Harrison, one of the founders of MASH-TAG, who was so tragically taken from us.



# COURSE DIRECTORS



**Rohit Loomba, MD, MHSc**

Professor of Medicine and Chief,  
Division of Gastroenterology  
University of California, San Diego  
San Diego, California, USA



**Vlad Ratziu, MD, PhD**

Professor of Hepatology  
Sorbonne Université  
Hôpital Pitié - Salpêtrière  
Institute of Cardiometabolism and Nutrition,  
ICAN Paris, France



**Maru E. Rinella, MD**

Professor of Medicine in Gastroenterology,  
Hepatology and Nutrition,  
University of Chicago Director of the  
Metabolic and Fatty Liver Program

# SCIENTIFIC ADVISORY BOARD COMMITTEE

**Quentin Anstee, MD**  
Newcastle University  
Newcastle-Upon-Tyne, United Kingdom

**Samuel Klein, MD**  
Washington University School of Medicine  
St. Louis, Missouri, USA

**Philip Newsome, MBBS**  
University of Birmingham  
Birmingham, United Kingdom

**Mazen Nouredin, MD, MHSc**  
Houston Liver Institute, Medical Director  
Los Angeles, California, USA

**Arun J. Sanyal, MD**  
Virginia Commonwealth University  
Richmond Virginia, USA

**Manal Abdelmalek, MD**  
Mayo Clinic  
Rochester, Minnesota, USA

# AGENDA

## AGENDA

### THURSDAY, JANUARY 9th

6:00pm - 8:00pm Course Directors' Reception

### FRIDAY, JANUARY 10th

6:45am - 7:30am *Breakfast*

7:30am - 8:00am **The Year In Review** - Michael Charlton

8:00am - 8:10am **A Tribute To Stephen Harrison** - Mary Rinella

#### SESSION 1: Outstanding data from 2024

Moderators: Rohit Loomba, Mary Rinella

8:10am - 8:25am **REGENERATE Long Term Outcome Data** - Vlad Ratziu

8:25am - 8:40am **Semaglutide Primary Analysis Phase 3** - Arun Sanyal

8:40am - 8:55am **Tirzepatide Phase 2b** - Quentin Anstee

8:55am - 9:10am **Survodutide Phase 2b** - Rohit Loomba

9:10am - 9:25am Panel Discussion

9:25am - 9:45am *Break - Exhibit Hall/Poster Viewing*

9:45am - 10:05am **FGF21: What Difference Does the Pharmacological Construct Make?**  
Tim Rolph

#### SESSION 2: Deep Dive into Incretin and Endocrine - based therapies

Moderators: TBD

10:05am - 10:25am **Efruxifermin Harmony 96 Weeks/Pegozafermin 48 Week**  
Mary Rinella

10:25am - 10:45am **Thyromimetics: From Discovery to Biological Actions** - Tom Scanlon

10:45am - 11:05am **Incretins Mono and Pluri Agonists Which Ones Make Most Sense?**  
D. Drucker

11:05am - 11:25am **GLP1 Agonists Extrahepatic Benefits and Risks** - Samuel Klein

11:25am - 11:45am Panel Discussion

12:00pm - 1:00pm CME Symposium

CONTINUED ON NEXT PAGE

## AGENDA *CONTINUED*

### **SESSION 3: Refining Clinical Benefit in Outcome Trials: Can CSPH Save Cirrhosis Trials?** Moderators: Meena Bansal, Naim Alkhouri

- 4:00pm – 4:20pm **What Is CSPH and How Does It Change Prognosis?** Guadalupe Garcia-Tsao
- 4:20pm – 4:40pm **Non-Invasive Measurement of CSPH -Ready for Trial Time?** Juan Abraleades
- 4:40pm – 5:00pm **How to Exclude Cirrhosis In Candidates For MASH Therapy With Resmetirom and MASH Trials** - Mazen Nouredin
- 5:00pm - 5:30pm Panel Discussion
- 5:30pm - 5:50pm *Break - Exhibit Hall/Poster Viewing*

### **SESSION 4: Case Based Patient Journey**

Moderators: Alina Allen, Vlad Ratziu

- 5:50pm - 6:20pm **Case Based Patient Journey** - Michael Charlton
- 6:20pm - 6:35pm **ASPIRIN in MASH and Liver Cancer; panacea or placebo** - Tracey Simon
- 6:35pm – 6:50pm **2 or 3 Oral Presentations** - TBD

## **SATURDAY, JANUARY 11th**

6:45am - 8:00am *Breakfast*

### **SESSION 5: Can Digital Pathology Save MASH Trials?**

Moderators: TBD

- 8:00am- 8:20am **Recent Progress In Identifying Ballooned Cells and Resolution of Steatohepatitis With AI Assisted DP** - Quentin Anstee
- 8:20am - 8:40am **Recent Progress in Measuring Antifibrotic Effects: Data From Clinical Trials I. (Histoindex and Clinician)** - Arun Sanyal, Dean Tai
- 8:40am - 9:00am **Recent Progress In Measuring Antifibrotic Effects: Data From Clinical Trials II. (Pharmanest And Clinician)** - Vlad Ratziu, Mathieu Petitjean
- 9:00am - 9:20am **AIM Explore : Assisting The Trials Vs Assisting The Clinician** TBD
- 9:20am - 9:40am **Panel Discussion: Digital Pathology In Clinical Trials How Long Before Regulatory Qualification?** Cynthia Behling, Quentin Anstee, Arun Sanyal, Dean Tai
- 9:40am - 10:00am *Break - Exhibit Hall/Poster Viewing*

### **SESSION 6: The Case for MetALD**

Moderators: Naga Chalasani

- 10:00am – 10:20am **Monitoring Alcohol Consumption In Clinical Trials: How And Why?** Rohit Loomba
- 10:20am – 10:40am **Is MetALD An Impostor Or A Distinct Entity?** J P Arab
- 10:40am - 11:00am **The Case for MetALD Trials and How To Conduct Them** Vijay Shah, Brian Lee
- 11:00am – 11:20am **Alcohol Use Disorder and How It May Interfere With MetALD Trials** Jessica Mellinger
- 11:20am - 11:45am Panel Discussion
- 12:00pm - 1:00pm CME Symposium

### **SESSION 7: Surveying the post approval landscape**

Moderators: TBD

- 4:00pm - 4:20pm **New Data on NIT Surrogates for MASH Trials** - Alina Allen
- 4:20pm - 4:40pm **Future of combination therapies** - Phil Newsome
- 4:40pm - 5:00pm **How Did Clinical Practice Change With Resmetirom on the Market?** Naim Alkhouri
- 5:00pm - 5:20pm **Opportunities for Drug Development in the Resmetirom Era** Vlad Ratziu
- 5:20pm - 5:40pm Panel Discussion
- 5:40pm - 6:00pm *Break - Exhibit Hall/Poster Viewing*

### **SESSION 8: The Promise of New Pharmacological Agents + Pathophysiology**

Moderators: Michael Charlton, Rohit Loomba, Vlad Ratziu

- 6:00pm - 6:10pm **HSD17B13** - Teresa Wright
- 6:10pm - 6:20pm **PNPLA3** - Greg Tesz
- 6:20pm - 6:30pm **FAS inhibitors** Marie O'Farell, Sagimet
- 6:30pm - 6:40pm **DGAT2 inhibitors** - Sanjay Bhanot, IONIS
- 6:40pm **Wrap-Up** - Rohit Loomba



# 2025 MASH-TAG SUPPORT OPPORTUNITIES

## IMPORTANT DEADLINES

### SUPPORT OPPORTUNITIES

The MASH-TAG Conference offers different levels of sponsorship to support the needs of the more than 250 healthcare professionals who will attend the conference.

**MASH-TAG CONFERENCE DATES**  
January 9 – 11, 2025

The Chateaux Deer Valley  
7815 Royal Street  
East Park City, Utah 84060 USA

### DEADLINES

**Initial Agreement:** Supporters showing interest must commit in writing by completing the “Sponsorship Agreement” form found on page 12 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 payment.

*To discuss conference support opportunities further, please contact:  
Heather Lynch, CEO - Apex Planning, LLC dba elm Planning  
+1 214 989 3636 - heather@elmplanning.com*

*Checks should be made payable to: Apex Planning, LLC (Tax ID 85-3639914)  
Remit payment to: Apex Planning, LLC  
Attn: MASH-TAG 2025, 300 E. Sonterra Blvd., Building 1, Suite 1110, San Antonio, TX 78258*

*We can also accept credit card payments and or receive wire transfer.*



# SPONSORSHIP OPPORTUNITIES

The MASH-TAG Conference has designed a comprehensive and multi-tiered corporate sponsorship program that provides benefits at every level.



## Diamond

- Acknowledgment and recognition as a major sponsor on individual conference websites and all conference materials
- Conference exhibit booth with (12') table and a virtual exhibit booth for attendees not traveling to the live program
- (8) Complimentary conference registrations
- Recognized as a top-tier sponsor during the welcome reception
- (8) Invitations to the faculty dinner
- (2) Promotional product bag inserts in the conference bag
- Industry forum: the opportunity for (8) people from your organization to meet in person or virtually with the MASH-TAG course directors and selected speakers to discuss anything related to your product
- Industry-sponsored event: There are two options for a Product Theater at breakfast on the 10th and 11th and each will be priced at an additional \$75,000. Available on a first come first serve basis based on slot preference.\*

**\$120k**



## Platinum

- Acknowledgment and recognition as a major sponsor on individual conference websites and all conference materials
- Conference exhibit booth with (12') table and a virtual exhibit booth for attendees not traveling to the live program
- (6) Complimentary conference registrations
- Recognized as a top-tier sponsor during the welcome reception
- (4) Invitations to the faculty dinner
- (2) Promotional product bag insert in the conference bag
- Industry forum: the opportunity for (4) people from your organization to meet in person or virtually with the MASH-TAG course directors and selected speakers to discuss anything related to your product

**\$75k**



## Gold

- Acknowledgment and recognition as a major sponsor on individual conference websites and all conference materials
- Conference exhibit booth with (6') table and a virtual exhibit booth for attendees not traveling to the live program
- (3) Complimentary conference registrations
- Recognized as a top-tier sponsor during the welcome reception
- (2) Invitations to the faculty dinner
- (1) Promotional product bag inserts in the conference bag

**\$40k**



## Exhibitor

- Acknowledgment and recognition as a major sponsor on individual conference websites and all conference materials
- Conference exhibit booth with table and a virtual exhibit booth for attendees not traveling to the live program
- (2) Complimentary conference registrations

**\$20k**

## CME Sponsored Symposium (lunch only)

**\$50k**

- On approval basis

\*Industry-sponsored event: There are two options for a Product Theater at breakfast on the 10th and 11th. Each will be priced at an additional \$75,000. Available on a first come first serve basis based on slot preference. The MASH -TAG Conference will supply the room and AV only. Speaker honoraria & travel expenses as well as any applicable transparency reporting are the responsibility of the sponsoring company.

# TERMS & CONDITIONS

## **CONFERENCE ORGANIZER**

For the purpose of this document, elm Planning 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 canceled 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 re-allocate any space that has not been occupied by the confirmed Exhibitor by 5:30pm on Thursday, January 9, 2025. Should this occur, the confirmed Exhibitor agrees to forfeit their 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, we also recognize the importance of allowing our faculty and attendees to make the most of their time during the Conference. To that end, our 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 of the Conference dates and times by submitting their written request to the Conference Organizer no later than December 2, 2024. With the express written permission of the Conference Organizer, the same meeting offering parameters will apply, as indicated above. There will also be a \$750.00 fee associated with this as well as additional costs if meeting space is not available.
- Any travel or accommodation-related expenses (e.g. rescheduled flights, additional room nights) 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, additional AV) 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.
- The Conference Organizer will provide an exhibitor kit once agreement and payment received.

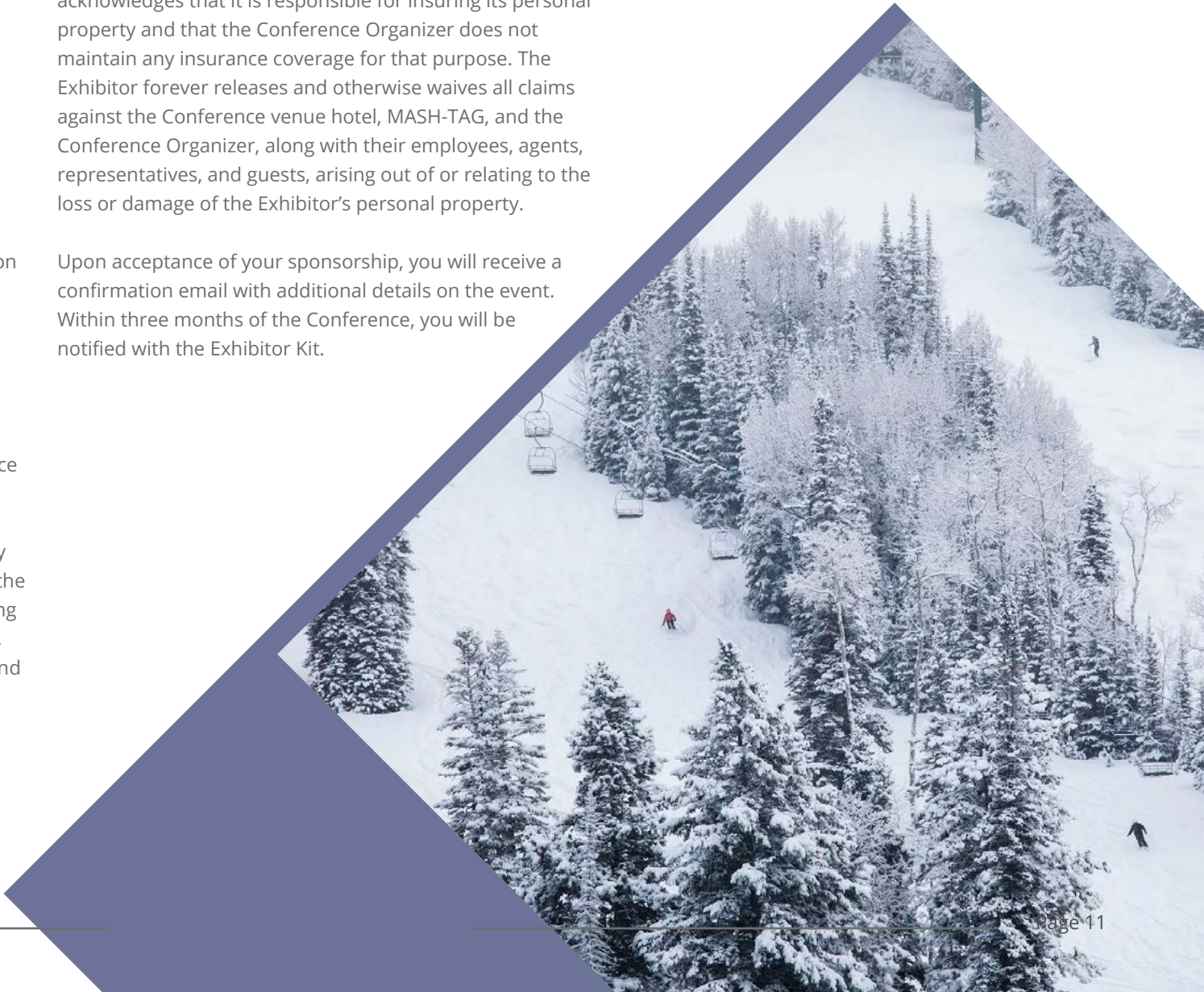
## LIABILITY

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, MASH-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 on 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. Please complete this form and the Conference Organizers will email you a formal Letter of Acceptance with signature requirements.

## SPONSORSHIP SELECTION *(make selection below)*

- |  |           |  |          |
|--|-----------|--|----------|
| <input type="radio"/> <b>DIAMOND</b>         | \$120,000 | <input type="radio"/> <b>GOLD</b>          | \$40,000 |
| <input type="radio"/> <b>PRODUCT THEATER</b> | \$75,000  | <input type="radio"/> <b>EXHIBITOR</b>     | \$20,000 |
| <input type="radio"/> <b>PLATINUM</b>        | \$75,000  | <input type="radio"/> <b>CME SYMPOSIUM</b> | \$50,000 |

Sponsorship TOTAL \$ \_\_\_\_\_ USD

|           |                      |       |                      |
|-----------|----------------------|-------|----------------------|
| Signature | <input type="text"/> | Date  | <input type="text"/> |
| Full Name | <input type="text"/> |       |                      |
| Company   | <input type="text"/> |       |                      |
| Address   | <input type="text"/> |       |                      |
| City      | <input type="text"/> | State | <input type="text"/> |
|           |                      | Zip   | <input type="text"/> |
| Phone     | <input type="text"/> | Fax   | <input type="text"/> |
| Email     | <input type="text"/> |       |                      |

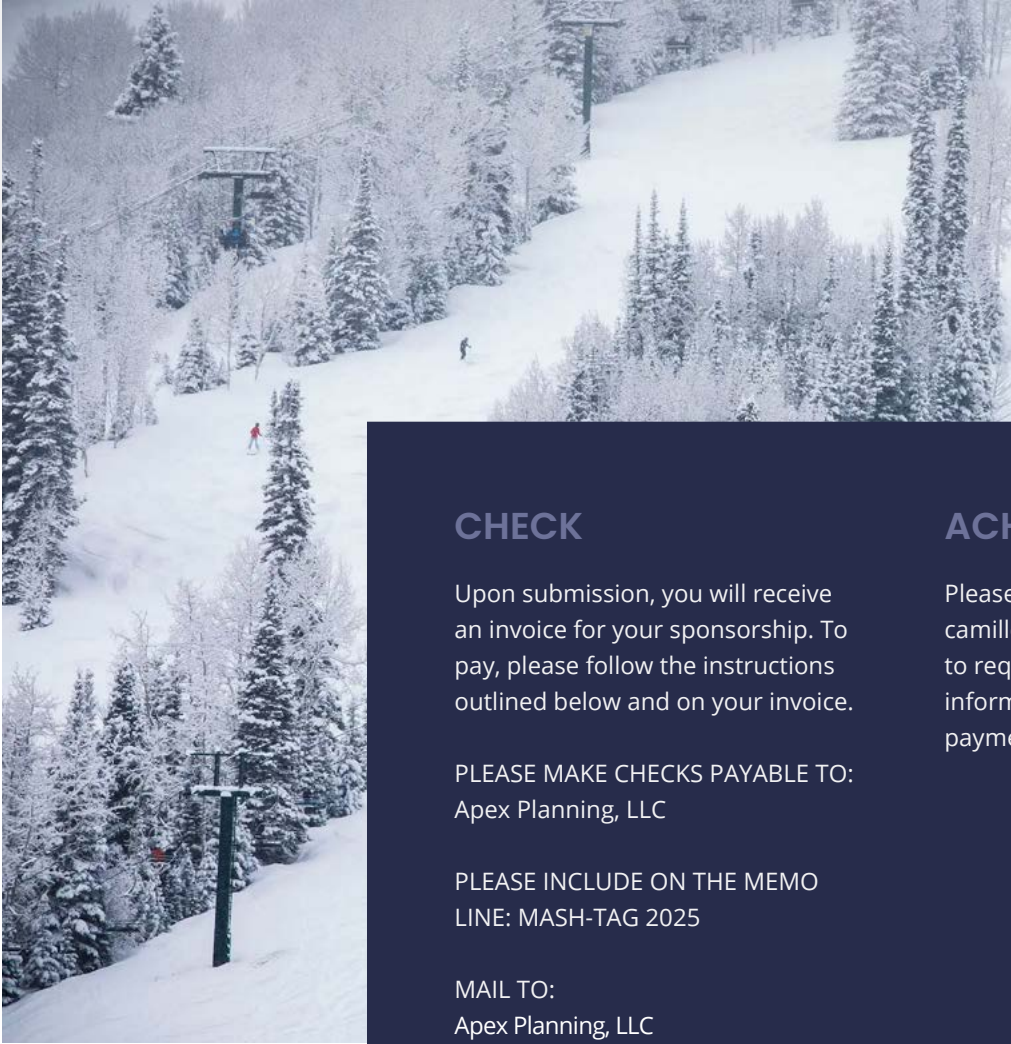
### SPONSORSHIP NOTES

### Accounts Payable or Billing Contact

|                   |                      |
|-------------------|----------------------|
| A/P Contact Name  | <input type="text"/> |
| A/P Contact Title | <input type="text"/> |
| A/P Phone         | <input type="text"/> |
| A/P Email         | <input type="text"/> |

### Conference Point Of Contact

|           |                      |
|-----------|----------------------|
| Full Name | <input type="text"/> |
| Title     | <input type="text"/> |
| Phone     | <input type="text"/> |
| Email     | <input type="text"/> |



## PAYMENT METHODS

Please select one of these methods along with your filled out agreement. Once payment has been processed by the conference organizer, you will receive an electronic receipt confirming your payment.

### 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:  
Apex Planning, LLC

PLEASE INCLUDE ON THE MEMO  
LINE: MASH-TAG 2025

MAIL TO:  
Apex Planning, LLC  
300 E. Sonterra Blvd.,  
Building 1, Suite 1110  
San Antonio, TX 78258

### ACH/WIRE

Please email :  
camille@elmplanning.com  
to request elm Planning's banking  
information for ACH or Wire  
payments.

### CREDIT CARD

A 4% handling fee will be applied for processing.  
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: \_\_\_\_\_



FOLLOW US ON X:

**@MASHTAGCONF**

LinkedIn

[www.linkedin.com/company/mash-tag-annual-conference/](http://www.linkedin.com/company/mash-tag-annual-conference/)



### Get In Touch

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