

International Parkinson and  
Movement Disorder Society

21<sup>st</sup> International Congress of Parkinson's Disease and Movement Disorders

# Support Opportunities and Exhibitor Prospectus



June 4–8, 2017

# VANCOUVER

British Columbia, Canada

[www.mdscongress2017.org](http://www.mdscongress2017.org)



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## Society Profile

**Our Members.** The International Parkinson and Movement Disorder Society (MDS) is an international professional society of clinicians, scientists and other healthcare professionals who are interested in Parkinson's disease, related neurodegenerative and neurodevelopmental disorders, hyperkinetic Movement Disorders and abnormalities in muscle tone and motor control. The spectrum of clinical disorders represented by MDS includes, but is not limited to: ataxia, chorea, dystonia, gait disorders, Huntington's disease, myoclonus, Parkinson's disease, restless leg syndrome, spasticity, tardive dyskinesia, tics and Tourette syndrome, and tremor.

In addition to more than 6,100 individual members, 27 national Movement Disorder societies collaborate with MDS as affiliate members.

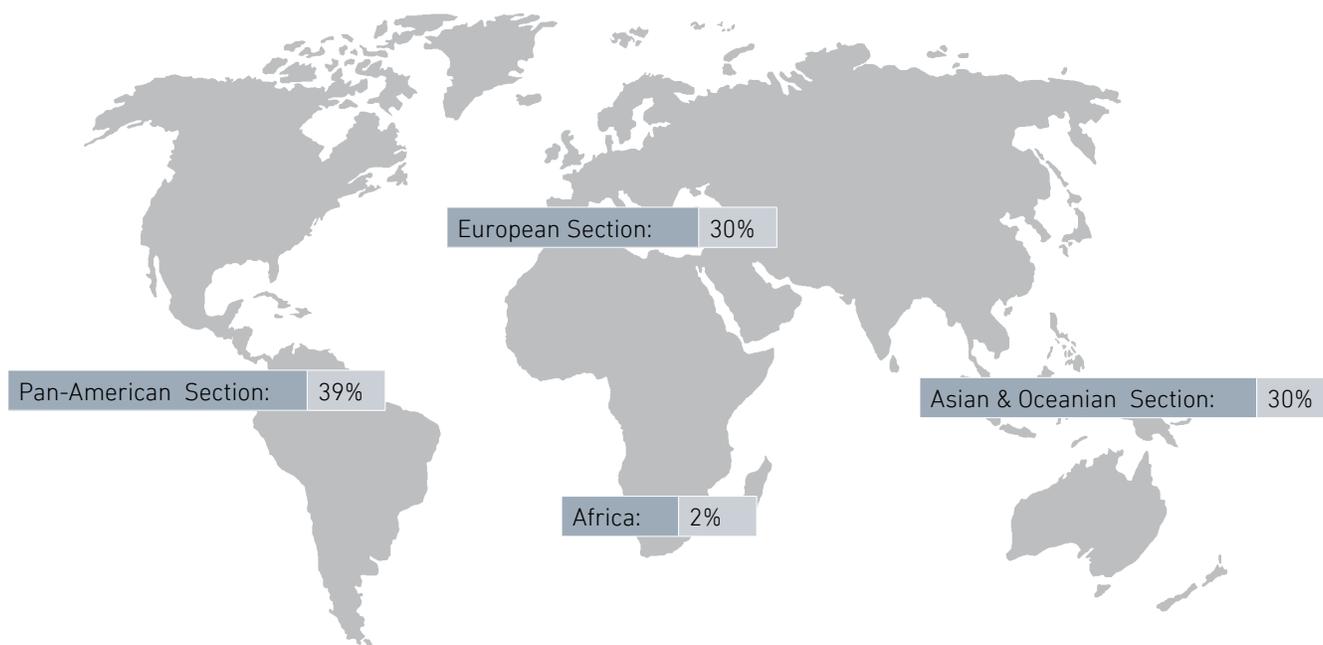
**Mission.** The mission of MDS is to operate exclusively for scientific, scholarly and educational purposes; to encourage research; to provide forums, such as medical journals, scientific symposia and International Congresses, for sharing ideas and for advancing the related clinical and scientific disciplines; to encourage interest and participation in the activities of MDS among healthcare and allied professionals and scientists; to collaborate with other related professional and lay organizations; and to advance the neurological sciences pertaining to Movement Disorders.

**History.** MDS was founded in 1985 on the initiative of Professors Stanley Fahn and C. David Marsden, whose leadership and vision guided the expansion of clinical expertise and research in this field. It merged in 1992 with the International Medical Society for Motor Disturbances. Publication of the journal *Movement Disorders* began in 1986, and the first International Congress was held in 1990. In 2013, The *Movement Disorder Society* officially changed its name to the International Parkinson and Movement Disorder Society, in order to recognize the growing importance of Parkinson's disease care and research within the field of Movement Disorders.

**Activities.** MDS produces two journals: *Movement Disorders* and the online journal *Movement Disorders – Clinical Practice*. The Society also manages 13 clinical rating scales specific to Movement Disorders. Of these, the widely used MDS-UPDRS and UDysRS have been validated in a combined 14 languages. MDS is in the process of validating scales for an additional 12 languages.

The MDS Continuing Education program serves more than 11,000 clinicians, other health professionals, researchers, and policy makers throughout the world each year. Content delivery modalities include live courses, enduring materials and online CME. The target audience for the Society's Continuing Medical Education program, both MDS members and non-members, who interact with patients living with Movement Disorders. MDS enhances patient care by advancing the science, medical knowledge and competence in the area of Movement Disorders.

### MDS Members by Regional Section: 6,169 Members as of 12/31/15





## History and Overview

### 2016 International Congress Supporters

#### PLATINUM PLUS

AbbVie  
Bial  
Medtronic

#### PLATINUM

ACADIA Pharmaceuticals  
Acorda Therapeutics  
Adamas Pharmaceuticals  
Britannia Pharmaceuticals, Ltd.  
Cynapsus  
GE Healthcare  
Ipsen  
Teva Pharmaceuticals  
Zambon, SpA

#### SILVER

Allergan  
Boston Scientific  
St. Jude Medical  
UCB, S.A.

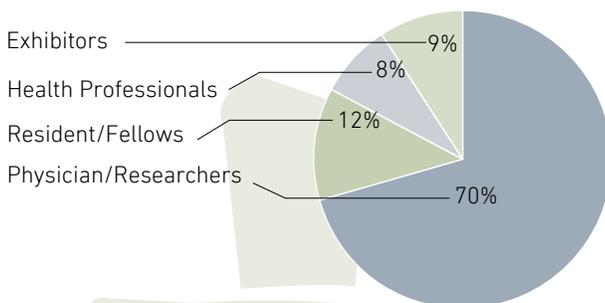
#### BRONZE

Pfizer  
Roche

### International Congress Attendance History

#### 2016 MDS International Congress Participants Berlin, Germany

Delegates represented 86 countries



#### Past International Congresses

Year	Location	Attendance
2016	Berlin, Germany	5,500
2015	San Diego, CA, USA	3,700
2014	Stockholm, Sweden	4,500
2013	Sydney, Australia	2,600
2012	Dublin, Ireland	5,100
2011	Toronto, ON, Canada	3,750
2010	Buenos Aires, Argentina	4,000
2009	Paris, France	5,000
2008	Chicago, IL, USA	3,650

### 2016 Exhibitors

#### 20<sup>th</sup> International Congress of Parkinson's Disease and Movement Disorders Berlin, Germany

AbbVie	CurePSP	Gondola Medical	Multiple System Atrophy (MSA) Coalition
ACADIA Pharmaceuticals	The Cure Parkinson's Trust	Great Lakes	National Spasmodic Torticollis Association
Actelion Pharmaceuticals Deutschland GmbH	The DDG (Deutsche dystonic Gesellschaft.V)	NeuroTechnologies	PhotoPharmics, Inc.
Allergan	Desitin Arzneimittel, GMBH	Huntington's Study Group	ProStrakan Pharma, GmbH
Alpha Omega	Dystonia Medical Research Foundation	InSightec	ProtoKinetics
APDM, Inc.	European Academy of Neurology (EAN)	Ipsen	St. Jude Medical
Bial	European Huntington's Disease Network	LSVT Global, Inc.	Teva Pharmaceuticals
BioSensics, LLC	GE Healthcare	McRoberts B.V.	Ultragenyx
Boston Scientific	Global Kinetics Corporation	Medtronic	Wisepress
Britannia Pharmaceuticals, Ltd.	Glut 1 Deficiency Foundation	Merz	World Parkinson Coalition
Clearsky Medical Diagnostics		The Michael J. Fox Foundation for Parkinson's Research	Zambon, SpA



## 21<sup>st</sup> International Congress of Parkinson's Disease and Movement Disorders—Vancouver, BC, Canada—June 4-8, 2017

### Venue

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Vancouver Convention Centre—WEST  
1055 Canada Pl, Vancouver, BC V6C 0C3, Canada

### Purpose

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The purpose of the MDS International Congress is to offer a forum for clinical and basic discussion on a variety of Movement Disorder topics, including presentations of current research and available treatments.

### Scientific Program

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The 2017 Scientific Program will incorporate Teaching Courses, Therapeutic Plenary Sessions, Plenary and Parallel Sessions, Skills Workshops, Video Sessions, Poster Sessions, Blue Ribbon Highlights and Guided Poster Tours.

The theme of the 21<sup>st</sup> International Congress is “Pathophysiology of Basal Ganglia Disorders: From Cell to System to Patient.” This theme will be showcased throughout the Scientific Program.

Sessions will focus on the latest developments in:

- Movement Disorder topics, including, but not limited to, ataxia, chorea, dystonia, myoclonus, Parkinson's disease, restless leg syndrome, spasticity, stereotypies, tics and tremors
- Basic Science Issues, including, but not limited to, genetics, neuroimaging, neuropharmacology, surgical therapy and transplantation
- Other less common clinical conditions

### Target Audience

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The target audience includes clinicians, researchers, post-doctoral fellows, medical residents, medical students and other non-physician health professionals with an interest in the current research and approaches for the diagnosis and treatment of Movement Disorders.

### Abstract Submissions

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Participants will be invited to submit abstracts relevant to the various fields associated with Movement Disorders. Abstracts will be peer-reviewed and organized into poster sessions. Abstract Submission is open October 1, 2016-January 6, 2017.

### General Information

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- **Venue:** The Vancouver Convention Centre will serve as the headquarters for scientific sessions, posters and exhibition.
- **Hotel:** A block of guest rooms has been secured at hotels throughout Vancouver to accommodate International Congress participants. Hotel reservation information will be included on the International Congress website starting on November 1, 2016.
- **Language:** The official language of the International Congress is English.
- **Registration:** International Congress registration information will be on the International Congress website. MDS members will be offered a reduced registration fee. Non-members of MDS will have the opportunity to become members through the registration process. Registration will open on November 1, 2016.
- **Exhibits:** Pharmaceutical and biotechnology companies, medical publishers, associations and patient service providers are invited to participate in the International Congress exhibition.



## Support Opportunities at the International Congress

### Sponsorship Levels and Recognition

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The 21st International Congress will recognize companies based on their cumulative sponsorship, exhibit and advertising spend. The sponsorship levels are:

\$400,000 USD	Double Platinum
\$300,000 USD	Platinum Plus
\$200,000 USD	Platinum
\$100,000 USD	Gold
\$50,000 USD	Silver
Any education grant	Bronze

### Recognition

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- Acknowledgement on International Congress onsite signage
- Companies making their commitment by December 9, 2016 will be listed on the acknowledgement page in the **Preliminary Program**. The Preliminary Program reaches the largest global audience of healthcare professionals, with a circulation of nearly 15,000 from more than 70 countries. It will be e-mailed to all MDS members and those who have expressed interest in this International Congress.
- Companies making their commitment by March 1, 2017 will be listed on the acknowledgement page in the **Final Program**. The Final Program is a comprehensive guide to the International Congress, including a complete schedule of International Congress educational events. The Final Program will be distributed to all Congress attendees (estimated to be approximately 3,500 people) in their registration bags onsite in Vancouver. The Final Program will be posted on the International Congress website.
- Company name on the acknowledgement page of the International Congress website
- Supporter Ribbons
- Company will be recognized in future International Congress literature, including the 2018 International Congress Support Opportunities and Exhibitor Prospectus

### Educational Opportunities (Continuing Medical Education Credit)

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Companies can support specific sessions in the International Congress Scientific Program which carry CME. Guidelines governing MDS educational programming and its use of commercial support are available on the MDS website ([www.movementdisorders.org](http://www.movementdisorders.org)) or by contacting Joel Rittle, Director of Development, at [jrittle@movementdisorders.org](mailto:jrittle@movementdisorders.org).

The 2017 Scientific Program will be posted when available at [www.mdscongress2017.org](http://www.mdscongress2017.org).

### Recognition

In addition to the recognition listed above, companies providing unrestricted medical education grants will be acknowledged on signage outside the supported session and, if the commitment is made by March 1, 2017, in the Congress Final Program.

### Type Of Session .....Cost

**Controversies** – Involve all International Congress delegates. Content stimulates interest and debate among a panel of experts. Views from several perspectives of pre-selected “hot” topics will be addressed and debated among the panelists..... \$10,000 USD/session

**Plenary Sessions** – Provide a broad overview of the latest clinical and basic science research findings and state-of-the-art information..... \$10,000 USD/session

**Therapeutic Plenary Sessions** – Provide the latest information regarding the scientific and clinical evidence supporting treatment options..... \$10,000 USD/session

**Video/Skills Workshops** – Provide educational illustration of clinical techniques and treatment procedures through demonstrations utilizing patient video-tapes and equipment. .... \$ 6,000 USD/session

**Parallel Sessions** – In-depth reports of the latest research findings, state-of-the-art treatment options, as well as a discussion of future strategies. Parallel sessions have evidence-based components and incorporate the “hot” issues..... \$ 6,000 USD/session



## Support Opportunities at the International Congress

### Promotional Opportunities

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**Satellite Symposium (non-CME bearing)** .....Cost: \$200,000 USD

Satellite Symposia (also called Corporate Therapeutic Symposia or CTS) offer a tremendous opportunity to provide education, demonstrate your company's commitment to quality patient care, and build your corporate brand. Each Symposium is one hour long and is open to all registered meeting delegates. No CME is given for the Satellite Symposia.

The room setup for the Satellite Symposium will include:

- A basic AV set-up, including LCD screen(s) appropriate to room size, LCD projector(s), LCD monitor, keyboard and mouse
- A head table set for five people with a podium and microphone for a panel discussion
- Floor microphones for a question/answer portion of the program
- Theater style seating
- A lavalier microphone at the podium for the speaker

The basic outline for the session (including session talk titles and speaker names) will be posted on the MDS website and if confirmed by March 1, 2017, in the International Congress Final Program.

### Supporter Recognition:

- All items that appear on page 6 under **Recognition**
- Three complimentary full registrations which will include admission to all scientific sessions, the Exhibit Hall, the Poster Areas, the Welcome Ceremony, the MDS Video Challenge and a meeting bag and documentation.



## Support Opportunities at the International Congress

### Advertising Opportunities

**Advertisements in the Preliminary and Final Programs** ..... Cost Varies

Please see page 10 for information on advertising in the Preliminary and Final Programs.

**International Congress Bag Inserts** ..... Cost Varies, See Below

Industry partners and exhibitors may take advantage of the opportunity to catch the attention of International Congress delegates even before the Exhibit Hall opens by putting an insert into the bags that each registrant receives onsite. Bag inserts are typically relatively small promotional pieces, they are not intended for delivery of scientific information. All inserts must be submitted for MDS approval prior to printing and final copies will be due by April 15, 2017.

Size/description	Price
Postcard up to 4 in x 6 in (10.16 cm x 15.24 cm)	\$2,000
Brochure, between 4 in x 6 in and 8 ½ in x 11 in 10 page maximum	\$2,500
American letter size, 8 ½ in x 11 in; European letter size A4, 297 mm x 210 mm (10 page maximum)	\$2,750
Three-dimensional item e.g. CD or USB	\$3,000

**International Congress Mailing List with or without e-mail addresses** ..... Cost Varies, See Below

The mailing list of International Congress registrants is for one-time rental use only and may not be duplicated. The pre-Congress list will be run on April 10, 2017 and the post-Congress list will be run on June 25, 2017. A sample mailing piece must be approved by the International Secretariat and a waiver must be signed prior to the receiving the list.

Mailing list (without e-mail addresses), hard copy, sent by post ..... Cost: \$3,000 USD/list

Mailing list including e-mail addresses sent electronically in Excel format ..... Cost: \$3,500 USD/list

**Delegate email during the International Congress** ..... \$4,000 per day

The MDS version of virtual room drops to invite delegates to your Corporate Therapeutic Symposium or exhibit. Send an email on a specific day during the International Congress to delegates registered as of May 2, 2017. A sample email must be approved by the International Secretariat and a waiver must be signed prior to receiving the list. Delegate e-mail addresses will be sent electronically in Excel format. A maximum of three companies per day of the International Congress will be permitted to send one message each.

### Additional Promotional Opportunities

**International Congress App for iOS and Android™** ..... Cost: multiple at \$10,000 USD each or \$25,000 USD Exclusive

This app for iPhones® and Droid™ mobile devices makes information on the 2017 MDS International Congress and the city of Vancouver available at your fingertips. At the 2014 International Congress, more than 1,100 unique users downloaded and used the app on their device, including iPhones®, iPads®, iPods®, Android™ cell phones and Android™ tablets. There were 41,103 user sessions, including more than 27,000 sessions the week leading up to and during the 2014 International Congress.

Sponsor Recognition: The sponsor's name and logo will appear on the splash-page (the first image that shows on the screen when the app is engaged). A maximum of three sponsors will be accepted.

**MDS Video Challenge** ..... Cost: multiple at \$10,000 USD each or \$25,000 USD Exclusive

Movement disorder groups from around the world submit videos for possible presentation during the MDS Video Challenge. Country pride will add an enjoyable spirit of competition to the session. This event is open to all delegates. Based on participation at previous International Congresses, well over 1,000 participants are expected to attend the Video Challenge in Vancouver.

Sponsor Benefits/Recognition: Sponsors will receive eight complimentary invitations to attend this event. Sponsors will be acknowledged in signage at the event and in future International Congress literature. Multiple sponsors are sought.



## Support Opportunities at the International Congress

### **International Congress Registration Bags** **SOLD** ..... Cost: \$50,000 USD

Each delegate will receive an International Congress bag onsite. These bags are designed for delegates to store and carry International Congress publications throughout the week. The MDS International Secretariat will administer the design, production and delivery of the bags onsite.

Sponsor Recognition: The sponsor's logo will be printed on the bag, together with the MDS International Congress logo. The sponsor will also be acknowledged in future International Congress literature.

### **Guided Poster Tours** ..... Cost: \$10,000 USD per Tour

Participants view selected posters on a given theme, with commentary by the authors and MDS Faculty. There are four tours per day, Monday – Thursday. Multiple sponsors will be accepted for each Guided Poster Tour. Guided Poster Tour topics are expected to include the following:

1. Atypical Parkinsonisms (Parkinson plus and secondary)
2. Basic Science
3. Dystonia
4. Genetics
5. Huntington's Disease
6. Lewy body dementia and other MD dementias
7. Parkinson's disease: Behavioral disorders
8. Parkinson's disease: Clinical Trials
9. Parkinson's disease: Neuropharmacology
10. Parkinson's Disease: Non-motor
11. Parkinson's Disease: Phenomenology
12. Rating Scales and Assessment Tools
13. Sleep Disorders and RLS
14. Surgical Therapy of Movement Disorders
15. Surgical therapy: Parkinson's disease
16. Tremor

Sponsor Recognition:

- Sponsor's name and logo on signage in the Poster Area
- Recognition in the Final Program
- Recognition in future International Congress literature, including the International Congress Support Opportunities and Exhibitor Prospectus for the following year

### **Coffee Breaks** ..... Cost: \$15,000 USD per Break

One coffee break will be offered each morning of the International Congress. During this time, delegates may relax and enjoy a refreshing beverage before continuing their full day of meetings. Multiple sponsors will be considered.

Sponsor Recognition: The sponsor will be acknowledged in onsite signage and in future International Congress literature. Sponsors may also work with the venue to provide branded cups and/or napkins at their cost.

### **Pens and **SOLD** Notepads** ..... Cost: Pens – \$10,000 USD • Notepads - \$10,000 USD

A notepad and pen with sponsor identification will be inserted into each delegate's International Congress bag. The MDS International Secretariat will be responsible for purchasing and printing the pads and pens. All copy and designs must be approved in advance by the MDS International Secretariat and the notepads must carry the MDS International Congress logo. MDS will be responsible for the setup and production of the pens and/or pads.

Sponsor Recognition: The sponsor's name and logo will be printed on the notepads and pens. The MDS International Congress logo will also appear on the notepads.

### **Pocket Guide** **SOLD** ..... Cost: \$25,000 USD

This handy pocket guide contains a wealth of International Congress information at a glance. Offered onsite to all International Congress delegates, the pocket guide includes an abbreviated program, registration hours and room locations for main sessions.

Sponsor Recognition: The sponsor's name and logo will be printed on the back cover of the pocket guide.

### **Vancouver City Maps** ..... Cost: \$20,000 USD

These handy self-folding maps, which fit in a pocket or purse, will help attendees find their way around Vancouver.

Sponsor Recognition: The sponsor's logo will be printed on these pop-out maps.



## Program Advertising Rates And Schedule

### Preliminary and Final Programs

As a provider of products and services for health care professionals in the fields of Parkinson's disease and Movement Disorders, we encourage you to consider advertising options in the Preliminary and Final Programs for the 21<sup>st</sup> International Congress of Parkinson's Disease and Movement Disorders.

The Preliminary Program will reach the largest global audience of healthcare professionals, with a circulation of nearly 15,000 from more than 70 countries. Scheduled for release in January 2017, the Preliminary Program will include the outline for the 2017 Scientific Program, other event details, general Vancouver information, registration and hotel information. It will be e-mailed to all MDS members and those who are interested in this International Congress. The Final Program will contain a complete schedule of International Congress educational and other events, and will be distributed to all meeting attendees in the International Congress registration bags onsite in Vancouver.

### Circulation

Preliminary Program: e-mailed to approximately 15,000 people and available on the International Congress website

Final Program: Provided in print to approximately 3,500 delegates and available on the International Congress website

### Deadlines

Preliminary Program	Final Program
Return contract by: December 9, 2016	Return contract by: January 9, 2017
Ad graphics due: January 3, 2017	Ad graphics due: March 1, 2017

### Advertising Rates (per publication, per page)

#### Preliminary Program

Inside full page .....	\$3,000 USD
Inside ½ page .....	\$1,750 USD
Inside ¼ page .....	\$1,000 USD

#### Final Program

Back cover, full page .....	\$12,000 USD
Inside back cover, full page <b>SOLD</b> .....	<del>\$9,000 USD</del>
Inside full page .....	\$6,000 USD
Inside ½ page .....	\$3,500 USD
Inside ¼ page .....	\$2,000 USD

#### Both Preliminary and Final Program

Purchase ads in both in the Preliminary and Final Programs and receive the Preliminary Program ad for half price.

Inside full page in Preliminary and Final Programs .....	\$7,500 USD
Inside ½ page in Preliminary and Final Programs .....	\$4,375 USD
Inside ¼ page in Preliminary and Final Programs .....	\$2,500 USD



## Program Advertising Rates And Schedule

### Specifications

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All advertisements must be provided in an electronic file format. The Final Program will be letter size (8 1/2" x 11").

**Printed page size, in inches (centimeters):** ..... 8 1/2" w x 11" h (21.59 cm w x 27.94 cm h)

**Required ad sizes, in inches (centimeters):**

Full page..... 7 1/2" w x 10" h (19.05 cm w x 25.4 cm h)

Full page bleed..... 8 3/4" w x 11 1/4" h (22.225 cm w x 28.575 cm h)

Half page horizontal..... 7 1/4" w x 4 1/4" h (18.42 cm w x 10.80 cm h)

Half page vertical..... 3 1/2" w x 9 1/4" h (8.89 cm w x 23.50 cm h)

Quarter page..... 3 1/2" w x 4 1/4" h (8.89cm x 10.80 cm h)

**Electronic File Formats**

Platform: Mac or PC format

File formats: TIFF, EPS, PDF (high resolution only)

Acceptable programs: QuarkXpress, Adobe InDesign, Adobe Illustrator, Adobe Photoshop

### Instructions

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- Include all fonts used in all pages, illustrations, images, logos and artwork.
- All images should be in CMYK mode.
- Four-color process: minimum resolution is 300 dpi at 100%.
- Bleeds: build pages to trim size and extend bleed beyond page edge.
- Two-page spread: supply as two individual page documents.
- Supply all images separately with original support files and link to document. Please do not embed files without support supplied.
- All Illustrator files must be converted to outlines.

### Delivery

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Send all graphics and instructions to: Kristy Moeller, Meetings Manager

555 East Wells Street, Suite 1100

Milwaukee, WI 53202 USA

Tel: +1 (414) 276-2145

Fax: +1 (414) 276-3349

E-mail: [kmoeller@movementdisorders.org](mailto:kmoeller@movementdisorders.org)

### Ad Acceptance

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The International Parkinson and Movement Disorder Society (MDS) reserves the right to reject for any reason any advertising submission, or to require revisions at its discretion. If payment has been made for an advertisement which is subsequently rejected, the MDS International Secretariat will refund such payment to the advertiser and MDS shall have no further responsibility to the advertiser. No advertising may, without the prior written consent of the MDS International Secretariat, (a) contain or otherwise use or incorporate the acronym (MDS), name, or logo of MDS or the MDS International Congress, (b) identify any person as a director, officer or member of MDS, or (c) state or imply the recommendation, endorsement or approval of any product or service of the advertiser by the sponsoring associations or any of their directors, officers or members.

All ad submissions must be in final form; requests for MDS to make alterations will not be granted. Advertising inserts will not be accepted. All advertising materials submitted to MDS will become the property of MDS and, at its discretion, discarded unless the advertiser requests the return of the same in writing no later than 30 days after printing.



## Exhibition Schedule and Information

### Exhibit Hours – Tentative

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<b>Monday, June 5, 2017</b>	<b>9:00 - 16:00</b>
<b>Tuesday, June 6, 2017</b>	<b>9:00 - 16:00</b>
<b>Wednesday, June 7, 2017</b>	<b>9:00 - 16:00</b>
<b>Thursday, June 8, 2017</b>	<b>9:00 - 15:30</b>

- Exhibitors will be allowed in the Exhibit Hall 30 minutes before the exhibits open each day and may remain in the area 30 minutes after it closes.
- Exhibitors must staff their exhibits during the above hours. Exhibit stands may not be left unattended for extended periods of time.
- No packing of equipment, literature or dismantling of exhibits will be permitted before 17:00 on Thursday, June 8, 2017.
- Exhibit Hall hours are subject to change. Exhibitors will be notified if a change in hours is necessary.

### Installation – Tentative

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<b>Friday, June 2, 2017</b>	<b>10:00 - 22:00</b>
<b>Saturday, June 3, 2017</b>	<b>7:00 - 22:00 (Non-profit exhibitors may start set-up at 12:00)</b>
<b>Sunday, June 4, 2017</b>	<b>7:00 - 20:00</b>

*\*NOTE: Charges will apply after 22:00 on Friday and Saturday should overnight work need to be completed*

Exhibit installation must be completed by 20:00 on Sunday, June 4, 2017. MDS and the official service contractor may, without incurring any liability for damage or loss, install or dismantle any property of any exhibitor who has failed to do so by 20:00 at the sole expense of the exhibitor.

Installation hours are subject to change. Exhibitors will be notified if a change in hours is necessary.

### Dismantlement – Tentative

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<b>Thursday, June 8, 2016</b>	<b>15:30 - 24:00</b>
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The Exhibit Hall must be cleared by 24:00 on Thursday, June 8, 2017.

Dismantlement hours are subject to change. Exhibitors will be notified if a change in hours is necessary.

### Admission to Exhibits and Scientific Sessions

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Each exhibitor will be granted three complimentary Exhibitor Personnel badges for access to the Exhibit Hall only. Additional Exhibitor Personnel badges can be purchased at \$100 USD each. Exhibitors attending scientific sessions must register for an International Congress full-access badge.

### Badge Policy

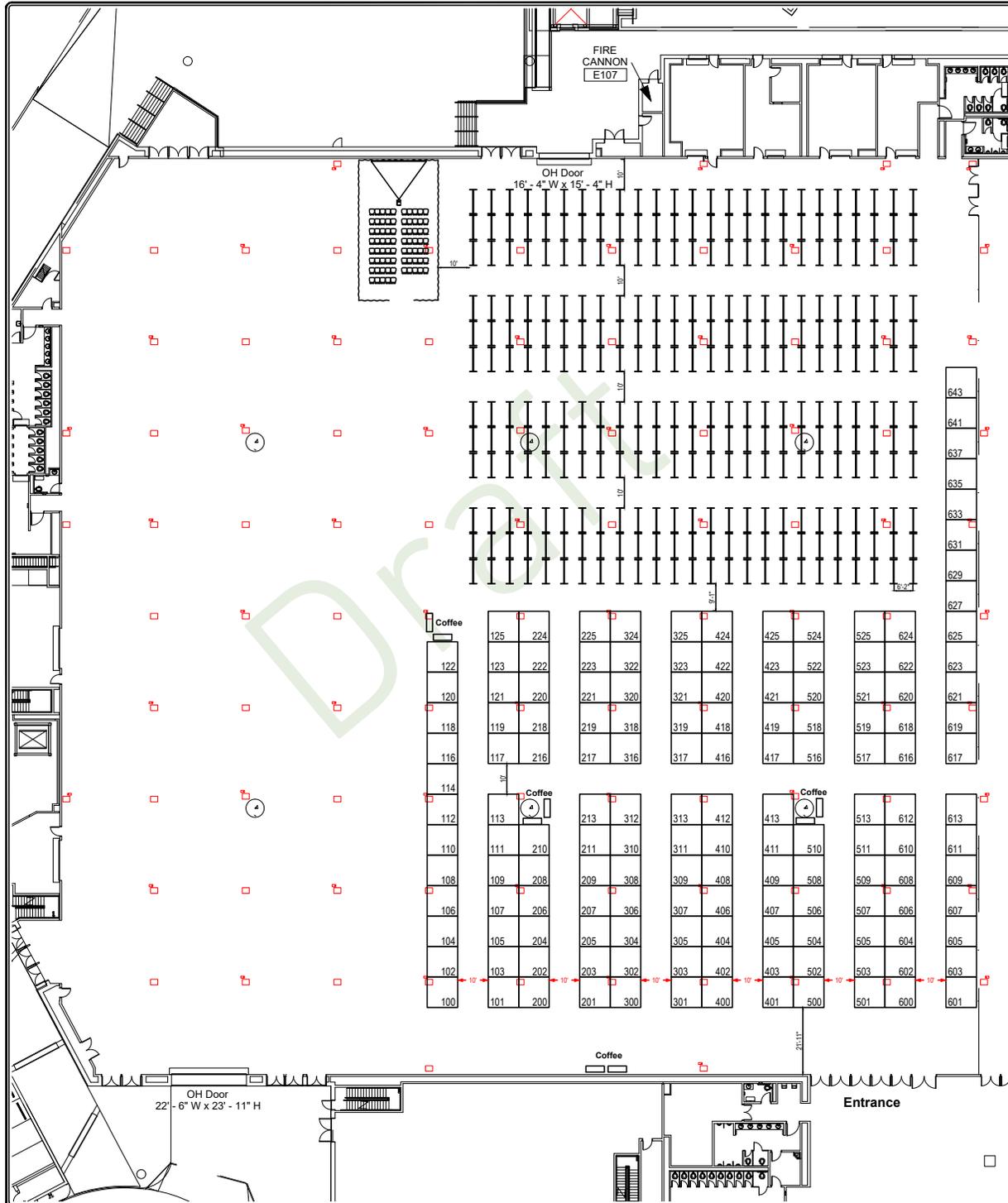
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Admission to the Exhibit Hall will be by name badge only. Security guards will monitor the Exhibit Hall entrances for proper identification. Exhibit stand personnel must show an official MDS exhibitor name badge in order to gain access to the Exhibit Hall during installation, show, or dismantlement hours. Independent contractor personnel, hired by an exhibitor to install and dismantle their display, should register onsite for a temporary name badge valid for only installation and dismantlement hours.



## Floor Plan of Exhibition Area

\*This floor plan will change after booth spaces have been confirmed. Poster placement is also subject to change.\*





## Exhibit Services

### Official Service Contractor

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An exhibitor service contractor will ensure orderly and efficient installation, as well as removal of the overall exhibition. The official contractor will provide and assure the distribution of labor to all exhibitors according to need, see that the proper type and limits of insurance are in force and avoid any conflict with facility regulations and requirements. The official contractor will staff and maintain an onsite service desk during the exhibition to serve as a focal point for exhibitor needs. Furniture, decorative signs, labor and other services will be available at the service desk.

### Exhibitor Service Manual

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All exhibitors will receive the official Exhibitor Service Manual by March 1, 2017. The Service Manual will contain information on:

- Freight shipping and handling
- Labor regulations and rates
- Furniture, display and other decorating rentals
- Ordering electrical and telephone service
- Audiovisual and computer rentals
- Exhibit personnel registration
- Exhibitor promotional items approval
- Ordering attendee mailing lists

### Requirements for Independent Contractors

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Exhibiting companies who plan to use the services of a display house/service firm other than the designated service contractor must abide by the following rules:

- The exhibitor must notify the MDS International Secretariat in writing no less than 30 days prior to the International Congress of the names of the display house/service firm, address, telephone number and contact person.
- The display house/service firm must furnish a copy of an insurance certificate to the MDS International Secretariat in the amount of \$1,000,000.00 liability to include property damage. This certificate must be submitted no less than 30 days prior to the meeting. The certificate must indicate full coverage for installation days, show days and dismantling days.
- Upon arrival at the exhibition site, display house/service firm personnel must check in at the exhibitor registration area to receive work/labor badges which will allow them access to the exhibit area.
- Display house/service firms may not solicit business on the exhibit floor at any time.
- Display house/service firms must cooperate with the official designated contractors, especially by not interfering with the efficient use of an official contractor's workers.

### Shipping, Storage and Handling

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Details on shipping, storage and handling of exhibit materials will be provided in the Exhibitor Service Manual.



## Exhibit Regulations

### Advertising Material

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Canvassing or distributing of advertising material by non-exhibiting, commercial companies is strictly prohibited. Exhibitor advertising will not be permitted outside of the exhibitor's assigned space. Limited signage advertising industry supported sessions and events must be approved and displayed by the MDS International Secretariat. Unauthorized signage will be removed.

### Attendee Mailing List

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Exhibitors may order an attendee mailing list in advance of the International Congress. The mailing list is for one-time rental use only and may not be duplicated. Under no circumstances may the list be copied, reproduced or duplicated in any form other than for the purpose of the specified mailing.

### Audiovisual Equipment

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Sound systems must be kept at a reasonable level, and may not interfere with other exhibitors.

### Demonstrations

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Exhibitor demonstrations should not interfere with normal traffic flow nor infringe on neighboring exhibits. No demonstrations will be permitted outside of the exhibitor's assigned space.

### Facility Regulations

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Exhibitors are required to abide by all facility regulations in the design, installation, operation and dismantlement of their exhibit stands. A complete description of electrical, fire, labor and property regulations will be listed in the Exhibitor Service Manual.

### Food and Beverage Distribution

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Exhibitors wishing to dispense or serve any food or beverage from assigned exhibit space must notify the Vancouver Convention Centre. Further information will be provided in the Exhibitor Service Manual.

### Hospitality Suites and Special Events

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Company-sponsored special events must be approved by the MDS International Secretariat. MDS attendees, leadership and faculty members cannot be invited to an event that conflicts with MDS programs, including the Scientific Program, or other MDS Events. Please contact the MDS International Secretariat for more information.

### Liability

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The exhibitor shall be fully responsible to pay for any and all damages to property owned by the Vancouver Convention Centre and its owners or managers, which result from any act or omission of the exhibitor. The exhibitor agrees to defend, indemnify and hold harmless, the International Parkinson and Movement Disorder Society, its owners, managers, officers or directors, agents, employees, and subsidiaries and affiliates, from any damages or charges resulting from the exhibitor's use of the property. The exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees and business invitees which arise from or out of the exhibitor's occupancy and use of the exhibition premises, the Vancouver Convention Centre or any part thereof.

In addition, the exhibitor acknowledges that the International Parkinson and Movement Disorder Society, the Vancouver Convention Centre, and all other service providers do not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

### Market Research

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Surveys or market research of any kind is prohibited.

### Meeting Space

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Exhibiting and non-exhibiting companies may not schedule meetings or events during the official dates of the International Congress without the written consent of the MDS International Secretariat. Companies sponsoring the International Congress at the Platinum level may request meeting space for company-sponsored sales meetings and MDS-approved activities. Requests should be submitted in writing to the MDS International Secretariat, attention Meetings Manager.

### No Smoking

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Smoking in the Exhibit Hall, scientific sessions, foyers and all public space in the Vancouver Convention Centre is prohibited.



## Exhibit Regulations

### Prizes and Lotteries

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Prizes, sponsored contests and prize drawings will not be permitted.

### Products and Services

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Only those products and services detailed on the exhibit space application form or in writing prior to the International Congress and approved by the MDS International Secretariat may be exhibited or advertised.

### Promotional Items

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A promotional item approval form will be distributed in the Exhibitor Service Manual and must be submitted to the MDS International Secretariat along with a sample, photo, or written description of each item. Distribution of descriptive product literature, notepads, pens and pencils is permitted and does not have to be approved. Other items may be distributed from the exhibitor's stand only with prior written approval. **All items to be distributed must be useful to the attendees during the International Congress or in the professional activities of the booth visitor. Any exhibitor found distributing materials which have not been officially approved may be required to cease distribution immediately. For those companies who comply with the PhRMA or EFPIA Code, please refer to the Code with regards to promotional items.**

### Reduced Fee Exhibitors

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MDS recognizes that companies may have varied levels of marketing resources. In order to ensure that a variety of products and services are presented to International Congress delegates, the following discounts are available:

- Start-up companies, those without a product currently on the market, may purchase an exhibit at one-third the published price.
- Companies with sales of less than \$10M annually, or with products marketed to allied health professions or patients, may purchase an exhibit at one-third the published price.

All reduced exhibits are sold on a space available basis and will not be confirmed until 120 days before the International Congress.

### Relocation

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The MDS International Secretariat reserves the right to relocate exhibitors. In the event that it is necessary to relocate an exhibitor after a specific space assignment has been made, the MDS International Secretariat will contact the exhibitor. Every effort will be made to reassign the exhibitor to similar space. In any instance of exhibit stand relocation, the exhibitor has the option to cancel and receive a full refund of all payments made.

### Restriction of Exhibits

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The MDS International Secretariat reserves the right to: (a) reject for any reason any exhibit application submitted for the MDS International Congress; (b) reject, prohibit, restrict or otherwise require modification of any exhibit for any reason; and (c) evict or bar any exhibitor whose exhibit, materials or conduct is determined to be objectionable for any reason. Violation of any regulations on the part of the exhibitor, their employees or agents shall annul the right to occupy space and such exhibitor will forfeit to the MDS International Secretariat all monies which may have been paid. Upon evidence of violation, the MDS International Secretariat may enter and take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages which the MDS International Secretariat may thereby incur.

### Security

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A professional security guard service will be provided throughout installation and dismantlement as well as after daily Exhibit Hall hours. Neither the security service, MDS, the exhibitor service contractor, nor the Vancouver Convention Centre is responsible for any loss or damage to exhibitor property.

### Selling from Exhibit Stand

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Selling merchandise is prohibited at the 21<sup>st</sup> International Congress. Order forms may be distributed. The only exception to this is that book publishers may sell their publications.

### Subletting Exhibit Space

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Subletting exhibit space is not permitted. Sharing of exhibit space is not permitted unless it is within divisions of the same company.



## International Congress Support and Exhibit Application

21<sup>st</sup> International Congress of Parkinson's Disease and Movement Disorders  
 Vancouver, BC, Canada • June 4-8, 2017

Company Name (please type or print)	Contact Name and Title
Address	
City, State (Province), Zip (Postal code)	Country
Phone and e-mail	Authorized Signature

\*The completed form (pages 17-18) and full payment must be returned to secure your selected options below.\*  
 \*To secure your commitment and ensure early recognition in the Preliminary Program, please return application by December 9, 2016.

### Promotional Opportunities

- Corporate Therapeutic Symposium (CTS) .....\$200,000
- Bag Inserts postcard .....\$2,000
- Bag Inserts brochure (less than 8 ½" x 11") .....\$2,500
- Bag Inserts brochure (8 ½" x 11") .....\$2,750
- Bag Inserts 3-dimensional (USB drive) .....\$3,000

#### Mailing List without e-mail addresses,

- Pre-Congress (pulled on April 10, 2017) .....\$2,000
- Post-Congress (pulled on June 25, 2017) .....\$2,000

#### Mailing List with e-mail addresses,

- Pre-Congress (pulled on April 10, 2017) .....\$2,500
- Post-Congress (pulled on July June 25, 2017) .....\$2,500
- Delegate email during Congress (Day \_\_\_\_\_) .....\$4,000
- Congress app for iPhone® & Android™ phones .....\$10,000
  - Exclusive .....\$25,000
- MDS Video Challenge .....\$10,000
  - Exclusive .....\$25,000
- International Congress Bags **SOLD** .....\$50,000
- Virtual Guided Poster Tours .....\$10,000/tour
- Coffee Breaks .....\$15,000/break
- Pens **SOLD** .....\$10,000
- Notepads .....\$10,000
- Pocket Guide **SOLD** .....\$25,000
- Vancouver City Maps .....\$20,000

### Educational Opportunities (CME Credit)

- Sponsor an existing MDS educational session
  - Controversies .....\$10,000/session
  - Plenary Sessions .....\$10,000/session
  - Therapeutic Plenary Sessions .....\$10,000/session
  - Video/Skills Workshops .....\$6,000/session
  - Parallel Sessions .....\$6,000/session

Please see page 6 for information on education sessions.

Name and number of the session (s) to be sponsored:

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### Advertising Opportunities

- Four-color ad in Preliminary Program
  - Inside full page .....\$3,000
  - Inside ½ page .....\$1,750
  - Inside ¼ page .....\$1,000
- Four-color ad in Final Program
  - Back cover, full page .....\$12,000
  - Inside back cover, full page **SOLD** .....\$9,000
  - Inside full page .....\$6,000
  - Inside ½ page .....\$3,500
  - Inside ¼ page .....\$2,000
- Ad in both the Preliminary and Final Programs.
  - Inside full page .....\$7,500
  - Inside ½ page .....\$4,375
  - Inside ¼ page .....\$2,500

### Exhibit Opportunities

- Non-profit space: Table with 2 chairs ..... Free\*
- Reduced Fee Exhibitors:
  - 3 meters x 3 meters (approx. 10' x 10') .....\$3,000\*\*
  - 3 meters x 3 meters (approx. 10' x 10') .....\$9,000
  - 3 meters x 6 meters (approx. 10' x 20') .....\$18,000
  - 3 meters x 9 meters (approx. 10' x 30') .....\$27,000
  - 3 meters x 12 meters (approx 10' x 40') .....\$36,000
  - 6 meters x 6 meters (approx 20' x 20') .....\$36,000

\*Non-profit exhibitors are asked to provide MDS with an opportunity to promote to their constituents free of charge.

\*\*See the Reduced Fee Exhibitors section of the Exhibit Regulations for qualifications. Applications will be accepted on/after February 1, 2017.

Platinum Plus Supporters (\$300,000 USD+) may have up to a 72 sqm space; Platinum Supporters (\$200,000 USD+) may have up to a 54 sqm space; Gold Supporters (\$100,000 USD+) may have up to a 36 sqm space; Sponsors/exhibitors below the Gold level may have up to a 18 sqm space.

### Agreement Terms and Conditions

The exhibitor shall be fully responsible to pay for any and all damages to property owned by the Vancouver Convention Centre and its owners or managers, which result from any act or omission of the exhibitor. The exhibitor agrees to defend, indemnify and hold harmless, the International Parkinson and Movement Disorder Society, its owners, managers, officers or directors, agents, employees, and subsidiaries and affiliates, from any damages or charges resulting from the exhibitor's use of the property. The exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees and business invitees which arise from or out of the exhibitor's occupancy and use of the exhibition premises, the Vancouver Convention Centre or any part thereof.

In addition, the exhibitor acknowledges that the International Parkinson and Movement Disorder Society, Vancouver Convention Centre, and all other service providers do not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

We agree to observe the rules of the exhibition as set in the "Exhibit Regulations" section of the 2017 Support Opportunities and Exhibitor Prospectus for the 21st International Congress of Parkinson's Disease and Movement Disorders in Vancouver, BC, Canada. Acceptance of this application by the organizer converts this into a contract for exhibit space.

**Payment Information – Full payment and completed form are due by January 9, 2017. Please retain a copy for your records.**

Total Support: \$ \_\_\_\_\_

**Check** – Make checks payable to International Parkinson and Movement Disorder Society.

**Wire Transfer** – Please contact Joel Rittle (jrittle@movementdisorders.org) for wire transfer information.

**Credit Card** – Please complete the information below:

*\*For amounts over \$5,000 USD, MDS does not accept payment by credit card.*

Card Type:  VISA  MasterCard  American Express

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

Expiration Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

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

Print Name/Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Cancellation Policy:** For Bronze Level Supporters and above, cancellation requests must be sent to MDS at the address below in writing. A full refund less a \$1,000 administrative fee will be given if notice is received by January 25, 2017. No refund will be given after January 25, 2017. All other cancellation/refund requests will be made on a case by case basis.

**Return form and payment to:** International Parkinson and Movement Disorder Society

Attn: Joel Rittle  
Director of Development  
555 East Wells Street, Suite 1100  
Milwaukee, WI 53202-3823, USA  
Phone: +1 (414) 276-2145  
E-mail: jrittle@movementdisorders.org





## Important Dates

- December 9, 2016 ..... Deadline for commitment to be listed in Preliminary Program
- January 3, 2017.....Preliminary Program ad graphic deadline
- January 9, 2017..... Support and Exhibit Application deadline to be included in Final Program
- January 9, 2017..... Final Program ad commitment deadline
- March 1, 2017 .....Deadline to be listed in Final Program  
as providing unrestricted medical education grants
- March 1, 2017 .....Corporate Therapeutic Symposium speakers and titles due
- March 1, 2017 .....Final Program ad graphic deadline
- March 15, 2017.....Registration bag insert sample due
- April 3, 2017 ..... Early Registration Deadline
- April 10, 2017..... Pre-Congress registration lists pulled
- April 15, 2017.....Approved registration bag inserts due to vendor for inclusion in bags
- May 2, 2017 ..... Final Pre-registration Deadline
- June 2-4, 2017..... Exhibit Hall Installation
- June 4-8, 2017..... 21<sup>st</sup> International Congress of Parkinson’s Disease and Movement Disorders
- June 25, 2017 ..... Post-Congress registration lists pulled



June 4–8, 2017

**VANCOUVER**

British Columbia, Canada

[www.mdscongress2017.org](http://www.mdscongress2017.org)