

SUPPORT OPPORTUNITIES  
AND EXHIBITOR PROSPECTUS



International Parkinson and  
Movement Disorder Society



International Congress of Parkinson's  
Disease and Movement Disorders®

**MADRID, SPAIN**

September 15-18, 2022

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

International Congress of  
Parkinson's Disease and  
Movement Disorders®

**MADRID,  
SPAIN**

September 15-18, 2022



# SUPPORT OPPORTUNITIES and EXHIBITOR PROSPECTUS

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**International Parkinson and Movement Disorder Society**

555 East Wells Street, Suite 1100, Milwaukee, WI 53202 USA

Tel: +1 (414) 276-2145 • Fax: +1 (414) 276-3349 • Email: [development@movementdisorders.org](mailto:development@movementdisorders.org)



## SOCIETY PROFILE

### 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 legs syndrome, spasticity, tardive dyskinesia, tics and Tourette syndrome, and tremor.

In addition to more than 11,600 individual members, 49 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 27 clinical assessments specific to Movement Disorders. Of these, MDS actively translates the widely used MDS-UPDRS, UDysRS and newly developed MDS-NMS.

The MDS Continuing Education program serves clinicians, other health professionals, and researchers throughout the world each year. With the diverse and international membership of MDS, the number and types of educational activities vary to include live education courses that vary in size, location and topic, as well as online education and eLearning modules. MDS activities have seen upwards of 20,000 learners, while smaller activities educate groups of 75-200. The expected results of the program are to advance science, medical knowledge, competency, and performance in the area of Movement Disorders, thereby enhancing patient care.

#### MDS Members by Regional Section

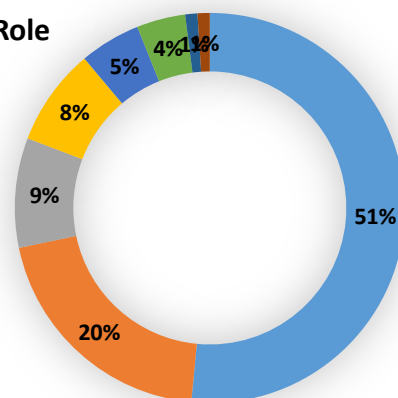
**12,065 total MDS Members**

*as of November 2021*

- **Pan-American Section: 33%**
- **Asian and Oceanian Section: 30%**
- **European Section: 30%**
- **Africa: 7%**

#### Membership by Primary Role

- Clinician: 51%
- Resident/Student: 20%
- Health Professional: 9%
- Researcher: 8%
- Not disclosed: 5%
- Fellow: 4%
- Industry: 1%
- Retired: 1%



## INTERNATIONAL CONGRESS HISTORY

### MDS Virtual Congress 2021 By the Numbers

#### Registrations: 13,000

- Members: 5,375
- Non-Members: 7,102

#### Countries represented: 143

#### Faculty members: 221

- Pan American Region: 80
- European Region: 86
- Asian-Oceanian Region: 51
- African Region: 4

#### Abstracts and Posters

- Abstracts published: 1,320
- Late-Breaking Abstracts published: 11
- e-Posters presented: 1,320
- Guided Poster Tour Presentations: 180

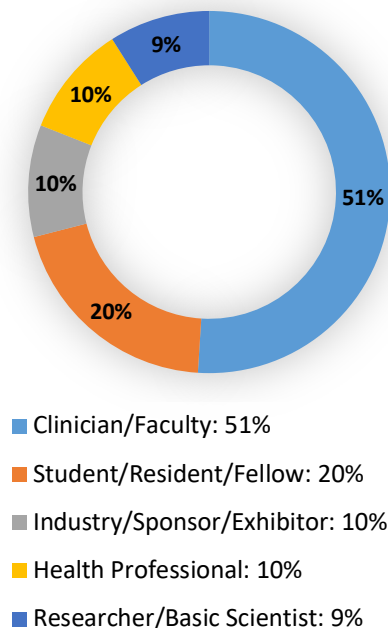
#### Virtual Exhibits

- 49 Virtual Exhibitors
  - 30 commercial/medical
  - 13 non-profits
- 5,331 total views
- 1,869 total unique visitors across all Virtual Exhibits

#### Sponsored Symposia

- 10 Sponsored Symposia
- 12,860 total views
- 1,658 total unique views
- 1,286 average views per symposia
- 497 average unique views per Symposia

#### Registrants by Type



### Past International Congress Attendance

Year	Location	Attendance
2021	Virtual Congress	13,000
2020	Virtual Congress	20,000
2019	Nice, France	6,000
2018	Hong Kong	4,000
2017	Vancouver, BC, Canada	4,300
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

## VIRTUAL CONGRESS 2021 SPONSORS AND EXHIBITORS

### MDS Virtual Congress 2021 Supporters

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#### DIAMOND

AbbVie

#### PLATINUM

ACADIA Pharmaceuticals, Inc.  
Adamas Pharmaceuticals, Inc.  
Bial  
Medtronic  
Neurocrine Biosciences, Inc.  
Novo Nordisk  
Sunovion Pharmaceuticals, Inc.  
Zambon SpA

#### GOLD

Ipsen  
NeuroDerm/Mitsubishi Tanabe  
Pharma

#### SILVER

Amneal Pharmaceuticals, Inc.  
Boston Scientific  
Global Kinetics Pty Ltd.  
INSIGHTEC  
Merz Pharmaceuticals, GmbH  
Roche  
Supernus Pharmaceuticals  
Teva Pharmaceuticals

#### BRONZE

Abbott  
Acorda Therapeutics, Inc.  
Aeglea BioTherapeutics  
BlueRock Therapeutics  
ConvaTec  
EVER Pharma  
GE Healthcare  
Great Lakes NeuroTechnologies, Inc.  
International Essential Tremor  
Foundation

Kyowa Kirin  
Multiple System Atrophy Coalition  
PD Neurotechnology Ltd.  
PPD  
Praxis Precision Medicines, Inc.  
Spark Therapeutics, Inc.  
UCB Pharma  
uniQure  
Voyager Therapeutics

#### MARQUEE

Adamas Pharmaceuticals, Inc.  
ACADIA Pharmaceuticals, Inc.  
Global Kinetics Pty Ltd.  
Ipsen  
Merz Pharmaceuticals, GmbH  
NeuroDerm/Mitsubishi Tanabe  
Pharma  
Roche  
Teva Pharmaceuticals  
Zambon SpA

### MDS Virtual Congress 2021 Exhibitors

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AbbVie  
ACADIA Pharmaceuticals, Inc.  
Acorda Therapeutics, Inc.  
Adamas Pharmaceuticals, Inc.  
Aeglea BioTherapeutics  
Allergan, an AbbVie Company  
Amneal Pharmaceuticals, Inc.  
Bial  
Biohaven Pharmaceuticals  
Boston Scientific  
ConvaTec  
Defeat MSA Alliance  
European Academy of Neurology (EAN)  
European Huntington's Disease Network  
European Parkinson's Disease Association  
EVER Pharma  
GE Healthcare  
Global Kinetics Pty Ltd  
Great Lakes NeuroTechnologies Inc.  
International Essential Tremor Foundation  
Ipsen  
Kyowa Kirin  
Medtronic

Merz Pharmaceuticals, GmbH  
Movement Disorders Policy Coalition  
Multiple System Atrophy Coalition  
National Organization for Tardive Dyskinesia  
Neurocrine Biosciences, Inc.  
NeuroDerm/Mitsubishi Tanabe Pharma  
Novo Nordisk  
Parkinson's Foundation  
PD Neurotechnology Ltd  
PMD Alliance  
PPD  
Praxis Precision Medicines, Inc.  
Roche  
Sunovion Pharmaceuticals, Inc.  
Supernus Pharmaceuticals  
Synergic Medical Technologies, Inc.  
Teva Pharmaceuticals  
The Michael J. Fox Foundation for Parkinson's Research  
The Poise Project  
UniQure  
World Parkinson Coalition  
Zambon SpA

## 2022 INTERNATIONAL CONGRESS OVERVIEW

The MDS International Congress of Parkinson's Disease and Movement Disorders will take place in Madrid, Spain from Thursday, September 15 through Saturday, September 18, 2022. Taking into consideration that travel may not yet be a possibility for all at that time, the International Congress will continue to maintain a large online presence, providing opportunities for virtual access to the educational content from the in-person event. Further information will be available at [www.mdscongress.org](http://www.mdscongress.org).

### Venue

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Madrid Marriott Auditorium Hotel & Conference Center (6 km from Madrid-Barajas airport)  
Avenida de Aragon No 400, Madrid 28022 Spain

### Purpose

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

### Scientific Program

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The 2022 Scientific Program will incorporate Teaching Courses, Therapeutic Plenary Sessions, Plenary and Parallel Sessions, Applied Skills Sessions, Video Sessions, Poster Sessions, and Guided Poster Tours. The theme of the 2022 International Congress is *Scientific Progress Driving Health and Hope*, which will be showcased throughout the Scientific Program. Sessions will focus on the latest developments in:

- Movement Disorder topics such as 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 Submissions will open December 15, 2021 and close on March 15, 2022.

### General Information

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- Venue: The Madrid Marriott Auditorium Hotel & Conference Center will serve as the headquarters for scientific sessions, posters and exhibition.
- Hotel: A block of guest rooms has been secured to accommodate International Congress participants. Hotel reservation information will be included in the 2022 Preliminary Program and on the International Congress website.
- Language: The official language of the International Congress is English.
- Registration: Registration information will be available 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 April 4, 2022.
- Exhibits: Pharmaceutical and biotechnology companies, medical publishers, associations and patient service providers are invited to participate in the International Congress exhibition.

## 2022 INTERNATIONAL CONGRESS SPONSORSHIP LEVELS

The 2022 International Congress will recognize companies based on their cumulative sponsorship, exhibit and advertising spend. The sponsorship levels are:

Amount	Sponsor Level
\$300,000 +	Diamond
\$200,000 – \$299,999	Platinum
\$100,000 – \$199,999	Gold
\$50,000 – \$99,999	Silver
Under \$50,000	Bronze
Any education grant	Supporter

(all amounts listed in USD)

### Recognition for the above levels includes:

- Acknowledgement at the Sponsor Level on:
  - International Congress onsite signage
  - Sponsor listing page of the International Congress website
  - Sponsor listing page of the virtual platform
  - MDS social media channels (Twitter, Facebook, Instagram)
  - **Preliminary Program** – *Companies making their commitment by April 1, 2022*
    - The Preliminary Program reaches the largest global audience of healthcare professionals specializing in movement disorders, with an anticipated circulation of 67,000 from more than 150 countries. It will be e-mailed to all MDS members and those who have expressed interest in this International Congress.
  - **Final Program** – *Companies making their commitment by July 1, 2022*
    - The Final Program is a comprehensive guide to the International Congress, including a complete schedule of educational events. The Final Program will be distributed to all International Congress attendees onsite. The Final Program will also be posted on the International Congress website.
- Inclusion of company or product logo (Diamond-Silver Levels), Exhibit booth number (if applicable) and website link in a Sponsor e-Newsletter to be sent a week before the International Congress begins
- Company will be recognized in future International Congress literature, including the 2023 International Congress Support Opportunities and Exhibitor Prospectus

The commitment deadline for support of the International Congress is July 1, 2022.

## MEDICAL EDUCATION GRANTS

Companies may support the overall International Congress, which carries Continuing Medical Education credit (CME), with unrestricted medical education grants. Companies providing medical education grants will be acknowledged by name in the areas noted above (where allowed by ACCME regulation) if commitment is made by July 1, 2022.

## PROMOTIONAL OPPORTUNITIES

### Marquee International Congress Sponsor

**\$25,000 USD**

Marquee sponsorship allows your company's name to be included in the first email messages sent to the MDS mailing list regarding the International Congress, as well as multiple additional email messages, to more than 67,000 recipients encompassing MDS members, Congress registrants and the broader movement disorder community. **Marquee sponsorship includes a Standard 9 square meter Exhibit booth (see page 13) and a Virtual Exhibit page (see page 17).** Marquee Sponsors may upgrade to a larger exhibit space at the costs outlined on page 13.

Recognition includes:

- Acknowledgement in an email announcing open registration to MDS Members and contacts (est. 67,000+ recipients)
- Inclusion of your company logo and website link in emails to International Congress registrants
- Complimentary Standard Virtual Exhibit page (*see details on page 17*)
- Acknowledgement as a Marquee sponsor in the Final Program, on the virtual platform, and on the International Congress page of the MDS website.

### Corporate Therapeutic Symposium (non-CME)

**\$200,000 USD**

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 or product brand. Each Symposium is up to one hour in length and is open to all registered meeting delegates. No CME is given for the Symposia. Companies sponsoring in-person Symposia will, at no additional charge, have a recording of their session offered on demand on the Virtual platform. MDS will provide the recording with standard edits to the sponsor for further editing if desired (at sponsor's cost) before placement on the virtual platform.

There are a limited number of CTS available on Thursday, Friday and Saturday, September 15-17. Early reservation is encouraged to ensure availability and choose a day. **PLEASE NOTE:** MDS will be providing lunch to International Congress delegates this year.

Room setup for the Corporate Therapeutic Symposia will include:

- Basic A/V 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

Corporate Therapeutic Symposia support includes:

- Three complimentary full registrations which will include admission to all scientific sessions, Exhibit Hall, MDS Pavilion, Posters, Welcome Ceremony, and the MDS Video Challenge
- Recording of live session offered on demand on the virtual platform, with company name, logo, session description and speaker information included on individual Symposium session detail page
- Option to link between on demand Symposium session detail page and Virtual Exhibit page (if applicable)
- Session information included in the Final Program, on the virtual platform, and in an email to registrants



**NEW: Innovation Showcase (non-CME)****SOLD OUT****\$100,000 USD**

Connect with attendees in real time and drive traffic to your Exhibit or website by hosting a 30-minute session that provides an opportunity to highlight and discuss a product via live presentation. No CME is given for the Showcase sessions. Companies sponsoring a Showcase will, at no additional charge, have a recording of their session offered on demand on the Virtual platform. MDS will provide the recording with standard edits to the sponsor for further editing if desired (at sponsor's cost) before placement on the virtual platform.

Room setup for the Innovation Showcase sessions will include:

- Basic A/V 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

Innovation Showcase support includes:

- Two complimentary full registrations which will include admission to all scientific sessions, Exhibit Hall, MDS Pavilion, Posters, Welcome Ceremony, and the MDS Video Challenge
- Recording of live session offered on demand on the virtual platform, with company name, logo, session description and speaker information included on individual Symposium session detail page
- Option to link between on demand Showcase session detail page and Virtual Exhibit page (if applicable)
- Session information included in an email to International Congress participants
- Session information included in the Final Program and on the virtual platform

**MDS Video Challenge****\$50,000 USD (Exclusive) or \$25,000 USD (non-Exclusive)**

Provide support for the popular MDS Video Challenge, in which delegates observe how MDS experts approach unusual and challenging cases as presented by representatives from Movement Disorder centers around the world. This highly engaging session is open to all delegates and will also be available on demand following the conclusion of the in-person International Congress. Based on participation at previous International Congresses, more than 1,000 participants are expected to attend the Video Challenge in Madrid. Sponsorship of the in-person Video Challenge will carry over to the virtual platform where a recording of the live Video Challenge will be posted on demand. *Exclusive sponsorship is available until March 1, 2022. If the MDS Video Challenge is not sponsored exclusively, a maximum of three sponsors will be accepted.*

Recognition includes:

- Company logo on all Video Challenge emails sent after the commitment is made
- Acknowledgement in Final Program and on virtual platform, and on signage at the event
- Eight complimentary invitations to attend the event

**International Congress Venue Wi-Fi****\$50,000 USD (Exclusive) or \$25,000 USD (non-Exclusive)**

Provide wi-fi service throughout the International Congress venue for all delegates. If exclusive, your company name may be used as the network name and delegates may be redirected to your website upon login.

Recognition includes:

- Company logo on the login page, ability to choose network name or password, and redirection to your website (if exclusive)
- Acknowledgement with login information in the Final Program and on signage at the event
- Acknowledgement in the email and tweet announcing the availability of wi-fi to delegates

**SOLD OUT**

### Young Delegates Networking Event

**\$25,000 USD (non-Exclusive)**

This event provides an opportunity for delegates who are in the beginning phase of their career to network and socialize with other up-and-coming experts in the field. MDS welcomes sponsors to identify additional groups for which they may wish to sponsor receptions.

Recognition includes:

- Acknowledgement in the Final Program, on the virtual platform, and on signage at the event
- A company representative may make a brief welcome

### International Congress Pocket Guide

**\$25,000 USD (Exclusive)**

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. *Commitment deadline: June 1, 2022.*

**SOLD OUT**

Recognition includes:

- Company or product logo and/or placement of an advertisement on the back cover of the guide

### **NEW:** Hotel Room Key Cards

**\$20,000 USD (Exclusive)**

Place your company or brand logo on the electronic key cards given to all International Congress delegates upon check-in to the Madrid Marriott Auditorium Hotel.

**SOLD OUT**

Recognition includes:

- Company or product logo placement on one side of the key card

### **NEW:** Hotel Room Door Drops

**\$6,000 USD per piece per day**

Invite Congress delegates to your Exhibit Booth or sponsored session, or build brand awareness, by having a printed piece delivered to delegate hotel room doors at the Marriott Madrid Auditorium Hotel. Collateral must be approved by MDS prior to printing. One drop will be made daily and will include pieces from up to four companies per day. Sponsors are responsible for printing and shipping inserts to the Congress venue in Madrid. Specifications and due dates to be shared upon commitment.

### Madrid City Map

**\$20,000 USD**

Provide a branded map of Madrid to all delegates. *Commitment deadline: June 1, 2022.*

Recognition includes:

- Company or product logo on the cover of the map

### Charging Stations

**\$15,000 USD per Station**

Enable delegates to stay connected throughout the day by providing charging stations at locations within the International Congress venue.

Recognition includes:

- Company or product logo, to be approved by MDS, on the station panels

### Welcome Ceremony

**\$15,000 USD (non-Exclusive)**

The Opening Ceremony will welcome registrants and recognize the contributions of the many individuals who helped plan the event, as well as set the stage for an engaging educational experience. Multiple sponsors are sought at \$15,000 each.

Recognition includes:

- Acknowledgement in the Final Program, on the virtual platform, and on signage at the event

## Coffee Breaks

**\$15,000 USD per Break**

Two daily coffee breaks will be offered Thursday-Saturday during the International Congress, with one additional break on Sunday morning. During these breaks, delegates may relax and enjoy a refreshing beverage before continuing their full day of meetings. Multiple sponsors will be considered. Sponsors may also work with the venue to provide branded cups and/or napkins at their cost.

Recognition includes:

- Company or product logo on signage
- Opportunity to provide branded cups and/or napkins at sponsor cost

## Coat Check/Luggage Area

**\$10,000 USD**

Provide secure storage for delegates' coats and luggage at the International Congress venue.

Recognition includes:

- Company name or logo on signage at coat check and on claim checks

## Guided Poster Tours

**\$10,000 USD per tour (limit 3 sponsors per tour)**

Participants view selected posters on a given theme, with commentary by the authors and MDS Faculty. There are approximately 4 tours per day, Thursday through Saturday. Multiple sponsors will be accepted for each Guided Poster Tour. Tour categories will be announced in Spring 2022.

Recognition includes:

- Acknowledgement in the Final Program, on the virtual platform, and on signage in the Poster area

## International Congress Notepads

**\$10,000 USD (Exclusive)**

Include your logo on the notepad available to delegates onsite. The MDS International Secretariat will be responsible for design and production of the pads, which will also carry the MDS logo. *Commitment deadline: June 1, 2022.*

Recognition includes:

- Company or product logo, to be approved by MDS, on notepad alongside MDS logo

## International Congress Pens

**\$10,000 USD (Exclusive)**

Pens with sponsor identification will be available at registration and at the MDS Pavilion. The sponsor is responsible for purchasing, printing and shipment of the pens. All copy and designs must be approved in advance by the MDS International Secretariat. *Commitment deadline: June 1, 2022.*

Recognition includes:

- Company or product logo, to be approved by MDS, on the pen barrel

**SOLD OUT**

## ADVERTISING OPPORTUNITIES

### Pre-Congress e-Newsletter Banner Advertisement

**\$4,000 USD per ad**

Include your advertisement in the pre-Congress newsletter emailed to MDS members and registrants one week before the International Congress. In addition to logistical information and announcements of Congress highlights, there will be space for up to 6 static banner ads.

### International Congress Daily e-Newsletter Banner Advertisement

**\$4,000 USD per ad**

This daily electronic newsletter will provide highlights of each day's activities. These messages outline and highlight the day's sessions, events and activities, and include space for up to 4 static banner ads per day.

### Preliminary and Final Program Advertisements

The Preliminary Program will reach the largest global audience of healthcare professionals specializing in movement disorders, with a circulation of 67,000 from more than 150 countries. Scheduled for release in late Spring 2022, the Preliminary Program will include the outline for the International Congress Scientific Program, other event details, and more. It will be placed online and a link will be e-mailed to all MDS members and those who are interested in this International Congress.

The Final Program, released just ahead of the International Congress, will contain a complete schedule of International Congress educational and other events. It will be distributed to all delegates on site in Madrid, and a link to an interactive PDF (with capability for videos embedded within your ad) will be shared with all delegates via email.

Preliminary Program		Commitment Deadline: March 1, 2022
Interior Full Page	***	*** <del>\$3,000 USD</del>
Interior Half Page	*** NO LONGER AVAILABLE ***	<del>\$1,750 USD</del>
Interior Quarter Page	***	*** <del>\$1,000 USD</del>
Final Program		Commitment Deadline: July 1, 2022
Back Cover, Full Page	*** SOLD OUT ***	<del>\$15,000 USD</del>
Inside Back Cover, Full Page	*** SOLD OUT ***	<del>\$9,000 USD</del>
Interior Full Page		\$6,000 USD
- add Video within ad (in Interactive PDF)		+ \$3,000 USD
Interior Half Page		\$3,500 USD
- add Video within ad (in Interactive PDF)		+ \$1,500 USD
Interior Quarter Page		\$2,000 USD
Both Preliminary and Final Program		Commitment Deadline: March 1, 2022
Purchase ads in both the Preliminary and Final Programs and receive the Preliminary Program ad for half price		
Interior Full Page in Preliminary and Final Programs	***	*** <del>\$7,500 USD</del>
Interior Half Page in Preliminary and Final Programs	*** NO LONGER AVAILABLE ***	<del>\$4,350 USD</del>
Interior Quarter Page in Preliminary and Final Programs.	***	*** <del>\$2,500 USD</del>

### Virtual Platform Advertisements

See page 17 for virtual platform advertising opportunities.



# ADVERTISING SPECIFICATIONS

## 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").

Please submit a high resolution CMYK PDF, include bleed and cropmarks if submitting a Full page ad.

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 (8.89 cm w x 10.80 cm h)

## Electronic File Formats

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Platform: Macintosh or PC format

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

Acceptable programs: 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; 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: Alisa Streets, Exhibits and Sponsorship Manager

555 East Wells Street, Suite 1100

Milwaukee, WI 53202 USA

Tel: +1 (414) 276-2145

Fax: +1 (414) 276-3349

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

## EXHIBITS

The MDS International Congress of Parkinson's Disease and Movement Disorders is the premier meeting in the field each year, gathering together the world's top clinicians, researchers, post-doctoral fellows, medical residents, medical students and other non-physician health professionals. Engage in one-on-one contact with this important audience by reserving space for your company or organization in the Exhibit Hall.

### Why Exhibit at the MDS International Congress?

- Meet global thought leaders in the field of Parkinson's disease and Movement Disorders
- Interact with clinicians who evaluate, prescribe, and recommend your products/services to patients
- Gain insight into the use of your products/services by speaking with experts at the forefront of science
- Generate new leads and achieve your sales and business development objectives

### Exhibit Opportunities

All in-person Exhibits include:

- Two exhibit-only personnel badges per 9 sqm (due to limited registration numbers, any additional booth personnel will need to register at the Full Congress registration rate)
- A Virtual Exhibit page on the International Congress virtual platform at no additional cost (see page 17 for more information on Virtual Exhibits)

Exhibitor Type	Fee	
<b>Standard Exhibitor</b>	<b>\$1,000 USD per sqm</b> <i>(minimum 9 sqm/100 sqft; booth must be in multiples of 9 sqm)</i> Exhibitors must reach minimum sponsorship spends (the combined total of sponsored items, events, advertisements, etc.) in order to reserve an Exhibit at the sizes listed below:	
	<b>Minimum Sponsorship Spend (excluding Exhibit)</b>	<b>Maximum Exhibit Size (based on availability)</b>
	Under \$50,000	18 sqm (approx. 200 sqft)
	\$50,000 – \$100,000	27 sqm (approx. 300 sqft)
	\$100,000 – \$200,000	36 sqm (approx. 400 sqft)
	\$200,000 and above	54 sqm (approx. 600 sqft)
<b>Reduced Fee Exhibitor</b>	<b>\$3,150 USD (9 sqm booth only)</b> 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, Exhibits are offered at one-third the Standard price for entities meeting the following criteria:	
	<ul style="list-style-type: none"> <li>• Start-up companies, those without a product currently on the market</li> <li>• Companies with sales of less than \$10M annually, or with products marketed to allied health professions or patients</li> </ul> <p><i>NOTE: All reduced fee exhibits are sold on a space-available basis and will not be confirmed until May 1, 2022.</i></p>	
<b>Non-Profit/Foundation Exhibitor</b>	<b>No Fee</b> Standalone single skirted table with two chairs in designated nonprofit area	

## EXHIBITION SCHEDULE AND INFORMATION

### Exhibit Hours – Tentative

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Thursday, September 15, 2022	9:00 – 16:00
Friday, September 16, 2022	9:00 – 16:00
Saturday, September 17, 2022	9:00 – 15:30

- 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 15:30 on Saturday, September 17, 2022.
- Exhibit Hall 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 two (2) complimentary Exhibitor Personnel badges per 9 sqm of space purchased 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.

## SPONSOR/EXHIBITOR REGULATIONS

### Agreement Terms and Conditions

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The Sponsor and/or Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Madrid Marriott Auditorium Hotel & Conference Center and its owners or managers, which result from any act or omission of the exhibitor. The Sponsor and/or 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 Sponsor and/or Exhibitor's use of the property. The Sponsor and/or 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 Sponsor and/or Exhibitor, its agents, employees and business invitees which arise from or out of the Sponsor and/or Exhibitor's occupancy and use of the exhibition premises, the Madrid Marriott Auditorium Hotel & Conference Center or any part thereof.

In addition, the Sponsor and/or Exhibitor acknowledges that the International Parkinson and Movement Disorder Society, Madrid Marriott Auditorium Hotel & Conference Center and all other service providers do not maintain insurance covering the Sponsor and/or Exhibitor's property and that it is the sole responsibility of the Sponsor and/or Exhibitor to obtain business interruption and property damage insurance covering such losses by the Sponsor and/or Exhibitor.

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

## **Marketing in Conjunction with Accredited Continuing Education**

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As an accredited provider, the International Parkinson and Movement Disorder Society has the responsibility to ensure that education is separate from marketing by ineligible companies. The ACCME defines an ineligible company as an entity whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients. Ineligible refers to the definition of the company and not its ability to market or exhibit in association with the accredited event.

Arrangements to allow ineligible companies to market or exhibit in association with accredited education must not:

1. Influence any decisions related to the planning, delivery, and evaluation of the education
2. Interfere with the presentation of the education
3. Be a condition of the provision of financial or in-kind support from ineligible companies for the education

## **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.

## **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 Madrid Marriott Auditorium Hotel & Conference Center. 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.

## **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, to the attention of the Meetings Manager.

## **Market Research**

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Surveys or market research of any kind is prohibited.

## **No Smoking**

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Smoking in all public space in the Madrid Marriott Auditorium Hotel & Conference Center is prohibited.



## **Liability**

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The exhibitor shall be fully responsible to pay for any and all damages to property owned by the Madrid Marriott Auditorium Hotel & Conference Center 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 Madrid Marriott Auditorium Hotel & Conference Center or any part thereof. In addition, the exhibitor acknowledges that the International Parkinson and Movement Disorder Society, the Madrid Marriott Auditorium Hotel & Conference Center, 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.

## **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 Sponsor and Exhibitor Reservation 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 sample, photo, or written description of promotional items must be submitted to the MDS International Secretariat. 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 booth 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.

## **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 Madrid Marriott Auditorium Hotel & Conference Center is responsible for any loss or damage to exhibitor property.

## Selling From Exhibit Booth

Selling merchandise is prohibited at the 2022 International Congress. Order forms may be distributed. The only exception to this is that book publishers may sell their publications.

## Subletting Exhibit Space

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

## VIRTUAL SUPPORT OPPORTUNITIES

The following support opportunities are for the virtual platform that will launch concurrent to the International Congress in Madrid. Scientific sessions recorded in Madrid will be made available on demand to International Congress registrants and MDS Members on the virtual platform. Don't miss the opportunity to engage with this important audience in a virtual environment for an extended period of time.

### Virtual-Only Exhibits

**Standard: \$5,000 USD / Reduced Fee\*: \$2,000 USD**

These dedicated company or organization profile pages within the virtual platform are accessible via the Exhibitor Listing on the platform home page. This listing will include company logo tiles organized by sponsorship tier, with each tile hyperlinked to that company's virtual exhibit page. These profiles highlight your brand by featuring video, content, and key messaging to drive awareness. International Congress attendees will directly connect with your company or organization through these profiles. All exhibit pages include:

- Company name, logo, description, location and contact information, product categories
- Embedded videos
- Website links
- Resource download links
- Linked social media icons
- Hero banner image at top of page
- Profile background image

*\*See page 13 for Reduced Fee exhibitor criteria*

### Virtual Platform Tower Advertisement

**\$7,500 USD**

Place a clickable vertical ad on the virtual platform to promote your company or organization's brand, product, service, sponsored session, virtual exhibit or other initiative. MDS reserves the right to select pages on which ads may appear on to ensure alignment with CME regulations.

### Virtual Platform Banner Advertisement

**\$5,000 USD**

Place a clickable horizontal banner ad on the virtual platform to promote your company or organization's brand, product, service, sponsored session, virtual exhibit or other initiative. MDS reserves the right to select pages on which ads may appear on to ensure alignment with CME regulations.

## OTHER OPPORTUNITIES

### Expert Panel

**\$20,000 per Panel**

In the Expert Panels, the Society convenes panels of subject matter experts to discuss topics of your choosing. Companies provide MDS with goals and objectives for a 90-minute panel session. Based on these identified goals and objectives, MDS will generate a list of recommended experts from which you may select up to 5 panel participants whose expertise aligns with the session goals and objectives. Companies engaging MDS to plan and implement an Expert Panel will execute an agreement with the Society stipulating the roles and responsibilities of each party. **Please note:** *These panels are private sessions between company representatives and the selected MDS experts, and may take place in person during the International Congress, or virtually at a time best suited to the participants.*

## DELIVERABLES, DEADLINES AND SPECIFICATIONS

Any deadlines and specifications not included in this Prospectus will be shared separately via email with primary company contacts and/or posted in the Sponsor/Exhibitor Portal page of the MDS website. Notification of the launch of the Sponsor/Exhibitor Portal will also be shared via email.

### SPONSOR AND EXHIBITOR RESERVATION FORM

**To formally reserve any of the available support opportunities outlined in this Prospectus, please utilize the Sponsor and Exhibitor Reservation Form below:**

#### **[ENTER RESERVATION FORM](#)**

MDS will confirm the Sponsor's commitment following receipt of the Reservation Form. Should there be more than one sponsor for the same sponsorship opportunity, priority will be given by date/time of receipt of the Reservation Form by the International Secretariat staff.

## CONTACT MDS

Brett Kell, Director of Business Development  
International Parkinson and Movement Disorder Society (MDS)  
Milwaukee, WI, USA  
Email: [bkell@movementdisorders.org](mailto:bkell@movementdisorders.org)

**We look forward to partnering with you to make the 2022 International Congress a success.**