

International Parkinson and
Movement Disorder Society

MDS *Virtual* *Congress* 2021

SEPTEMBER 17-22, 2021

www.mdscongress.org

Final
Sponsor and Exhibitor
Prospectus



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Movement Disorder Society

MDS *Virtual* Congress 2021

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Sponsor 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

E-mail: 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, 35 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 23 clinical rating scales 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.

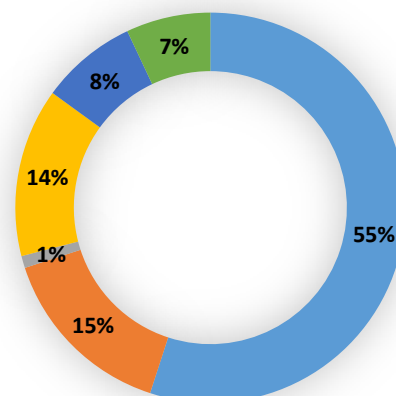
MDS Members by Regional Section

11,690 total MDS Members
as of 11/30/20

- **Pan-American Section:** 36.9%
- **European Section:** 28.9%
- **Asian and Oceanian Section:** 28.1%
- **Africa:** 6.2%

Membership by Type

- Regular Member: 55%
- Associate Member: 15%
- Retired Member: 1%
- Junior/Resident: 14%
- Health Professional: 8%
- Student: 7%



Congress History and Overview

MDS Virtual Congress 2020 By the Numbers

Registrations: 20,251

- Members: 5,516
- Non-Members: 14,735

Countries represented: 146

- Pan American Region: 39%
- European Region: 33%
- Asian-Oceanian Region: 25%
- African Region: 3%

Faculty members: 184

- Pan American Region: 88
- European Region: 65
- Asian-Oceanian Region: 29
- African Region: 2

Abstracts and Posters

- Abstracts published: 1,501
- Late-Breaking/COVID-19 Abstracts published: 24
- e-Posters presented: 1,365
- Guided Poster Tour Presentations (abstracts included in Guided Poster Tours): 100

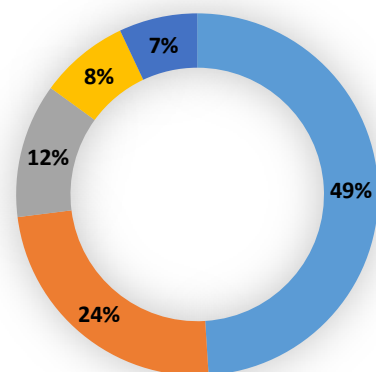
Virtual Exhibits

- 43 Virtual Exhibitors
 - 31 commercial/medical
 - 12 non-profits
- 23,474 total views
- 13,491 total unique visitors across all Virtual Exhibits
- 16,407 total asset clicks across all Virtual Exhibits

Sponsored Symposia

- 11 Sponsored Symposia
- 19,412 total views
- 5,464 total unique views
 - 3,064 Live views
 - 2,400 onDemand views
- 1,765 average views per symposia
 - 497 average unique views per Symposia
 - 279 average Live views per Symposia
 - 218 average onDemand views per Symposia

Registrants by Type



- Clinician/Faculty: 49%
- Student/Resident/Fellow: 24%
- Industry/Sponsor/Exhibitor: 12%
- Health Professional: 8%
- Researcher/Basic Scientist: 7%

Past International Congress Attendance

Year	Location	Attendance
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 2020 Sponsors and Exhibitors

2020 Virtual Congress Supporters

DIAMOND

AbbVie
Bial
Genentech, A Member of the Roche Group
Medtronic
Neurocrine Biosciences, Inc.
Sunovion Pharmaceuticals, Inc.

PLATINUM

ACADIA Pharmaceuticals, Inc.
Acorda Therapeutics, Inc.
Sanofi Genzyme
Teva Pharmaceuticals
Zambon SpA

SILVER

Allergan, an AbbVie Company
Amneal Pharmaceuticals, Inc.
Lundbeck

MARQUEE

AbbVie
ACADIA Pharmaceuticals, Inc.
Acorda Therapeutics, Inc.
Adamas Pharmaceuticals, Inc.
Allergan, an AbbVie Company
Amneal Pharmaceuticals, Inc.
Bial
Britannia Pharmaceuticals, Ltd.
Ever Neuro Pharma
Genentech, A Member of the Roche Group
Ipsen
Kyowa Kirin
Lundbeck
Medtronic
Neurocrine Biosciences, Inc.
NeuroDerm, LTD
Sunovion Pharmaceuticals, Inc.
UniQure, Inc.
Voyager Therapeutics, Inc.
Zambon SpA

SPONSORS

Abbott
Adamas Pharmaceuticals, Inc.
Biohaven Pharmaceuticals
Boston Scientific
Britannia Pharmaceuticals Ltd.
ConvaTec
Defeat MSA Alliance
EVER Neuro Pharma GmbH
GE Healthcare Ltd
Gondola Medical Technologies
INSIGHTEC
Ipsen
Kinetikos – Driven Solutions
Kyowa Kirin
Merz Therapeutics
NeuroDerm, LTD
Parkinson's Foundation
PD Neurotechnology, Ltd.
PPD
Synergic Medical Technologies, Inc.
UCB Pharma
uniQure, Inc.
Voyager Therapeutics, Inc.

MDS Virtual Congress 2020 Exhibitors

Abbott
AbbVie
ACADIA Pharmaceuticals, Inc.
Acorda Therapeutics, Inc.
Adamas Pharmaceuticals, Inc.
Allergan, an AbbVie Company
Amneal Pharmaceuticals, Inc.
Bial
Biohaven Pharmaceuticals
Britannia Pharmaceuticals Ltd.
Cala Health
ConvaTec
Defeat MSA Alliance
European Academy of Neurology
European Parkinson's Disease Association
EVER Neuro Pharma GmbH
GE Healthcare Ltd.
Genentech, a Member of the Roche Group
Gondola Medical Technologies
IPSEN
Kinetikos – Driven Solutions
Kyowa Kirin

Lundbeck
Medtronic
Merz Pharmaceuticals, GmbH
Movement Disorders Policy Coalition
National Organization for Tardive Dyskinesia
Neurocrine Biosciences, Inc.
NeuroDerm LTD
Parkinson & Movement Disorder Alliance
Parkinson's Foundation
PPD
Sunovion Pharmaceuticals, Inc.
Synergic Medical Technologies, Inc.
Teva Pharmaceuticals
The Michael J. Fox Foundation for Parkinson's Research
The Poise Project: Alexander Technique for Parkinson's
UniQure, Inc.
Voyager Therapeutics, Inc.
World Congress of Neurorehabilitation
World Federation of Neurology
YUVEDO Foundation
Zambon SpA

Virtual Congress 2021 Overview

The MDS Virtual Congress 2021 will take place Friday, September 17 through Wednesday, September 22, 2021. Further information is available at www.mdscongress.org.

Purpose

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

The 2021 Scientific Program will incorporate Teaching Courses, Therapeutic Plenary Sessions, Plenary and Parallel Sessions, Skills Workshops, Video Sessions, Poster Sessions, and Guided Poster Tours.

The theme of the Virtual Congress 2021 will be ***“Towards Personalized Medicine for Movement Disorders.”*** 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 legs 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

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

Participants are 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 are now open.

General Information

- Language: The official language of the International Congress is English.
- Registration: The Virtual Congress 2021 will again be offered complimentary to MDS members and the larger movement disorder community. Registration information will be available on the MDS website at www.mdscongress.org. Non-members of MDS will have the opportunity to become members through the registration process. **Registration will open in June 2021.**
- Exhibits: Pharmaceutical and biotechnology companies, medical publishers, associations and patient service providers are invited to participate in the Virtual Congress exhibition.
- Virtual Platform Vendor: Freeman OnlineEvent®Pro

Virtual Congress 2021 Support Opportunities

Sponsorship Levels and Recognition

The MDS Virtual Congress 2021 will recognize companies based on their cumulative sponsorship, exhibit and advertising spend. The sponsorship levels are:

\$200,000+	Diamond (<i>company logo included</i>)
\$125,000 – \$199,999	Platinum (<i>company logo included</i>)
\$50,000 – \$124,999	Gold (<i>company logo included</i>)
\$25,000 – \$49,999	Silver (<i>company logo included</i>)
Under \$25,000	Bronze (<i>company name included</i>)
Any education grant	Sponsors of the Scientific Program

(all amounts listed in USD)

Recognition for all levels includes:

- Acknowledgement on the Virtual Congress Platform.
- Company name on the Sponsors page of the Virtual Congress website.
- Acknowledgement on MDS social media channels (Twitter, Facebook, Instagram).
- **Companies making their commitment by April 1, 2021 will be listed on the acknowledgement page in the Preliminary Program.** The Preliminary Program reaches the largest global audience of healthcare professionals specializing in movement disorders, with an anticipated circulation of 50,000 from more than 150 countries. It will be e-mailed to all MDS members and those who have expressed interest in this Virtual Congress.
- **Companies making their commitment by July 1, 2021 will be listed on the acknowledgement page in the Final Program.** The Final Program is a comprehensive guide to the Virtual Congress, including a complete schedule of educational events. The Final Program will be distributed to all Virtual Congress participants. The Final Program will be posted on the Virtual Congress website and available within the platform.
- Company will be recognized in future Virtual Congress literature, including the 2022 International Congress Support Opportunities and Exhibitor Prospectus.

Recognition for specific sponsorship items is noted below with each sponsorship item available.

The commitment deadline for Sponsorship and Virtual Exhibits is July 1, 2021.

Educational Support (Continuing Medical Education Credit)

Companies can support the overall Virtual Congress Scientific Program, which carries Continuing Medical Education credit (CME). The 2021 Scientific Program will be posted when available at www.mdscongress.org.

- **Recognition:** Companies providing unrestricted medical education grants will be acknowledged as noted above if commitment is made by July 1, 2021.

Sponsorship Opportunities

PLEASE NOTE: Deadlines and specifications for the following sponsorship opportunities, including Virtual Exhibits and advertisements, will be available in the Sponsor and Exhibitor Portal on the MDS Virtual Congress website. The Portal will contain deadlines, screenshots of sample virtual platform pages, ad specifications and dimensions, and other information. Notification will be sent via email when the Portal launches.

Marquee Virtual Platform Sponsor

Cost: \$25,000 USD

Provide support for the Virtual Platform, enabling access to all MDS members and the broader movement disorder community. **Marquee sponsorship includes a Standard Virtual Exhibit page on the virtual platform** (see page 10). *Marquee sponsors may upgrade to a Virtual Booth for an additional \$15,000 USD.*

Recognition includes:

- Acknowledgement in an email announcing open registration to MDS Members and contacts (est. 50,000+ recipients)
- Inclusion of your company logo in at least 3 emails to Virtual Congress participants (est. 20,000) with the option to link to your company website or Virtual Exhibit
- Complimentary Standard Virtual Exhibit page (*see details on page 10*)
- Acknowledgement as a Marquee sponsor in the Final Program, in the Virtual Platform, and on the Virtual Congress page of the MDS website.

onDemand Virtual Sponsored Symposia

Cost: \$125,000 USD

These sponsored sessions provide an opportunity to provide education and to demonstrate your company's commitment to quality patient care while building your corporate brand. Companies sponsoring symposia are responsible for the speakers and content of the presentation. Each symposium is one hour, offered on demand on the virtual platform from the beginning of the Congress and afterwards. Symposia are open to all registered meeting delegates. No CME is given.

Virtual Sponsored Symposia include:

- Pre-recording of a one-hour session offered on demand on the virtual platform from the start of the Congress and afterwards (companies have the option to record with a vendor of their choosing at their own cost)
- Company name, logo, session description and speaker information included on individual Symposium page
- Option to sponsor Live Q&A session related to on demand Symposium topic(s) and link between Symposium page and Live Q&A description page (*see below*)
- Session information included in an email to Virtual Congress participants (est. 20,000)
- Session information included in the Final Program and on the virtual platform
- Post-Congress metrics report that includes name and email address of session attendees, pending participant permission

NEW: Sponsored Symposia Live Q&A

Cost: \$40,000 USD

These 20-minute, live-only virtual sessions provide an opportunity for companies planning a Sponsored Symposium (see above) to host a dialogue between speakers and attendees. Sponsoring companies may designate a representative or speaker to guide discussion on a particular topic. Live Q&A sessions will be scheduled during the 30-minute breaks in the scientific program or at the end of the day after scientific sessions have concluded, and will not be recorded or made available on demand.

Recognition includes:

- Acknowledgement alongside Sponsored Symposium benefits noted above
- Post-Congress metrics report that includes name and email address of session attendees, pending participant permission

NEW: Innovation Showcase**Cost: \$50,000 USD**

Drive traffic to your Virtual Exhibit and connect with attendees in real time by hosting a 20-minute standalone session that provides an opportunity to highlight and discuss a product via live presentation. These sessions may include Q&A with companies designating a representative or speaker to guide discussion on a particular topic. Sponsoring companies are responsible for the speakers and content of the presentation. These sessions will be scheduled during the 30-minute breaks in the scientific program, and will not be recorded or made available on demand.

Recognition includes:

- Acknowledgement in an informational email to Virtual Congress participants (est. 20,000 recipients)
- Company name, logo, and session information included on individual Showcase description page
- Session information included in the Final Program and on the virtual platform
- Post-Congress metrics report that includes name and email address of session attendees, pending permission

Video Challenge Sponsor**Cost: \$40,000 USD Exclusive or multiple at \$15,000 USD**

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. It will be shown twice to accommodate time zones, and will be available on demand following the live showings. The 2020 Virtual Video Challenge garnered nearly 2,000 live views and a combined 8,500+ on demand views of the 12 cases presented. ***Exclusive sponsorship is available until March 15, 2021. If not reserved exclusively, up to three sponsors will be accepted.***

Recognition includes:

- Inclusion of company name/logo in Video Challenge-specific emails to MDS Members, contacts, and Virtual Congress participants (est. 50,000+ recipients)
- Inclusion of company logo on the Video Challenge page within the virtual platform
- Acknowledgement in the virtual platform and Final Program

NEW: MDS Young Delegates Hub Sponsor**Cost: \$25,000 USD each (limit 3)**

This virtual area of the platform will serve as a forum for young neurologists to engage and network with one another as well as MDS experts via on demand learning, interactive discussions with experts, and virtual networking opportunities.

Recognition includes:

- Inclusion of company logo in the Young Delegates Hub area of the virtual platform
- Acknowledgement in an informational email to Virtual Congress participants (est. 20,000 recipients)
- Acknowledgement in the virtual platform and Final Program

NEW: Connection Lounge Sponsor**Cost: \$20,000 USD each (limit 3)**

This dedicated networking space will allow Virtual Congress attendees to make valuable connections during the event, including scheduling and conducting individual and small group meetings (no more than 50 people) with one another or industry representatives. This gives Virtual Exhibitors greater visibility, as well as the ability to request 1:1 or group meetings with attendees.

Recognition includes:

- Inclusion of company logo in the Connection Lounge networking area of the virtual platform
- Acknowledgement in an informational email to Virtual Congress participants (est. 20,000 recipients)
- Acknowledgement in the virtual platform and Final Program

Virtual Poster Hall Sponsor**Cost: \$10,000 USD (limit 5)**

Provide support for the Virtual Poster Hall which will host the estimated 1,500 posters submitted to the 2021 Congress. Posters will be in a PDF format, indexed and searchable by keywords.

Recognition includes:

- Acknowledgement in an email regarding the Virtual Poster Hall and Tours to Virtual Congress participants (est. 20,000 recipients)
- Inclusion of company logo in the Virtual Poster Hall with the option to link to your company website or Virtual Exhibit
- Acknowledgement in the virtual platform and Final Program

Virtual Poster Tour Sponsor**Cost: \$7,500 USD per tour (limit 3 per tour)**

Provide support for a Virtual Poster Tour, which features the top posters submitted on a given theme, with commentary by the authors and MDS Faculty. Approximately 10 tours will be offered and highlighted throughout the Virtual Congress. Up to 3 sponsors per tour accepted.

Recognition includes:

- Acknowledgement in an email regarding the Virtual Poster Hall and Tours to Virtual Congress participants (est. 20,000 recipients)
- Inclusion of company logo on the Virtual Poster Tour page with the option to link to your company website or virtual exhibit
- Acknowledgement in the virtual platform and Final Program

Virtual Exhibits

For 2021, MDS is offering two different Virtual Exhibit options. These dedicated company or organization profile pages within the virtual platform are accessible via the Exhibitor Listing linked to the platform home page. This listing will include company names and logos organized by sponsorship tier. **PLEASE NOTE:** Screenshots of sample Standard Exhibit Pages and Virtual Booths, as well as deadlines and specifications, will be available in the Sponsor and Exhibitor Portal on the Virtual Congress website. Notification will be sent via email when the Portal launches.

PLEASE NOTE: Exhibiting companies will be given login access to the virtual platform to enter their own Exhibit Page and Virtual Booth content, upload files and links, and review page(s) as participants will see them. Exhibitors will be notified via email when a date for access availability is finalized. Training will be available.

Exhibits will launch a week before the Virtual Congress begins as an early preview.

Standard Exhibit Page

Cost: \$10,000 USD

These robust profiles highlight your brand by featuring video, resource content, links and key messaging to drive awareness. Virtual Congress attendees will directly connect with your company or organization through these profiles. All exhibit pages include the following:

- Company name, logo, description, location and contact information, product categories
- Embedded videos
- Link to company or product website
- Resource download links
- Lead retrieval, pending registrant permission
- Linked social media icons
- Banner image at top of page

NOTE: Marquee Sponsorship includes a Standard Virtual Exhibit page, which can be upgraded to a Virtual Booth for an additional \$15,000.

Virtual Booth

Cost: \$25,000 USD

Create an even more eye-catching and engaging experience for attendees that adds the following visual and interactive elements in addition to the Standard page features noted above:

- 180° flythrough splash screen
- Introduction visual before flythrough
- Virtual monitor – feature an image or video
- Company or product logo banner
- 5 interactive hotspots (clickable icons that open an image, content or video)
- Use of brand color palette
- Dark or Light mode

NOTE: All Virtual Booth content must be finalized and entered into the platform by August 9, 2021 to allow for programming, review and finalization ahead of launch.

Reduced Fee Standard Exhibit Page

Cost: \$5,000 USD

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 Virtual Congress delegates, discounted Virtual Exhibit pricing is available for entities meeting the following criteria:

- Start-up companies, those without a product currently on the market
- Companies with sales of <\$10M annually, or with products marketed to allied health professions or patients

Advertising Opportunities

Ad in Pre-Congress e-Newsletter

Cost: \$4,000 USD per ad

Include your advertisement in a pre-Congress newsletter sent to MDS members and registrants one week before the Congress. In addition to logistical information and announcements of Congress highlights, there will be space for up to 5 static banner ads.

Ad in Congress Daily e-Newsletter

Cost: \$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.

Program Advertisements

Cost: See below

The Preliminary Program will reach the largest global audience of healthcare professionals specializing in movement disorders, with a circulation of 50,000 from more than 150 countries. Scheduled for release in Spring 2021, the Preliminary Program will include the outline for the Virtual 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 Virtual Congress.

Preliminary Program ads

Inside full page \$3,000 USD

Inside ½ page \$1,750 USD

Inside ¼ page \$1,000 USD

The Final Program, released just ahead of the Virtual Congress, will contain a complete schedule of Virtual Congress educational and other events, and will also be distributed to all meeting attendees via email. For the first time, the Final Program will be available as an interactive PDF flipbook on the Virtual Congress website, making for a more engaging navigation experience through hyperlinked sponsor ads, which can connect to a company or organization's website or to a Virtual Exhibit or Sponsored Symposia session page on the virtual platform.

Final Program ads

Inside full page \$6,000 USD

Inside ½ page \$3,500 USD

Inside ¼ page \$2,000 USD

NEW: Interactive Final Program

Cost: \$40,000 USD

Provide support for the Final Program in a new form, as an interactive PDF flipbook on the Virtual Congress website that will also be distributed via email to an expected 20,000+ registrants. This important guide to the Virtual Congress will include hyperlinked sponsor ads that direct attendees to a company or organization's website, or to a Virtual Exhibit or Sponsored Symposia session page on the virtual platform. Sponsorship recognition includes a full-page ad in the Final Program, acknowledgement as the Final Program sponsor on the Virtual Congress page of the MDS website.

PLEASE NOTE: Deadlines and specifications for advertisements will be available in the Sponsor and Exhibitor Portal on the Virtual Congress website; you will receive an email when the Portal launches.

Other Opportunities

Virtual Expert Panels

Cost: \$20,000 per panel

In the virtual 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 virtual panel session. **Please note:** These panels are private sessions between company representatives and the selected MDS experts, and will take place outside the Virtual Congress platform at a time best suited to the participants. Companies engaging MDS to plan and implement a Virtual Expert Panel will execute an agreement with the Society stipulating the roles and responsibilities of each party.

Deadlines and Specifications

The commitment deadline for support of the Virtual Congress is July 1, 2021. Additional deadlines for sponsor deliverables indicated in this Prospectus will be communicated via email once interest is indicated. Detailed information on sizes and specifications for logos, advertisements, and other items will be made available later in the Sponsor and Exhibitor Portal on the Virtual Congress website. An email will be sent when the Portal launches.

Reservation, Confirmation and Payment

Sponsor and Exhibitor Reservation Form

All supporters are required to sign the Sponsor and Exhibition Reservation Form which can be found online at www.mdscongress.org/sponsorship. MDS will confirm the Sponsor's commitment and issue an invoice following receipt of the reservation form. Please direct all questions to development@movementdisorders.org. Should there be more than one sponsor for the same sponsorship opportunity, priority will be given by date of receipt of the Sponsor and Exhibitor Reservation Form at the International Secretariat.

Sponsorship Opportunities at a Glance

Marquee Sponsorship (Virtual Exhibit included)	\$25,000 USD
On Demand Virtual Sponsored Symposia	\$125,000 USD
NEW: Sponsored Symposia Live Q&A	\$40,000 USD
NEW: Innovation Showcase	\$50,000 USD
NEW: MDS Young Delegates Hub	\$25,000 USD (limit 3)
NEW: Connection Lounge	\$20,000 USD (limit 3)
Video Challenge	\$40,000 USD (Exclusive)/\$15,000 USD (Non-Exclusive)
Virtual Poster Hall	\$10,000 USD (limit 5)
Virtual Poster Tour	\$7,500 USD (limit 3 per tour)
Virtual Exhibits: Standard	\$10,000 USD
NEW: Virtual Booth	\$25,000 USD
Reduced Fee Exhibitors	\$5,000 USD
Advertisements: Pre-Congress e-Newsletter	\$4,000 USD (up to 5 banner ads)
Congress Daily e-Newsletter	\$4,000 USD (up to 4 banner ads per day)
Preliminary Program Ads	
- Inside full page	\$3,000 USD
- Inside ½ page	\$1,750 USD
- Inside ¼ page	\$1,000 USD
NEW: Final Program Interactive PDF	\$40,000 USD
Final Program Advertisements	
- Inside full page	\$6,000 USD
- Inside ½ page	\$3,500 USD
- Inside ¼ page	\$2,000 USD

Payment Method

Sponsorship payments are to be made by direct wire transfer or checks payable in US Dollars to the International Parkinson and Movement Disorder Society. Details for payment will be provided with the invoice.

Cancellation Policy

For Bronze Level Sponsors and above, cancellation requests must be sent to the International Parkinson and Movement Disorder Society in writing at 555 E. Wells St., Suite 1100, Milwaukee, WI, USA, 53202. A full refund less a \$1,000 USD administrative fee will be given if notice is received by July 1, 2021. No refund will be given after July 1, 2021. All other cancellation/refund requests will be made on a case-by-case basis.

Sponsor and Exhibitor Regulations

MDS Virtual Congress sponsors and exhibitors agree to abide by the following rules and regulations related to any and all content created by the sponsor/exhibitor for display on the virtual platform, including Virtual Sponsored Symposia:

Release and License Agreement

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the sponsor(s) hereby grant to the International Parkinson and Movement Disorder Society (“MDS”) a nonexclusive, irrevocable, worldwide, royalty-free license to reproduce, distribute, and otherwise use the content provided by you on the virtual platform, in all formats and media of expression now known or later developed, including, without limitation, any and all forms of electronic media.

The sponsor(s) warrant that the content does not violate any proprietary or personal rights of others (including, without limitation, any copyrights or privacy rights); and that the content is the original work of the sponsor(s). The sponsor(s) further warrant that the sponsor(s) own the copyright to the content or have obtained all necessary permissions from any persons or organizations with rights to the content and have full power and authority to enter into this Agreement and perform their obligations hereunder; and that there are no rights outstanding which would diminish, encumber, or impair the full enjoyment or exercise of the rights granted to MDS.

Further, the sponsor(s) agree to indemnify and hold harmless MDS, its officers, directors, members, employees, and agents, from and against any and all claims, actions, losses, demands, costs, attorneys’ fees and all other expenses relating or incidental to, or arising directly or indirectly from, the inaccuracy or breach of any of the aforementioned warranties and representations or the representations related to patient identifiable information if included with this Release and License Agreement.

Patient Identifiable Material

If the content contains patient information: The sponsor(s) of the content agrees and acknowledges that the use of patient information in the content may impose certain legal requirements and that the sponsor(s) has consulted with a legal advisor regarding such use. The sponsor(s) hereby warrants and represents that the Release of the content fully complies with all applicable national, state and federal laws, rules or regulations relating to patient information, including, without limitation, if applicable, the specific requirements of the United States Health Insurance Portability and Accountability Act of 1996 (“HIPAA”).

Marketing in Conjunction with Accredited Continuing Education

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.

Special Events

Company-sponsored sessions or 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, and/or other MDS events. Please contact the MDS International Secretariat for more information.

External Links

It is the responsibility of the sponsor/exhibitor to ensure that any links provided as part of a Virtual Exhibit, acknowledgement, or advertisement link directly to company or product-specific websites. The sponsor/exhibitor is

responsible for monitoring these links and ensuring they are appropriate for attendees. Any approved external sessions or events linked from the virtual platform or advertisements must not conflict with the timing of MDS Virtual Congress events and scientific sessions. MDS reserves the right to remove any link found to be inappropriate for participants.

Change Requests

Companies with Virtual Sponsored Symposia or Virtual Exhibits are responsible for maintaining current and accurate content on the platform, including company contact information. Any changes to Sponsored Symposia pages or Virtual Exhibits requested after the stated deadline for such changes will be considered by MDS in consultation with the platform vendor. The International Secretariat reserves the right to refuse requested changes if they are deemed improper or require unreasonable time or effort.

Advertising Material

Distributing of advertising material by non-exhibiting, commercial companies is strictly prohibited. Exhibitor advertising will not be permitted outside of the previously agreed placements.

Liability

The sponsor agrees to defend, indemnify and hold harmless, the International Parkinson and Movement Disorder Society (MDS), its owners, managers, officers or directors, agents, employees, and subsidiaries and affiliates, from any damages or charges resulting from the sponsor's sharing of information on the virtual platform. The sponsor'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, its agents, employees and business invitees which arise from or out of the sponsor's occupancy and use of the Freeman platform or any part thereof. The sponsor shall hold harmless MDS for any technical issues that may arise surrounding access to the virtual platform and connectivity thereof. In addition, the sponsor acknowledges that MDS, Freeman and all other service providers do not maintain insurance covering the sponsor's content.

Market Research

Surveys or market research of any kind is prohibited.

Prizes and Lotteries

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

Products and Services

Only those products and services provided in writing prior to the Virtual Congress and approved by the MDS International Secretariat may be exhibited or advertised.

Restriction of Exhibits

The MDS International Secretariat reserves the right to: (a) reject for any reason any exhibit application submitted for the MDS Virtual Congress; (b) reject, prohibit, restrict, or otherwise require modification of any content for any reason; and (c) evict or bar any sponsor whose exhibit, materials or conduct is determined to be objectionable for any reason. Violation of any regulations on the part of the sponsor, their employees, or agents shall annul the right to occupy virtual exhibit space and such sponsor will forfeit to the MDS International Secretariat all monies which may have been paid. The exhibitor shall pay all expenses and damages which the MDS International Secretariat may thereby incur.

Merchandise Sales

Selling merchandise is prohibited within the 2021 Virtual Congress. Order forms may be distributed. The only exception to this is book publishers, who may sell their publications.

Contact MDS

If you have questions about any of the opportunities contained in this Prospectus, please contact us:

Brett Kell, Director of Business Development - bkell@movementdisorders.org

We look forward partnering with you to make the Virtual Congress 2021 a success.