



International Parkinson and  
Movement Disorder Society

# MDS *Virtual* *Congress* 2020

SEPTEMBER 12–SEPTEMBER 16



# Congress Overview

The MDS International Congress of Parkinson's Disease and Movement Disorders offers a forum for clinical and basic science discussion on a variety of Movement Disorder topics, including presentations of current research and available treatments.

## Target audience:

- Clinicians, researchers, post-doctoral fellows, medical residents, medical students
- Other non-physician health professionals with an interest in the current research and approaches for the diagnosis and treatment of movement disorders

# Virtual Platform in 2020

For the first time in its history, **MDS will host a Virtual Congress in 2020.** This will allow delegates an opportunity to access the full International Congress Scientific Program content through a virtual platform without concern for health, welfare or travel.

- Scheduled, mock-live sessions will launch daily on the virtual platform September 12-16
- Informative scientific sessions will feature live interactions with expert faculty
- The Scientific Program will be accredited to provide *AMA PRA Category 1™* credits

These sessions will attract audiences because they provide an overview of the latest clinical and basic science research findings and information relating to topics of broad interest within the field of Movement Disorders.

# What You Can Expect

The MDS Virtual Congress will feature the same comprehensive Scientific Program as the in-person International Congress, including:

## **Therapeutic Plenary Sessions**

- Overview of the latest treatment options in the diagnosis and management of Parkinson's disease and other movement disorders

## **Plenary Sessions (including Presidential Lectures)**

- Overview of the latest clinical and basic science research findings and state-of-the-art information relating to topics of broad interest within the field of Movement Disorders

## **Teaching Courses**

- Up-to-date information on a single topic, highlighting both the clinical and basic science of topics relevant to Movement Disorder specialists; Includes a syllabus with a review of the topic and the presentation slides

## **Themed Sessions**

- At each annual International Congress, the Congress Scientific Program Committee (CSPC) selects a theme that is highlighted throughout the meeting. This year's theme, The Combined Multidisciplinary Approach to Movement Disorders, will be showcased in Parallel Sessions, Teaching Courses, Skills Workshops and more, with international experts serving as faculty. Delegates can elect to attend any or all of these sessions.



# What You Can Expect

## **Controversies**

- Plenary Session geared to stimulate interest and debate among a panel of experts; several views will be addressed as discussion of pre-selected “hot” topics will be open for debate among the panelists

## **Parallel Sessions**

- Concurrent sessions that provide an in-depth summary of new clinical and basic research findings, state-of-the-art treatment options, and future strategies on a variety of focused topics within the field of Movement Disorders

## **Skills Workshops**

- Concurrent sessions that provide practical illustrations of clinical or scientific techniques relevant to the field of Movement Disorders through video examples and equipment demonstrations

## **Special Topics in Movement Disorders**

- Interactive sessions that address “hot” topics in science or medicine using a variety of different formats that may include lectures, video presentations, and audience interaction

## **Video Sessions**

- Concurrent sessions focus on video demonstrations to provide an overview of clinical movement disorders

# What You Can Expect

## Non-CME Educational Activities

### Science of Industry Sessions

- Interactive, non-CME education about novel therapeutic agents under development by industry

### Video Challenge

- MDS experts approach unusual and challenging cases as presented by representatives from Movement Disorder centers around the world

### Sponsored Symposia *(see page 14 for sponsorship details)*

- These company-based informational sessions provide delegates with non-CME educational opportunities to learn the latest in therapeutics.

### Poster Sessions *(see page 15 for sponsorship details)*

- Poster sessions give each delegate an opportunity to view their colleagues' posters on the most current research in the field of Movement Disorders. Posters are available for daily viewing and authors are present for 90 minutes to discuss their work and answer questions.

### Guided Poster Tours *(see page 16 for sponsorship details)*

- An opportunity to hear discussion on a select group of abstracts in several different topics.

# Virtual Platform Features

The MDS Virtual Congress 2020 platform will offer simple, intuitive navigation and multiple access points to engage with educational and sponsor content. Platform features include:

- A Welcome video orienting participants to the platform and its features
- A Scientific Program that is easy to navigate
- An opportunity for attendees to submit questions to faculty via live on video
- Virtual Exhibit Pages featuring company profiles, links, resources, chat functionality, and optional videos
- Virtual Poster Hall featuring 1,600+ e-posters, poster tours, and more
- MDS social media channels where delegates can interact, network and share their Virtual Congress experience

To promote interaction among participants, sessions will launch daily beginning Saturday, September 12 through Wednesday, September 16:

- Sessions will be scheduled and launch in a mock live format where lectures are pre-recorded, but faculty will be available to answer questions and foster discussion; sessions will be available on demand for a limited time afterwards

# High Interest Expected

The MDS Virtual Congress 2020 will represent the latest in a string of MDS educational offerings for which there has been considerable demand.

In 2019, MDS had:

- 10,000+ enrollments in online learning modules
- 4,000+ participating in online training programs
- 9,000+ individuals attended in-person MDS courses & Congresses

This demonstrated interest in online learning, coupled with delegates' enthusiasm for attending MDS educational events each year, indicates that **the MDS Virtual Congress 2020 will be a major attraction** for members of the Parkinson's disease and movement disorder community who seek high-quality education and information about advances in the field.



# A Valuable Experience for You

In addition to providing quality educational content to participants, MDS is committed to ensuring your experience as a sponsor is as valuable and seamless for you as it would be in person:

- **Visible:** Traffic will be driven to your content, including links to your site or platform
- **Operable:** The virtual platform will provide high quality audio and video
- **Interactive:** Engagement will be facilitated by MDS, allowing for added value
- **Reportable:** MDS can share select attendee and engagement metrics
- **Flexible:** Option to customize the content you offer to attendees
- **Reachable:** Showcase your content and message for a larger, broader audience



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# *Sponsorship Prospectus*

— and Support Opportunities —

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# Sponsorship Levels

The MDS Virtual Congress 2020 will recognize companies based on their cumulative sponsorship, exhibit and advertising spend.

## Sponsorship Levels:

<b>Under \$25,000</b>	<b>Sponsor</b> <i>(company name listed)</i>
<b>\$25,000-\$49,999</b>	<b>Silver Sponsor</b> <i>(company logo included)</i>
<b>\$50,000-\$74,999</b>	<b>Gold Sponsor</b> <i>(company logo included)</i>
<b>\$75,000-\$99,999</b>	<b>Platinum Sponsor</b> <i>(company logo included)</i>
<b>\$100,000 and up</b>	<b>Diamond Sponsor</b> <i>(company logo included)</i>

(all pricing listed in USD)

## Acknowledgement for all levels includes:

- On the MDS Virtual Congress Platform
- In the Final Program
- In the Congress Mobile App
- On the MDS website
- On MDS Social Media channels (Twitter, Facebook, Instagram) with link to company
- Company name will be recognized in future International Congress literature

# Sponsorship Opportunities

## Marquee Virtual Congress Sponsorship

**Cost: \$15,000 USD** (add an up to 5-minute video on a Virtual Exhibit Page for an additional \$2,500)

Provide support for the Virtual Platform, enabling **free** access for all MDS Members and the broader movement disorder community. Recognition includes:

- Sponsorship acknowledged in an email announcing open registration to MDS members
- Company name with option to link to your company website included in an email to MDS members and Virtual Congress registrants (est. 12,000)
- Virtual Exhibit Page (no video) – *details on Page 18*
- Acknowledgement as a Marquee Virtual Congress Sponsor in the Final Program and on the virtual platform



# Sponsorship Opportunities

## Virtual Sponsored Symposia

**Cost: \$75,000 USD**

An opportunity to provide education and to demonstrate your company's commitment to quality patient care while building your corporate brand. Each symposium is one hour long and is open to all registered meeting delegates. No CME is given for the symposia. No more than four sponsored symposia will be highlighted on a single day of the Virtual Congress. Virtual Sponsored Symposia include:

- Pre-recording and editing of a one-hour session offered in a mock-live format (scheduled and launched at a specific time with faculty/representatives available to answer questions live) and posted on the virtual platform following the Congress
- Company-specific branding on Sponsored Symposia page
- Session information included in e-blast to MDS Membership and Virtual Congress registrants (est. 12,000)
- Session information included in the Final Program and on the mobile app
- Opportunity to collect names and email address for those who attend your session
- Statistics report

# Sponsorship Opportunities

## Virtual Poster Hall Sponsorship

**Cost: \$10,000 USD**

Provide support for the Virtual Poster Hall, which will host the more than 1,600 posters submitted to the 2020 Congress. Posters will be in a pdf format, indexed and searchable by key words. Recognition includes:

- Sponsorship acknowledged in an email announcing the Virtual Poster Hall to MDS Members and registrants (est. 12,000)
- Company logo in the Virtual Poster Hall with the option to link to your company website or a Virtual Exhibit
- Link to the Virtual Poster Hall included in emails distributed each day during the Virtual Congress event (*registrant login required*)

# Sponsorship Opportunities

## Virtual Poster Tour Sponsorship

**Cost: \$7,500 USD per tour**

Provide support for a Virtual Poster Tour, which features the top posters submitted on a given theme, with commentary by MDS faculty tour leaders. Approximately 10 tours will be offered and highlighted throughout the Virtual Congress event. Up to three sponsors per tour accepted. Recognition includes:

- Sponsorship acknowledged in an email announcing the Poster Tours to MDS Members and registrants (est. 12,000)
- Company logo in the Virtual Poster Hall with the option to link to your company website or a Virtual Exhibit
- Link to the Virtual Poster Hall included in emails distributed each day during the Virtual Congress event (*registrant login required*)

# Sponsorship Opportunities

## Video Challenge Sponsorship

**Cost: \$10,000 USD**

Provide support for the popular MDS Video Challenge, in which delegates to observe how MDS experts approach unusual and challenging cases as presented by representatives from Movement Disorder centers around the world. This session is open to all delegates and will be shown twice to accommodate time zones. Recognition includes:

- Sponsorship acknowledged in an email announcing the Video Challenge to MDS Members and registrants (est. 12,000)
- Link to the Video Challenge included in emails distributed each day during the Virtual Congress event (*registrant login required*)
- Acknowledgement in the mobile app and Final Program

# Virtual Exhibit Pages

## Virtual Exhibit Page

**Cost: \$7,500 USD with an up to 5-minute video**  
**\$5,000 USD with no video**

A dedicated company or organization profile page within the virtual platform. Page includes:

- Product or company/organization information and contact listing
- Link to website or other resources
- Upload an up to 5-minute video on your company/organization or products
- Ability for attendees to submit questions

**Recognition includes:** Listing as an Exhibitor in the Virtual Congress platform and in Congress materials. Virtual Exhibitors will also receive a statistics report.



## Reduced Fee Exhibitors

**Cost: \$5,000 USD with an up to 5-minute video**  
**\$2,500 USD with no video**

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 less than \$10M annually, or with products marketed to allied health professions or patients

# Advertising Opportunities

## Advertisement in Congress Daily e-newsletter

**Cost: \$4,000 USD per Ad**

- This daily electronic newsletter will provide highlights of each day's activities and sessions. There will be space for 4 static banner ads per day.

## Advertisement in the pre-Congress e-newsletter

**Cost: \$3,000 USD per Ad**

- Include your advertisements in the pre-Congress newsletter sent to MDS members and registrants one week before the Congress. There will be space for up to 5 static banner ads.

## Banner Advertisement in the Mobile App

**Cost: \$3,000 USD per Ad**

- Place a one-day banner ad in the Congress mobile app, which will include program highlights, faculty information and links to Posters. There will be space for up to 3 static banner ads per day.

## Advertisement in the Final Program

- The Final Program contains a complete schedule of the MDS Virtual Congress scientific sessions and other information. It will be e-mailed to all MDS members and registrants and will be accessible online. Available sizes:

**Inside Full Page: \$3,000 USD   Inside ½ Page: \$1,750 USD   Inside ¼ Page: \$1,000 USD**

## Virtual Expert Panels

**Cost: \$20,000 USD 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. 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.

**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*

# Contact Us

We are excited to partner with you and look forward to hearing how your company would like to have a presence at the MDS Virtual Congress.

Please feel free to reach out via email to:

**[development@movementdisorders.org](mailto:development@movementdisorders.org)**

Thank you.







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## We look forward to welcoming you!

The educational content we will be able to provide via this platform with your assistance will make the MDS Virtual Congress 2020 a can't-miss event!



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