

# Support Opportunities and Exhibitor Prospectus

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



International Parkinson and  
Movement Disorder Society

**International Congress of Parkinson's  
Disease and Movement Disorders®**

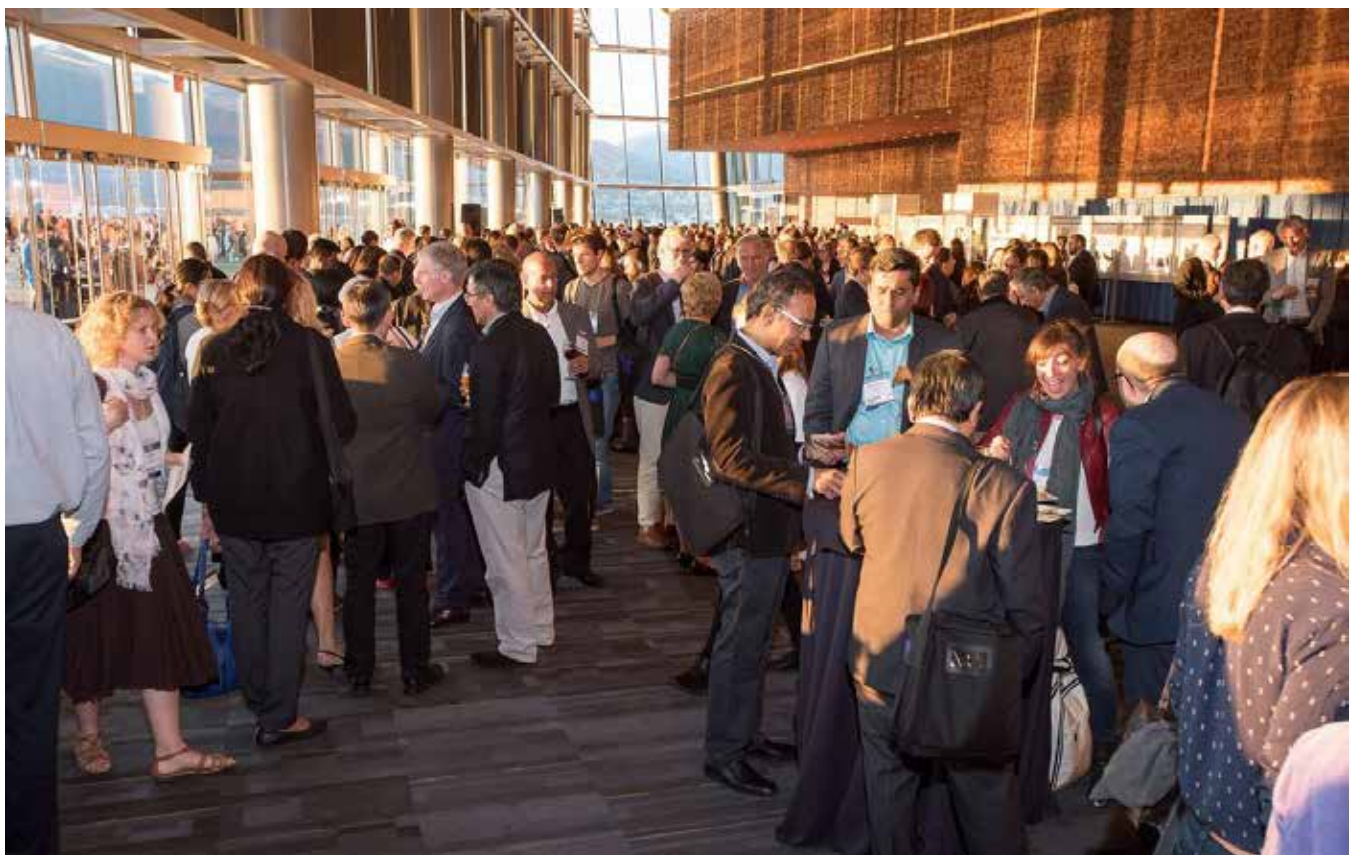
NICE, FRANCE SEPTEMBER 22-26, 2019



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International Parkinson and Movement Disorder Society  
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 E-mail: [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 7,600 individual members, 27 national Movement Disorder societies collaborate with MDS as affiliate members.

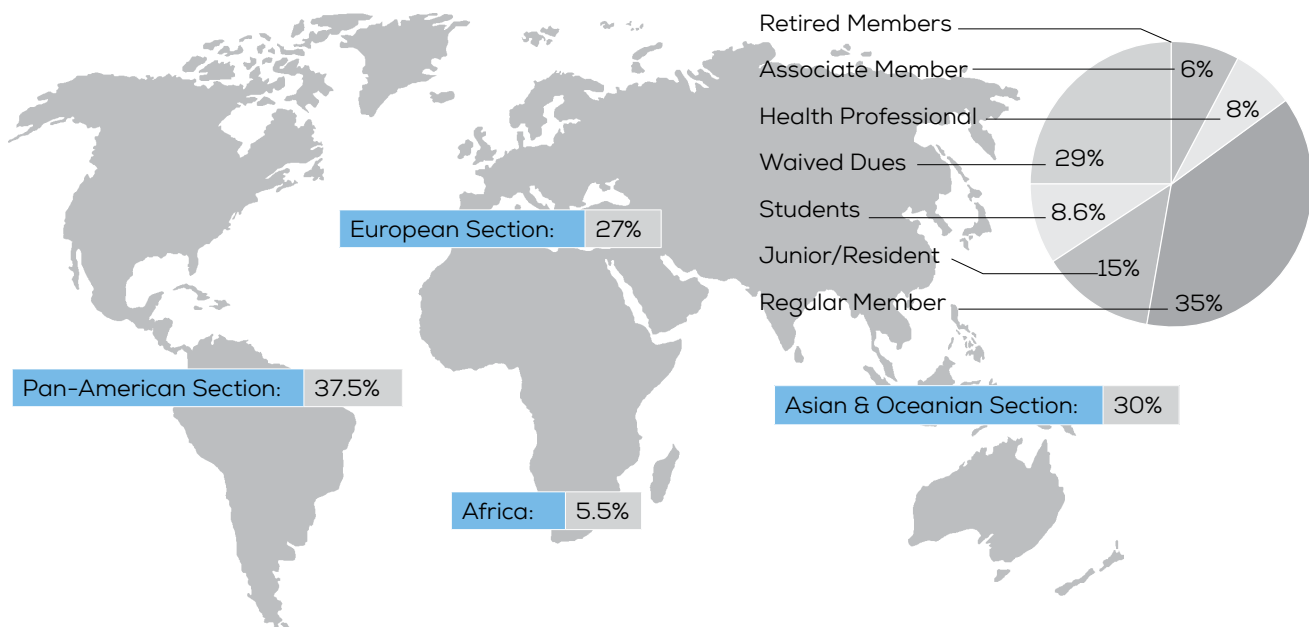
**Mission.** The mission of MDS is to operate exclusively for scientific, scholarly and educational purposes; to encourage research; to provide forums, such as medical journals, scientific symposia and International Congresses, for sharing ideas and for advancing the related clinical and scientific disciplines;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

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

**Activities.** MDS produces two journals: *Movement Disorders* and the online journal *Movement Disorders Clinical Practice*. The Society also manages 15 clinical rating scales specific to Movement Disorders. Of these, the widely used MDS-UPDRS and UDysRS have been validated in a combined 14 languages. MDS is in the process of validating scales for an additional 12 languages.

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

### MDS MEMBERS BY REGIONAL SECTION: 7,659 MEMBERS AS OF 6/30/18





## HISTORY AND OVERVIEW

### 2018 INTERNATIONAL CONGRESS SUPPORTERS (AS OF AUGUST 21, 2018)

#### PLATINUM PLUS

Bial

#### PLATINUM

AbbVie  
Acorda Therapeutics  
Biogen  
Boston Scientific  
Britannia  
Pharmaceuticals, Ltd.  
GE Healthcare  
Medtronic  
Sunovion

#### GOLD

Abbott  
Zambon

#### SILVER

UCB  
Adamas

#### BRONZE

Ipsen Innovation

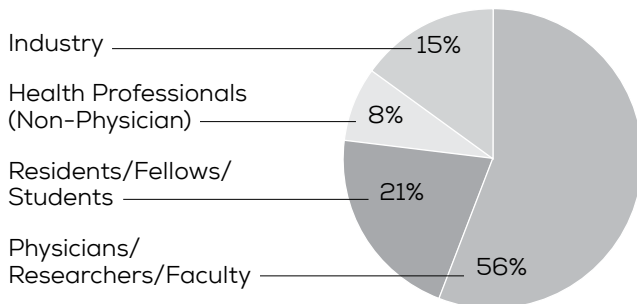
#### SUPPORTERS OF THE SCIENTIFIC PROGRAM

Abbott  
Ipsen Innovation  
Roche

### INTERNATIONAL CONGRESS ATTENDANCE HISTORY

#### 2018 MDS International Congress Delegates

Delegates represented 89 countries



#### Past International Congresses

Year	Location	Attendance
2018	Hong Kong	3,900
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

### 2018 EXHIBITORS

#### International Congress of Parkinson's Disease and Movement Disorders®

Abbott	Clear Sky Medical	Mayo Laboratories	Sense4Care
AbbVie	Diagnostics	Medopad Ltd.	Sunovion Pharmaceuticals Inc.
ACADIA Pharmaceuticals	Convatec	Medtronic	UCB Pharma
Acorda Therapeutics	Defeat MSA/ MSA Shoe	MGH Collaborative Center for XDP	World Parkinson Coalition
Adamas Pharmaceuticals	GE Healthcare	mHealth Technologies srl	Zambon
APDM Wearables	Innovative Bio-Technology Limited	Neurocrine	
Atuka	Insightec	Neuroderm	
BIAL	i-Prognosis Project	PhotoPharmics	
Biogen	Ipsen	Retrophin	
Boston Scientific	LSVT	SceneRay Corporation Limited	
Britannia Pharmaceuticals, Ltd.	MahQu Co. Ltd		

## VENUE

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Nice Acropolis Convention Centre  
1, Esplanade Kennedy - BP 4083 - 06302 Nice cedex 4 - France

## PURPOSE

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

## SCIENTIFIC PROGRAM

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The 2019 Scientific Program will incorporate Teaching Courses, Therapeutic Plenary Sessions, Plenary and Parallel Sessions, Skills Workshops, Video Sessions, Poster Sessions, Blue Ribbon Highlights and Guided Poster Tours.

The theme of the International Congress is **Translating the Science of Movement Disorders into Clinical Practice**. 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

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

## ABSTRACT SUBMISSIONS

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Participants will be invited to submit abstracts relevant to the various fields associated with Movement Disorders. Abstracts will be peer-reviewed and organized into poster sessions. Abstract Submission opens December 1, 2018.

## GENERAL INFORMATION

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- **Venue:** Nice Acropolis Convention Centre will serve as the headquarters for scientific sessions, posters and exhibition.
- **Hotel:** A block of guest rooms has been secured at hotels throughout Nice to accommodate International Congress participants. Hotel reservation information will be included in the 2019 Preliminary Program and on the International Congress website.
- **Language:** The official language of the International Congress is English.
- **Registration:** International Congress registration information will be on the International Congress website. MDS members will be offered a reduced registration fee. Non-members of MDS will have the opportunity to become members through the registration process. Registration will open on March 12, 2019.
- **Exhibits:** Pharmaceutical and biotechnology companies, medical publishers, associations and patient service providers are invited to participate in the International Congress exhibition.



## SUPPORT OPPORTUNITIES AT THE INTERNATIONAL CONGRESS

### SPONSORSHIP LEVELS AND RECOGNITION

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

\$400,000 USD and above	Double Platinum
\$300,000 USD and above	Platinum Plus
\$200,000 USD and above	Platinum
\$100,000 USD and above	Gold
\$50,000 USD and above	Silver
Any education grant	Sponsors of the Scientific Program and above

### RECOGNITION

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- Acknowledgement on International Congress onsite signage
- Companies making their commitment by March 1, 2019 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 nearly 15,000 from more than 80 countries. It will be e-mailed to all MDS members and those who have expressed interest in this International Congress.
- Companies making their commitment by June 1, 2019 will be listed on the acknowledgement page in the final program. The final program is a comprehensive guide to the International Congress, including a complete schedule of International Congress educational events. The final program will be distributed to all International Congress attendees (estimated to be approximately 5,000 people) onsite in Nice. The final program will be posted on the International Congress website.
- Company name on the acknowledgement page of the International Congress website and mobile app.
- Supporter Ribbons

### EDUCATIONAL OPPORTUNITIES (CONTINUING MEDICAL EDUCATION CREDIT)

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Companies can support the overall International Congress Scientific Program, which provides accredited CME, through unrestricted medical education grants. Guidelines governing MDS educational programming and its use of commercial support are available on the MDS website ([www.movementdisorders.org](http://www.movementdisorders.org)) or by contacting the MDS Development Team at [development@movementdisorders.org](mailto:development@movementdisorders.org).

The 2019 Scientific Program will be posted when available at [www.mdscongress.org](http://www.mdscongress.org).

### RECOGNITION

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In addition to the recognition listed above, companies providing unrestricted medical education grants will be acknowledged on signage throughout the International Congress venue and in the International Congress final program, if the commitment is made by the deadline of June 1, 2019.



## PROMOTIONAL OPPORTUNITIES

### **Corporate Therapeutic Symposium (non-CME bearing) ..... Cost: \$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 brand. Each Symposium is one hour long and is open to all registered meeting delegates. No CME is given for the Satellite Symposia.

The room setup for the Corporate Therapeutic Symposium will include:

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

The basic outline for the session will be posted on the MDS website and if confirmed before the deadline to be determined, in the International Congress mobile app.

#### **Supporter Recognition:**

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

### **International Congress App for Mobile devices. . . . Cost: \$60,000 USD (exclusive) or multiple at \$25,000 USD each**

This app for Android and Apple iOS devices makes information on the 2019 MDS International Congress and the city of Nice available at your fingertips. More than 3,000 unique users downloaded and used the 2017 International Congress app. Delegates visited the app 133,000 times.

**Sponsor Recognition:** The sponsor's name and logo will appear on the splash-page (the first image that shows on the screen when the app is engaged), the email announcing the app and in the tweet announcing the app. The sponsor(s) also have the opportunity to provide banner advertisements to be included in the app. App sponsorship is available as an exclusive opportunity until January 11, 2019. A maximum of three sponsors will be accepted if multiple sponsors show interest.

### **Young Delegates Reception ..... Cost: \$50,000 USD (exclusive) or multiple at \$20,000 USD each**

Young Delegates have come together since 2017 to network and share experiences. We welcome sponsors to identify additional groups for which they may wish to sponsor receptions.

**Sponsor Recognition:** Acknowledgement in the mobile app, final program, and signage at the event. A company representative may make a brief welcome. Young Delegates Reception is available as an exclusive opportunity until January 11, 2019. A maximum of three sponsors will be accepted if multiple sponsors show interest.

### **MDS Video Challenge ..... Cost: \$50,000 USD (exclusive) or multiple at \$20,000 USD each**

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

**Sponsor Benefits/Recognition:** Company logo on all Video Challenge emails sent after the commitment is made, acknowledgement in the mobile app and final program. Sponsors will receive eight complimentary invitations to attend this event. Sponsors will be acknowledged in signage at the event and in future International Congress literature. The MDS Video Challenge is available as an exclusive opportunity until January 11, 2019. If the MDS Video Challenge is not purchased exclusively, a maximum of three sponsors will be accepted.



## PROMOTIONAL OPPORTUNITIES

### **MDS Pavilion and Delegate Lounge (non-CME bearing) ..... Cost: \$50,000 USD**

The MDS Pavilion is MDS' interactive presentation space designed to provide International Congress attendees with a comfortable atmosphere while presenting valuable information regarding the Society. Learn more about MDS initiatives and programs, gain MDS-expert advice, and discover ways to get involved with MDS

**Sponsor Recognition:** Acknowledgement in the mobile app, final program, tweet announcing the Pavilion, and Pavilion signage.

### **Congress Venue Wi-Fi ..... Cost: \$50,000 USD**

Provide wi-fi throughout the International Congress venue for all delegates. Company name may be used as the password.

**Sponsor Recognition:** The sponsor's name and logo will appear on the log-in page, ability to choose the password, (if exclusive) and acknowledgement in the email and tweet announcing the availability of wi-fi to delegates.

### **Congress diary/notebook ..... Cost \$40,000 USD**

Provide delegates a tool to organize their appointments during and after the International Congress, take notes from sessions and keep business cards received during the event. The diary/notebook will contain a calendar as well as daily tabs during the International Congress, blank pages for notes and a pocket to hold additional printed pieces collected during the meeting. As photos aren't permitted during the sessions, this tool will satisfy delegates' requests for one place to keep their notes organized.

**Sponsor Recognition:** The sponsor advertisement will be on the back cover and logo placed on front cover. Additional advertisements will be offered to other supporters.

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

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

**Sponsor Recognition:** The sponsor's advertisement will be printed on the back cover of the pocket guide.

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

This handy self-folding map, which fit into a pocket or purse, will help attendees find their way around Nice.

**Sponsor Recognition:** The sponsor's logo will be on the cover of the map.

### **Charging Stations ..... Cost \$15,000 USD per station**

Enable delegates to stay connected throughout the day by providing charging stations at the International Congress venue. Multiple sponsors will be considered.

**Sponsor Recognition:** The sponsor logo, to be approved by MDS, on the station and acknowledgement in the Final Program.

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

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

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

### **Sponsored coat check area ..... Cost \$10,000 USD**

Provide secure storage for delegates' coats and luggage at the Nice Acropolis Convention Centre

**Sponsor Recognition:** The sponsor will be acknowledged in onsite signage. Sponsor logo may also be placed on the claim checks.





## PROMOTIONAL OPPORTUNITIES

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

Participants view selected posters on a given theme, with commentary by the authors and MDS Faculty. There are approximately 4 tours per day, Monday – Wednesday. Multiple sponsors will be accepted for each Guided Poster Tour. Guided Poster Tour topics are expected to include the following:

Ataxia	Parkinson's Disease: Clinical Trials,	Parkinsonism, MSA, PSP (Secondary
Choreas (Non-Huntington's Disease)	Pharmacology and Treatment	and Parkinsonism-Plus)
and Huntington's Disease	Parkinson's Disease: Genetics	Parkinson's Disease: Pathophysiology
Clinical Trials and Therapy in	Parkinson's Disease: Neuroimaging	Surgical Therapy: Parkinson's Disease
Movement Disorders	and Neurophysiology	Technology
Dystonia	Parkinson's Disease: Non-Motor	Tremor
	Symptoms	

**Sponsor Recognition:** The sponsor will be acknowledged with name and logo in the Poster Area and recognized in the final program.

### **Pens . . . . . Cost: \$7,500 USD**

Pens with sponsor identification will be available at registration and at the MDS Pavilion. The sponsor is responsible for purchasing, printing, and shipping of the pens. All copy and designs must be approved in advance by the MDS International Secretariat.

**Sponsor Recognition:** The sponsor's name and logo will be printed on the pens.

## ADVERTISING OPPORTUNITIES

### **Ad in pre-Congress e-newsletter . . . . . Cost: \$4,000 USD**

Include your advertisement in a pre-Congress e-newsletter sent to delegates one week before the International Congress. In addition to logistical information, quotations from MDS leaders and announcements of International Congress highlights, there will be space for up to 4 banner ads.

**Sponsor Recognition:** Banner ad (640x150 pixels) placed in the e-newsletter. Copies of the e-newsletter will also be archived on the International Congress website.

### **Ad in Congress Daily e-newsletter . . . . . Cost: \$4,000 USD**

In response to interest in a daily newspaper, this electronic newsletter will provide highlights of the coming day's activities, photos from the previous day, quotations from delegates, etc. There will be space for up to 4 banner ads per day (Sunday - Thursday).

**Sponsor Recognition:** Banner ad (640x150 pixels) placed in the e-newsletter. Copies of the e-newsletter will also be archived on the International Congress website.

### **Flyer in the Congress Notebook/Diary . . . . . Cost: \$4,000 USD**

Place a flyer advertising your Corporate Therapeutic Symposium or exhibit in the back pocket of the Congress Notebook/Diary which will be provided to each delegate.

**Sponsor Recognition:** A single sheet (size to be determined) in the International Congress Notebook/Dairy. Sponsor responsible for printing and delivery to vendor by date to be determined.



## PROGRAM ADVERTISING RATES AND SCHEDULE

### PRELIMINARY AND FINAL PROGRAMS

As a provider of products and services for healthcare professionals in the fields of Parkinson's disease and Movement Disorders, we encourage you to consider advertising options in the preliminary and final programs for the *International Congress of Parkinson's Disease and Movement Disorders®*.

The preliminary program will reach the largest global audience of healthcare professionals, with a circulation of nearly 15,000 from more than 80 countries. Scheduled for release in Spring 2019, the preliminary program will include the outline for the 2019 Scientific Program, other event details, general Nice information, registration and hotel information. It will be e-mailed to all MDS members and those who are interested in this International Congress. The final program will contain a complete schedule of International Congress educational and other events, and will be distributed to all meeting attendees in the International Congress onsite in Nice.

### CIRCULATION

**Preliminary Program:** E-mailed to former delegates, MDS members and those who have requested the program, in addition to being available on the International Congress website.

**Final Program:** Provided in print to approximately 5,000 delegates and available on the International Congress website.

### DEADLINES

Preliminary Program	Final Program
Return contract by: March 1, 2019	Return contract by: June 1, 2019
Ad graphics due: To be determined	Ad graphics due: To be determined

### ADVERTISING RATES (PER PUBLICATION, PER PAGE)

#### Preliminary Program

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

#### Final Program

Back cover, full page .....	\$15,000 USD
Inside back cover, full page .....	\$9,000 USD
Inside full page .....	\$6,000 USD
Inside ½ page .....	\$3,500 USD

#### Both Preliminary and Final Program

Purchase ads in both in the preliminary and final programs and receive the preliminary program ad for half price.

Inside full page in preliminary and final programs .....	\$7,500 USD
Inside ½ page in preliminary and final programs .....	\$4,350 USD

## PROGRAM ADVERTISING RATES AND SCHEDULE

### SPECIFICATIONS

All advertisements must be provided in an electronic file format. The final program will be letter size (8 ½" x 11").

**Printed page size, in inches (centimeters):** ..... 8 ½" w x 11" h (21.59 cm w x 27.94 cm h)

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

Full page ..... 7 ½" w x 10" h (19.05 cm w x 25.4 cm h)

Full page bleed..... 8 ¾" w x 11¼" h (22.225 cm w x 28.575 cm h)

Half page horizontal..... 7 ¼" w x 4 ¼" h (18.42 cm w x 10.80 cm h)

Half page vertical..... 3 ½" w x 9 ¼" h (8.89 cm w x 23.50 cm h)

**Electronic File Formats**

Platform: Macintosh or PC format

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

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

### INSTRUCTIONS

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

### DELIVERY

Send all graphics and instructions to: Kristy Moeller, Meetings Manager  
555 East Wells Street, Suite 1100  
Milwaukee, WI 53202 USA  
Tel: +1 (414) 276-2145  
Fax: +1 (414) 276-3349  
E-mail: [kmoeller@movementdisorders.org](mailto:kmoeller@movementdisorders.org)

### AD ACCEPTANCE

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. MDS will not refund the advertisement fee due to the advertiser missing deadlines.



## EXHIBITION SCHEDULE AND INFORMATION

### EXHIBIT HOURS - TENTATIVE

Monday, September 23, 2019	9:00 – 16:00
Tuesday, September 24, 2019	9:00 – 16:00
Wednesday, September 25, 2019	9:00 – 15:30

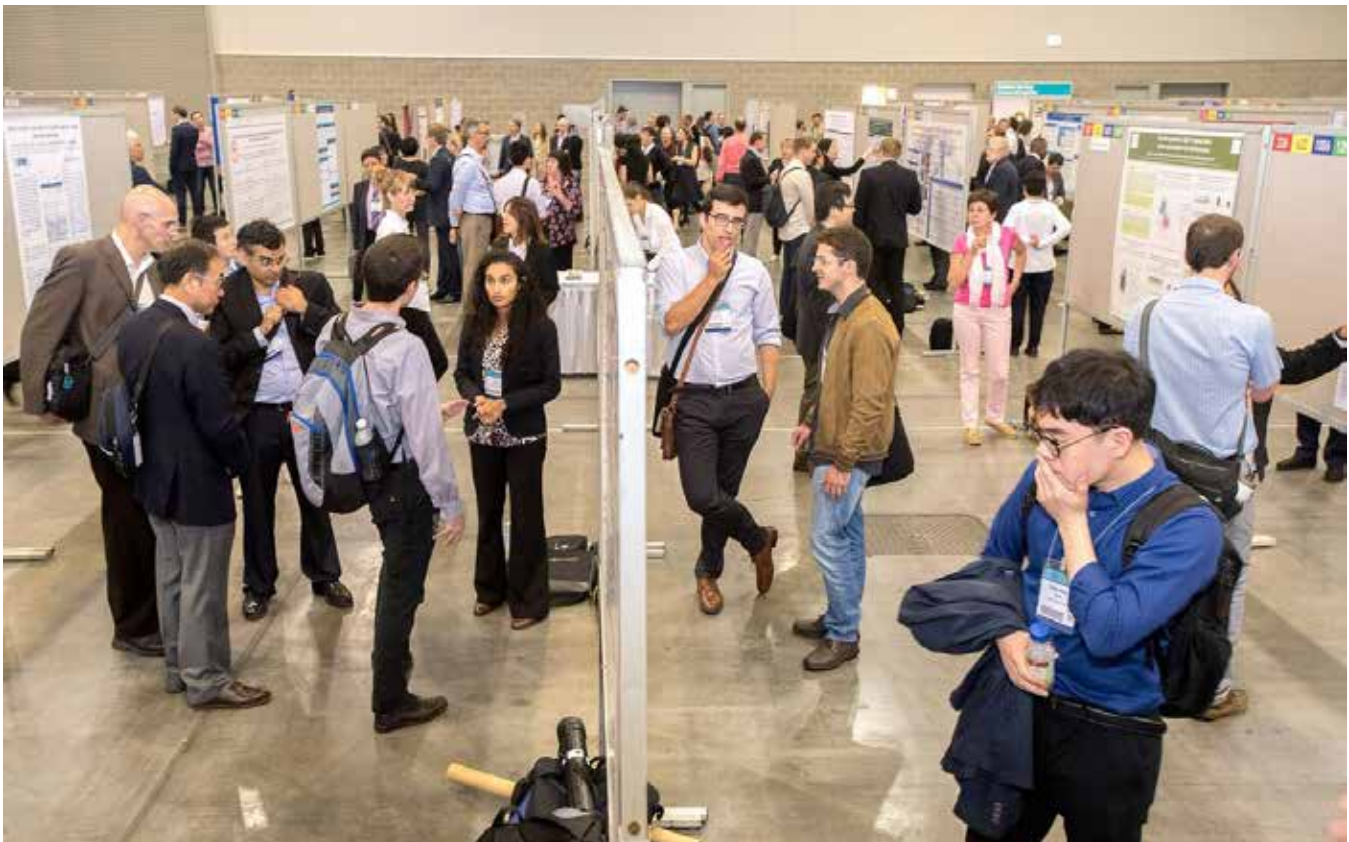
- Exhibitors will be allowed in the Exhibit Hall 30 minutes before the exhibits open each day and may remain in the area 30 minutes after it closes.
- Exhibitors must staff their exhibits during the above hours. Exhibit stands may not be left unattended for extended periods of time.
- No packing of equipment, literature or dismantling of exhibits will be permitted before 15:30 on Wednesday, September 25, 2019.
- Exhibit Hall hours are subject to change. Exhibitors will be notified if a change in hours is necessary.

### ADMISSION TO EXHIBITS AND SCIENTIFIC SESSIONS

Each exhibitor will be granted three 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

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.



## EXHIBIT SERVICES

### OFFICIAL SERVICE CONTRACTOR

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

### EXHIBITOR SERVICE MANUAL

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All exhibitors will receive the official Exhibitor Service Manual by early June 2019. The Service Manual will contain information on:

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

### REQUIREMENTS FOR INDEPENDENT CONTRACTORS

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

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

### SHIPPING, STORAGE AND HANDLING

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



## EXHIBIT REGULATIONS

### ADVERTISING MATERIAL

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

### ATTENDEE MAILING LIST

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

### AUDIOVISUAL EQUIPMENT

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

### DEMONSTRATIONS

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

### FACILITY REGULATIONS

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

### FOOD AND BEVERAGE DISTRIBUTION

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

### HOSPITALITY SUITES AND SPECIAL EVENTS

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

### LIABILITY

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

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

### MARKET RESEARCH

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Surveys or market research of any kind is prohibited.

### MEETING SPACE

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

## EXHIBIT REGULATIONS

### NO SMOKING

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Smoking in all public space in the Nice Acropolis Convention Centre is prohibited.

### PRIZES AND LOTTERIES

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

### PRODUCTS AND SERVICES

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

### PROMOTIONAL ITEMS

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

### REDUCED FEE EXHIBITORS

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

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

All reduced exhibits are sold on a space available basis and will not be confirmed until May 1, 2019.

### 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 Nice Acropolis Convention Centre is responsible for any loss or damage to exhibitor property.

### SELLING FROM EXHIBIT STAND

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Selling merchandise is prohibited at the 2019 International Congress. Order forms may be distributed. The only exception to this is that book publishers may sell their publications.

### SUBLETTING EXHIBIT SPACE

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



## INTERNATIONAL CONGRESS SUPPORT REQUEST FORM

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

To request your item and ensure early recognition in the preliminary program, please return this request form by March 1, 2019. All requested items are not considered guaranteed until MDS issues a confirmation letter to your company. Items are guaranteed on a first come, first served basis.

### PROMOTIONAL OPPORTUNITIES (Descriptions provided on pages 7-9)

- Corporate Therapeutic Symposium (CTS) .....\$200,000 USD
- Congress App for Mobile devices ..... \$25,000 USD
  - Exclusive ..... \$60,000 USD
- Young Delegates Reception ..... \$20,000 USD
  - Exclusive ..... \$50,000 USD
- MDS Video Challenge ..... \$20,000 USD
  - Exclusive ..... \$50,000 USD
- MDS Pavilion and Delegate Lounge ..... \$50,000 USD
- Congress Venue Wi-Fi ..... \$50,000 USD
- Congress Notebook/Diary ..... \$40,000 USD
- Pocket Guide ..... \$25,000 USD
- Nice City Maps ..... \$20,000 USD
- Charging Stations ..... \$15,000 USD/station
- Coffee Breaks ..... \$15,000 USD/break
- Sponsored Coat Check ..... \$10,000 USD
- Guided Poster Tours ..... \$10,000 USD/tour
- Pens ..... \$7,500 USD

### ADVERTISING OPPORTUNITIES (Descriptions provided on pages 9-11)

- Pre-Congress Delegate e-newsletter banner ..... \$4,000 USD\*
  - Congress Daily e-newsletter banner ..... \$4,000 USD\*
    - Preferred Date: \_\_\_\_\_
  - Insert in Congress Notebook/Diary ..... \$4,000 USD\*
- \*Rates provided are per individual advertisement.*

#### Preliminary Program

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

#### Final Program

- Back cover, full page ..... \$15,000 USD
- Inside back cover, full page ..... \$9,000 USD
- Inside full page ..... \$6,000 USD
- Inside ½ page ..... \$3,500 USD

#### Both the Preliminary and Final Programs

- Inside full page ..... \$7,500 USD
- Inside ½ page ..... \$4,350 USD

TOTAL OF REQUESTED ITEMS: \_\_\_\_\_

#### Please submit this form to:

International Parkinson and Movement Disorder Society  
 Attn: MDS Development Team  
 E-mail: [development@movementdisorders.org](mailto:development@movementdisorders.org)  
 Subject line: IC 2019 Request Form



## INTERNATIONAL CONGRESS EXHIBITOR APPLICATION

--- Please use contact information from the Support Request Form

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

### EXHIBIT OPPORTUNITIES (Select booth size below)

- 3 meters x 3 meters (9 sqm)..... \$9,000 USD
- 3 meters x 6 meters (18 sqm).....\$18,000 USD
- Gold Supporters (\$100,000 USD+): 3 meters x 9 meters (27 sqm).....\$27,000 USD
- Gold Supporters (\$100,000 USD+): 6 meters x 6 meters (36 sqm).....\$36,000 USD
- Platinum Supporters (\$200,000 USD +): 6 meters x 9 meters (54 sqm).....\$54,000 USD
- Platinum Plus Supporters (\$300,000 USD+): 8 meters x 9 meters (72 sqm) .....\$72,000 USD
- Non-profit space: Table with 2 chairs. .... Free  
*Non-profit spaces are provided through a promotion exchange agreement with MDS*
- Reduced Fee Exhibitors: 3 meters x 3 meters (9 sqm).....\$3,000 USD  
*See the Reduced Fee Exhibitors section of the Exhibit Regulations for qualifications. Applications will be accepted after May 1, 2019.*

**Full payment and completed Exhibitor Applications are due by March 1, 2019. Please retain a copy for your records.**

### PAYMENT INFORMATION

- **Check:** Make checks payable to International Parkinson and Movement Disorder Society and submit to address provided below.
- **Credit Card and Wire Transfers:** Please contact [Development@movementdisorders.org](mailto:Development@movementdisorders.org) to arrange payment.  
\* MDS does not accept payment by credit card for amounts over \$5,000 USD.

### CANCELLATION POLICY

For Gold Level Supporters and above, cancellation requests must be sent to MDS at the address below in writing. A full refund less a \$1,000 USD administrative fee will be given if notice is received by March 1, 2019. No refund will be given after March 1, 2019. All other cancellation/refund requests will be made on a case by case basis.

### AGREEMENT TERMS AND CONDITIONS

By signing below, the exhibitor agrees to observe the rules and regulations of the exhibition as set in the "Exhibit Regulations" section of this Support Opportunities and Exhibitor Prospectus for the International Congress of Parkinson's Disease and Movement Disorders® in Nice. Acceptance of this application by MDS converts this into a contract for exhibit space.

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

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

### Return applications and payment to:

International Parkinson and Movement Disorder Society  
 Attn: MDS Development Team  
 555 East Wells Street, Suite 1100  
 Milwaukee, WI 53202-3823, USA  
 E-mail: [development@movementdisorders.org](mailto:development@movementdisorders.org)