



SUPPORT OPPORTUNITIES AND EXHIBITOR PROSPECTUS



International Parkinson and Movement Disorder Society



INTERNATIONAL CONGRESS OF PARKINSON'S DISEASE AND MOVEMENT DISORDERS®

[WWW.MDSCONGRESS.ORG](http://WWW.MDSCONGRESS.ORG)

## TABLE OF CONTENTS

Society Profile.....	3
International Congress Supporter, Attendance History and Overview.....	4
Support Opportunities at the International Congress.....	6
Promotional Opportunities.....	7
Program Advertising Rates and Schedule.....	10
Exhibition Schedule and Information.....	12
Exhibit Services.....	13
Exhibit Regulations.....	14
International Congress Support and Exhibit Application.....	17-18

International Parkinson and Movement Disorder Society  
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## SOCIETY PROFILE

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

In addition to more than 9,000 individual members, 35 national Movement Disorder societies collaborate with MDS as affiliate members.

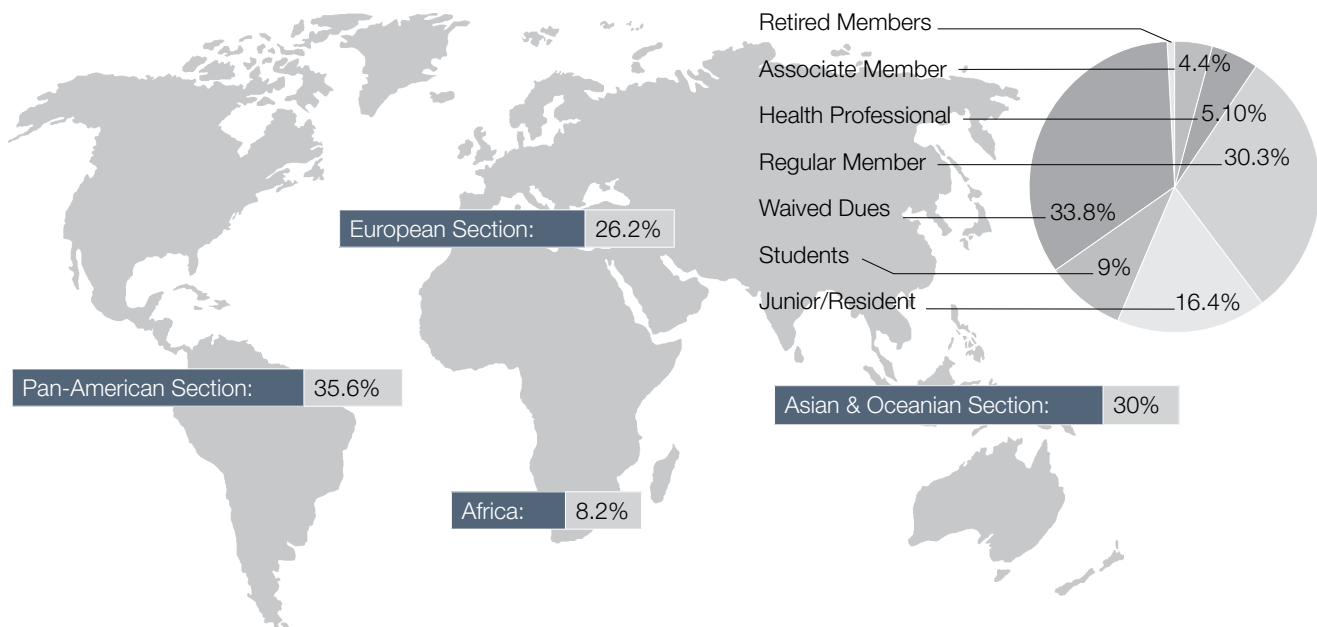
**Mission.** The mission of MDS is to operate exclusively for scientific, scholarly and educational purposes; to encourage research; to provide forums, such as medical journals, scientific symposia and International Congresses, for sharing ideas and for advancing the related clinical and scientific disciplines; 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 22 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 10 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: 9,421 Members as of 10/1/2019





## HISTORY AND OVERVIEW

### 2019 INTERNATIONAL CONGRESS SUPPORTERS (AS OF JUNE 25, 2019)

#### PLATINUM PLUS

AbbVie  
 Bial  
 Zambon

#### PLATINUM

Acorda Therapeutics  
 Biogen  
 Boston Scientific  
 Britannia Pharmaceuticals, Ltd.  
 Medtronic  
 Roche  
 Sunovian

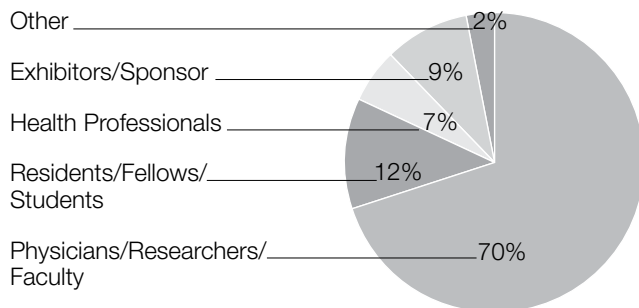
#### SUPPORTERS OF THE

SCIENTIFIC PROGRAM  
 Ipsen Innovation

### INTERNATIONAL CONGRESS ATTENDANCE HISTORY

#### 2019 MDS International Congress Delegates - Nice, France

Delegates represented 106 countries



#### Past International Congresses

Year	Location	Attendance
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

### 2019 EXHIBITORS

#### International Congress of Parkinson's Disease and Movement Disorders® - Nice, France (as of June 25, 2019)

AbbVie	Dystonia Europe	GyroGear	Parkinson's Foundation
Acorda	Elivie	Insightec	PROTOKINETICS
AMADYS	European Huntington's Disease Network	i-PROGNOSIS	Retrophin
APDM	EVER Neuro Pharma	Ipsen	SENSE4CARE
Bial	FootMe	KYomed INNOV	Sunovion
Biogen	GE Healthcare	Medtronic	UCB Pharma
Boston Scientific	Global Kinetics	Merz Pharmaceuticals	University of Florida
Britannia	Gondola Medical Technologies	Michael J. Fox Foundation	Wisepress
Clear Sky Medical Diagnostics	Great Lakes Neurotechnologies	MSA-AMS PATIENTS SUPPORT GROUP	World Parkinson Coalition
Convatec		Neuroderm	Zambon
Defeat MSA			



## VENUE

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Pennsylvania Convention Center  
1101 Arch Street, Philadelphia, PA 19107

## PURPOSE

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

## SCIENTIFIC PROGRAM

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The 2020 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 2020 International Congress is “The Combined Multidisciplinary Approach to 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 leg syndrome, spasticity, stereotypies, tics and tremors
- Basic Science Issues, including, but not limited to, genetics, neuroimaging, neuropharmacology, surgical therapy and transplantation
- Other less common clinical conditions

## TARGET AUDIENCE

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

## ABSTRACT SUBMISSIONS

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Participants will be invited to submit abstracts relevant to the various fields associated with Movement Disorders. Abstracts will be peer-reviewed and organized into poster sessions. Abstract Submission opens December 2, 2019.

## GENERAL INFORMATION

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- **Venue:** Pennsylvania Convention Center will serve as the headquarters for scientific sessions, posters and exhibition.
- **Hotel:** A block of guest rooms has been secured at hotels throughout Philadelphia to accommodate International Congress participants. Hotel reservation information will be included in the 2020 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 31, 2020.
- **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 2020 International Congress will recognize companies based on their cumulative sponsorship, exhibit and advertising spend. The sponsorship levels are:

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

#### Recognition

- Acknowledgement on International Congress onsite signage
- Companies making their commitment by March 1, 2020 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 July 1, 2020 will be listed on the acknowledgement page in the Final Program. The Final Program is a comprehensive guide to the International Congress, including a complete schedule of International Congress educational events. The Final Program will be distributed to all Congress attendees (estimated to be approximately 5,000 people) onsite in Philadelphia. The Final Program will be posted on the International Congress website.
- Company name on the acknowledgement page of the International Congress website
- Supporter Ribbons
- Company will be recognized in future International Congress literature, including the 2021 International Congress Support Opportunities and Exhibitor Prospectus

### EDUCATIONAL OPPORTUNITIES (CONTINUING MEDICAL EDUCATION CREDIT)

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

The 2020 Scientific Program will be posted when available at [www.mdscongress.org](http://www.mdscongress.org).

#### Recognition

In addition to the recognition listed above, companies providing unrestricted medical education grants will be acknowledged on signage throughout the Congress venue and in the Congress Final Program, if the commitment is made by the July 1, 2020 deadline.



## PROMOTIONAL OPPORTUNITIES

### **Corporate Therapeutic Symposia (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 Symposia.

The room setup for the Corporate Therapeutic Symposia will include:

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

The basic outline for the session (including session talk titles) will be posted in the International Congress Mobile App and included in the printed final program.

#### **Supporter Recognition:**

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

### **MDS Video Challenge . . . . . Cost: \$50,000 USD (exclusive) or \$25,000 USD (non-exclusive)**

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

**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, 2020. If the MDS Video Challenge is not purchased exclusively, a maximum of three sponsors will be accepted.

### **MDS Pavilion and Delegate Lounge . . . . . Cost: \$50,000 USD**

Support the destination in the Venue for delegates to attend presentations from MDS leaders, committees, task forces and study groups.

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

### **International Congress App for Mobile devices . . . . . Cost: \$60,000 USD (exclusive) or \$30,000 USD (non-exclusive)**

This app for Android and Apple iOS devices makes information on the 2020 MDS International Congress and the city of Philadelphia available at your fingertips. More than 3,442 unique users downloaded and used the 2018 International Congress app. Delegates visited the app 119,000 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. Additional banner ads will be offered to other supporters. App sponsorship is available as an exclusive opportunity until January 15, 2020.

### **Congress Venue Wi-Fi Sponsorship . . . . . Cost: \$50,000 USD (exclusive) or \$25,000 USD (non-exclusive)**

Provide wi-fi throughout the Congress venue for all delegates. Company name may be used as the network name if exclusive.

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



## PROMOTIONAL OPPORTUNITIES

### **Young Delegates Networking Event** ..... **Cost: \$25,000 USD (non-exclusive)**

This event provides an opportunity for delegates who are in the beginning phase of their career to network and socialize with other up-and-coming experts in the field. 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.

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

Provide delegates a tool to organize their appointments during and after the Congress, take notes from sessions and keep business cards received during the event. The diary/notebook will contain a calendar as well as blank pages for notes and a pocket to hold additional printed pieces collected during the meeting. Other companies are given the opportunity to place advertisements inside the diary/notebook.

**Sponsor Recognition:** Sponsor's logo will appear on front cover and on the first inside page of the planner.

### **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.

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

Provide a Map of Philadelphia to all delegates.

**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 Congress venue.

**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 signage and in future International Congress literature. 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 Pennsylvania Convention Center

**Sponsor Recognition:** Acknowledgement on sign at coat check and on the claim checks.

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

#### **Sponsor Recognition:**

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





## PROMOTIONAL OPPORTUNITIES

### **Pens ..... Cost: \$10,000 USD**

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

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

### **Meet the Expert Sessions (non-CME) ..... Cost: \$10,000 USD per session**

This new initiative connects international experts in the field with young clinicians and researchers to provide an opportunity for guidance and mentorship. Sessions will be limited to 20 attendees to allow for optimal interactions with the Experts.

**Sponsor Recognition:** Sponsors are acknowledged in the final program, mobile app and onsite signage.

### **MDS Patient Event ..... Cost: \$5,000 USD**

Join MDS in providing education and resources for patients with PD and their caregivers in the Philadelphia area. International Experts will be invited to share pertinent information with patients and available to answer patient questions. Following a panel discussion, attendees will be invited to network with each other and the experts.

**Sponsor Recognition:** Sponsors are acknowledged through onsite signage and are allowed to include their patient literature on a resource table. Up to 4 representatives will receive complimentary registration to the event.

## ADVERTISING OPPORTUNITIES

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

Include your advertisement in the pre-Congress newsletter sent to delegates one week before the Congress. In addition to logistical information, quotations from MDS leaders and announcements of not to be missed Congress highlights, there will be space for up to 6 banner ads.

**Sponsor Recognition:** Banner ad (640x150 pixels) placed in the e-newsletter.

### **Ad in Congress Daily e-newsletter ..... Cost: \$4,500 USD per ad**

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.

**Sponsor Recognition:** Banner ad (640x150 pixels) placed in the e-newsletter.

### **Banner Ad in Mobile App ..... Cost: \$4,000 USD per notification**

Place a one day banner ad in the highly used Congress mobile app. A maximum of three (3) ads will be accepted per day.

**Sponsor Recognition:** One banner ad for a pre-determined day of the Congress displayed in the mobile app.

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

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 Congress Notebook. 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 2020, the preliminary program will include the outline for the 2020 Scientific Program, other event details, general Philadelphia 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 Philadelphia.

### 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, 2020	Return contract by: July 1, 2020
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
Inside ¼ page.....	\$1,000 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
Inside ¼ page.....	\$2,000 USD

#### Both Preliminary and Final Program

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

Inside full page in Preliminary and Final Programs .....	\$7,500 USD
Inside ½ page in Preliminary and Final Programs .....	\$4,350 USD
Inside ¼ page in Preliminary and Final Programs .....	\$2,500 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 1/2" x 11").

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

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

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

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

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

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

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

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

#### Electronic File Formats

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: Alisa Streets, Exhibits and Sponsorship Manager

555 East Wells Street, Suite 1100

Milwaukee, WI 53202 USA

Tel: +1 (414) 276-2145

Fax: +1 (414) 276-3349

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

### AD ACCEPTANCE

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

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

## EXHIBITION SCHEDULE AND INFORMATION

### EXHIBIT HOURS – TENTATIVE

Monday, September 14, 2020	9:00 - 16:00
Tuesday, September 15, 2020	9:00 - 16:00
Wednesday, September 16, 2020	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 16, 2020.
- 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 April 2020. The Service Manual will contain information on:

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

### REQUIREMENTS FOR INDEPENDENT CONTRACTORS

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

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

### SHIPPING, STORAGE AND HANDLING

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



## EXHIBIT REGULATIONS

### ADVERTISING MATERIAL

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

### ATTENDEE MAILING LIST

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

### AUDIOVISUAL EQUIPMENT

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

### DEMONSTRATIONS

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

### FACILITY REGULATIONS

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

### FOOD AND BEVERAGE DISTRIBUTION

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

### HOSPITALITY SUITES AND SPECIAL EVENTS

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

### LIABILITY

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

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

### 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 Pennsylvania Convention Center 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, 2020.

### 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 Pennsylvania Convention Center is responsible for any loss or damage to exhibitor property.

### SELLING FROM EXHIBIT STAND

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Selling merchandise is prohibited at the 2020 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.



## PHILADELPHIA-PENNSYLVANIA CONVENTION CENTER LABOR JURISDICTIONS

### EXHIBIT LABOR:

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All work involved in the erection, touch-up painting, dismantling, and repair of all exhibits may fall within the guidelines of union jurisdiction and require Union labor to perform such work. This work is to include any use of power or battery operated tools, hammers, ladders, or saws; wall coverings, floor coverings, pipe and drape, painting, hanging of signs and/or decorative materials from the ceiling, placement of all signs, and the erection of platforms used for exhibit purposes.

Exhibitors with booth space up to 300 net square feet in size will be allowed to install and dismantle their own booths provided the work is performed by exhibitor full-time company employees. They will be allowed to use basic hand-tools only and there is no limitation on the amount of time they may work.

### FREIGHT HANDLING:

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All work involved in the loading and unloading of all trucks, trailers and common and contract carriers, as well as the handling of empty crates and the operation of material handling equipment, is under union jurisdiction. The union also has the jurisdiction of the unloading, uncrating, unskidding, leveling, painting and assembly of machinery and equipment, as well as the reverse process.

Exhibitors who arrive at the PCC loading dock area in their own Personally Owned Vehicle (POV) may be allowed to load and unload under the following conditions. A POV is described as an Automobile, station wagon, minivans, SUV's and non-commercially registered 4 wheel pick-up trucks and vans. These exhibitors will be allowed to use their own equipment, including but not limited to carts, dollies, luggage carriers and 2 wheel hand trucks.

All exhibitors are expected to comply with any union requirements in effect and as outlined in the "SHOW SITE WORK RULES" section of the Exhibitor kit.

### GRATUITIES:

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Our work rules prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, product or gifts in kind by any employee (union or non-union). Our employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

### ALWAYS HONEST® HOTLINE:

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GES requires the highest standards of integrity from all employees. Please call our confidential Always Honest® hotline at (800-443-4113) to report fraudulent or unethical behavior.





INTERNATIONAL CONGRESS SUPPORT AND EXHIBIT APPLICATION

Company Name (please type or print) \_\_\_\_\_ Contact Name and Title \_\_\_\_\_

Address \_\_\_\_\_

City, State (Province), Zip (Postal code) \_\_\_\_\_ Country \_\_\_\_\_

Phone and E-mail \_\_\_\_\_ Authorized signature / Date \_\_\_\_\_

\*The completed form (pages 17-18) and full payment must be returned to secure your selected options below.\*  
 To secure your commitment and ensure early recognition in the Preliminary Program, please return application by March 1, 2020

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

- Corporate Therapeutic Symposium (CTS) .....\$200,000 USD
- MDS Pavilion..... \$50,000 USD
- Congress Notebook/Diary (Exclusive)..... \$40,000 USD
- Young Delegates Reception
  - Non-Exclusive.....\$25,000 USD
- Congress App for iPhones® & Droid™ phones
  - Exclusive ..... \$60,000 USD
  - Non-Exclusive ..... \$30,000 USD
- MDS Video Challenge
  - Exclusive.....\$50,000 USD
  - Non-Exclusive ..... \$25,000 USD
- Guided Poster Tours .....\$10,000 USD/tour
- Coffee Breaks ..... \$15,000 USD/break
- Pens ..... \$10,000 USD
- MDS Patient Event..... \$5,000 USD
- Meet the Expert Sessions (non-CME)
  - ..... \$10,000 USD/session
- Pocket Guide..... \$25,000 USD
- Philadelphia City Maps..... \$20,000 USD
- Congress Venue Wi-Fi
  - Exclusive.....\$50,000 USD
  - Non-Exclusive ..... \$25,000 USD
- Charging Stations .....\$15,000 USD/station
- Sponsored Coat/Check ..... \$10,000 USD

**GRANT TOWARDS SCIENTIFIC PROGRAM**  
 (CME CREDIT)

Amount \$ \_\_\_\_\_

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

- Banner Ad in Pre-Congress Delegate e-newsletter
  - ..... \$4,000 USD
- Banner Ad in Congress Daily e-newsletter..... \$4,500 USD
  - Preferred Date: \_\_\_\_\_
- Ad in Congress Notebook/Diary ..... \$4,000 USD
- Banner Ad in Mobile App (per day)..... \$4,000 USD
- Four-color ad in Preliminary Program
  - Inside full page ..... \$3,000 USD
  - Inside ½ page..... \$1,750 USD
  - Inside ¼ page..... \$1,000 USD
- Four-color ad in 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
  - Inside ¼ page..... \$2,000 USD
- Ad in both the Preliminary and Final Programs
  - Inside full page ..... \$7,500 USD
  - Inside ½ page..... \$4,350 USD
  - Inside ¼ page..... \$2,000 USD

**Total amount, in USD, of selected items:** \_\_\_\_\_ \$ \_\_\_\_\_

Please note - all requested opportunities are not considered guaranteed until MDS issues a confirmation letter to your company. Items are guaranteed on a first come, first served basis.

**Cancellation Policy**

Cancellation requests for Support Opportunities and/or Exhibits must be sent to MDS at the address on page 18 in writing. A full refund, less a \$1,000 USD administrative fee, will be given if notice is received by March 1, 2020. No refund will be given after March 1, 2020. All other cancellation/refund requests will be made on a case by case basis.



INTERNATIONAL CONGRESS SUPPORT AND EXHIBIT APPLICATION - continued

EXHIBIT OPPORTUNITIES (Select booth size below)

- Non-profits and Foundation Exhibitor ..... No Fee Table top exhibit with chairs
- Reduced Fee Exhibitor ..... See the Reduced Fee Exhibitors section of the Exhibit Regulations for qualifications.  
 Reduced Exhibit Fee: 1 sqm = \$350 USD for a maximum of 18 sqm. Applications will be accepted on/after May 1, 2020.
- Full Exhibitor ..... Exhibitors must reach minimum sponsorship and advertisement spends for the following exhibit sizes:

Sponsorship Spends	Maximum Size Allotments
Under \$50,000	18 sqm (approx. 200 sqft)
\$50,000 - \$100,000	36 sqm (approx. 400 sqft)
\$100,000 - \$200,000	72 sqm (approx. 800 sqft)
\$200,000 and above	144 sqm (approx. 1600 sqft)

Requested Booth size: \_\_\_\_\_ sqm

**Total Cost:** \$ \_\_\_\_\_ (Full Exhibitor Costs: 1 sqm = \$1,000 USD)

**Agreement Terms and Conditions**

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

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

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

**PAYMENT INFORMATION**

Full payment and completed Exhibitor Applications are due by March 1, 2020. Please retain a copy for your records.

**Total Support \$** \_\_\_\_\_

- Check** – Make checks payable to International Parkinson and Movement Disorder Society.
- Wire Transfer** – Please contact MDS Development Team (development@movementdisorders.org) for wire transfer information.

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

Exhibitors should also send a description of up to 50 words to be used in the mobile app and website.