

Support Opportunities & Exhibitor Prospectus

International Congress of
Parkinson's Disease and
Movement Disorders®



International Parkinson and
Movement Disorder Society



Philadelphia,
PA, USA

September 27-October 1, 2024



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International Parkinson and Movement Disorder Society

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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 10,190 individual members, 58 national Movement Disorder societies collaborate with MDS as affiliate members.

Purpose

The purpose and objective 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 Movement Disorders field.

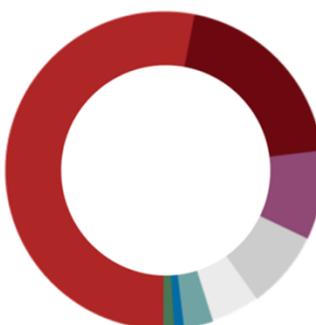
Activities

MDS produces two journals: *Movement Disorders* and the online journal *Movement Disorders Clinical Practice*. The Society also manages 27 clinical assessments specific to Movement Disorders. Of these, MDS actively translates the widely used MDS-UPDRS, UDysRS and MDS-NMS, and is developing rating scales in the areas of PD Psychosis, MSA and tremor among others. The MDS Continuing Education program serves clinicians, other health professionals, and researchers throughout the world each year. With the diverse and international membership of MDS, the number and types of educational activities vary to include live education courses that vary in size, location and topic, as well as online education and eLearning modules. MDS activities have seen upwards of 20,000 learners, while smaller activities educate groups of 75-200. The expected results of the program are to advance science, medical knowledge, competency, and performance in the area of Movement Disorders, thereby enhancing patient care.

MDS Members by Regional Section

10,190 total MDS Members
as of June 30, 2023

- Pan-American Section: 34%
- Asian and Oceanian Section: 30%
- European Section: 28%
- Africa: 8%



MDS Memberships by Primary Role

- 53% - Clinician
- 20% - Resident/Student
- 9% - Researcher
- 8% - Health Professional
- 5% - Fellow
- 3% - Not disclosed
- 1% - Industry
- 1% - Retired



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International Congress of Parkinson's Disease and Movement Disorders®

Past International Congress Attendance

Year	Location	Attendance	Year	Location	Attendance
2023	Copenhagen, Denmark	5,200	2015	San Diego, CA, USA	3,700
2022	Madrid, Spain	3,000 (max. capacity)	2014	Stockholm, Sweden	4,500
2021	Virtual Congress	13,000	2013	Sydney, Australia	2,600
2020	Virtual Congress	20,000	2012	Dublin, Ireland	5,100
2019	Nice, France	6,000	2011	Toronto, ON, Canada	3,750
2018	Hong Kong	4,000	2010	Buenos Aires, Argentina	4,000
2017	Vancouver, BC, Canada	4,300	2009	Paris, France	5,000
2016	Berlin, Germany	5,500	2008	Chicago, IL, USA	3,650

2023 International Congress Supporters

* Denotes Sponsoring companies who were also Exhibitors

DIAMOND

AbbVie *
Bial – Portela & CA, SA *

PLATINUM

Britannia Pharmaceuticals Ltd. *

GOLD

Medtronic *

SILVER

Acorda Therapeutics, Inc. *
Amneal Pharmaceuticals, Inc.
Boston Scientific *

BRONZE

Abbott *
Acadia Pharmaceuticals, Inc.
Adamant Health Ltd. *
Alpha Omega *
Amprion Inc. *
AMT-CURO *
APDM Wearable Technologies,
a Clario Company *
Aspen Neuroscience
ClearSky Medical Diagnostics Ltd. *
CND Life Sciences *
Convatec *

Emalex Biosciences *
Esteve
EVER Neuro Pharma Ges.m.H. *
FeetMe *
GE Healthcare *
PKG Health *
Great Lakes NeuroTechnologies *
Gyenno Science *
GyroGear *
h2o Therapeutics *
ICON *
inomed *
INSIGHTEC *
Jazz Pharmaceuticals *
Machine Medicine Technologies *
Manus Neurodynamica *
Merz Therapeutics GmbH *
Mitsubishi Tanabe Pharma/
NeuroDerm *
Navamedic *
Neurocrine Biosciences *
neuroClues *
Novo Nordisk A/S
Orbit Health *
Orphalan Limited *
PAL Technologies Ltd. *
PD Neurotechnology Ltd *
Praxis Precision Medicines Inc. *
ProtoKinetics *

Roche *
SENSE4CARE *
STIL *
Sun Pharma Advanced Research
Company (SPARC) *
Supernus Pharmaceuticals
Teva Pharmaceuticals *
Theravance Biopharma *
UCB Pharma/Novartis
Wisepress Medical Bookshop *

MARQUEE SPONSOR

Abbott *
Roche *
Mitsubishi Tanabe Pharma/
NeuroDerm *

UNRESTRICTED MEDICAL EDUCATION GRANTS

Merz



2024 International Congress Overview

The MDS International Congress of Parkinson's Disease and Movement Disorders® will take place in Philadelphia, PA, USA from **Friday, September 27 through Tuesday, October 1, 2024** at the Pennsylvania Convention Center, 1101 Arch Street, Philadelphia, PA 19107, USA.

Learn more at www.mdscongress.org

Purpose

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

Scientific Program

The 2024 Scientific Program will incorporate Teaching Courses, Therapeutic Plenary Sessions, Plenary and Parallel Sessions, Applied Skills Sessions, Video Sessions, Poster Sessions, and Oral Platform Presentations. The theme of the 2024 International Congress will be showcased throughout the Scientific Program.

Sessions will focus on the latest developments in:

- Movement Disorder topics such as ataxia, chorea, dystonia, myoclonus, Parkinson's disease, restless leg syndrome, spasticity, stereotypies, tics and tremors
- Basic Science Issues, including, but not limited to, genetics, neuroimaging, neuropharmacology, surgical therapy and transplantation
- Other less common clinical conditions

Target Audience

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 Submission

Participants will be invited to submit abstracts relevant to the various fields associated with Movement Disorders. Abstracts are peer-reviewed and organized into poster sessions.

General Information

- **Venue:** The Pennsylvania Convention Center will be the venue for the International Congress.
- **Hotel:** Hotel reservation information will be available at www.mdscongress.org.
- **Language:** The official language of the International Congress is English.
- **Registration:** Registration information will be available on the International Congress website. MDS Members will be offered a reduced registration fee. Non-members will have the opportunity to become members through the registration process. Registration will open in March 2024 for individuals and in early April 2024 for groups and exhibitors.
- **Exhibits:** Pharmaceutical and biotechnology companies, medical publishers, associations and patient service providers are invited to participate in the International Congress exhibition.



2024 International Congress Sponsorship Levels

MDS will recognize companies based on their cumulative International Congress sponsorship, exhibit and advertising spend. Sponsorship Levels are:

Amount	Sponsor Level	Includes
\$300,000 +	Diamond	<ul style="list-style-type: none">• Company logo recognition• Six full Congress registrations
\$200,000 - \$299,999	Platinum	<ul style="list-style-type: none">• Company logo recognition• Five full Congress registrations
\$100,000 - \$199,999	Gold	<ul style="list-style-type: none">• Company logo recognition• Four full Congress registrations
\$50,000 - \$99,999	Silver	<ul style="list-style-type: none">• Company logo recognition• Three full Congress registrations
Under \$50,000	Bronze	<ul style="list-style-type: none">• Company name recognition• Two full Congress registrations
Any education grant	Supporter	<ul style="list-style-type: none">• Company name recognition

(all amounts listed in USD)

Recognition for sponsorship levels includes:

- Acknowledgement by company logo or name at the Sponsor Level on the following:
 - International Congress onsite signage
 - Sponsor listing page of the International Congress website
 - Sponsor listing page of the virtual platform and mobile app
 - **Preliminary Program** – *Companies making their commitment by April 22, 2024*
 - This reaches an anticipated 68,000+ professionals specializing in movement disorders, from more than 150 countries. It is posted online and emailed to all MDS Members and those who have expressed interest in this International Congress.
 - **Final Program** – *Companies making their commitment by July 22, 2024*
 - This comprehensive guide to the International Congress includes a complete schedule of educational events. The Final Program will be shared via email with all Congress registrants, and posted on the International Congress website.
 - MDS social media channels (Twitter, Facebook, Instagram)
- Inclusion of company logo (Diamond-Silver Levels) or name, Exhibit booth number (if applicable) and website in a Sponsor e-Newsletter to be sent a week before the International Congress begins
- Inclusion in the 2025 International Congress Prospectus as a 2024 Sponsor

The commitment deadline for support of the International Congress is July 22, 2024.



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Medical Education Grants

Companies may support the overall International Congress, which carries Continuing Medical Education credit (CME), with unrestricted medical education grants. Companies providing medical education grants will be acknowledged by name in the areas noted above in compliance with the Accreditation Council for Continuing Medical Education (ACCME) for grants approved by July 22, 2024.

Promotional Opportunities

Marquee International Congress Sponsor

\$25,000 USD

Marquee sponsorship allows your company's name to be included in email messages sent to the MDS mailing list regarding the International Congress, reaching 68,000+ recipients encompassing MDS members, International Congress registrants and the broader movement disorder community. **Marquee sponsorship includes a standard 9m² exhibit booth.** Marquee Sponsors may upgrade to a larger exhibit space at the costs outlined on page 14.

Recognition includes:

- Complimentary 9m² exhibit booth (see page 14)
- Acknowledgement in an email to MDS Members and contacts (est. 68,000+ recipients)
- Inclusion of your company logo and website link in emails to International Congress registrants
- Acknowledgement as a Marquee sponsor in the Final Program, mobile app, and on the International Congress page of the MDS website.

Corporate Therapeutic Symposium (non-CME)

\$165,000 USD / \$180,000 USD with lunch

A Corporate Therapeutic Symposium, or CTS, offers a tremendous opportunity to provide education, demonstrate your company's commitment to quality patient care, and build your corporate or product brand. Each Symposium is one hour in length and is open to all registered meeting delegates. No CME is given for Symposia. Companies sponsoring a Symposium may, at no additional charge, have a recording of their session offered on demand on an MDS website. MDS will provide the recording with standard edits to the sponsor for further editing if desired (at sponsor's cost) before placement online.

There are a limited number of CTS available on Friday, Saturday, Sunday, and Monday, September 27-30. Early reservation is encouraged to ensure availability and choice of time slot. **PLEASE NOTE:** CTS pricing reflects options with or without lunch provided in/near the session room. All logistics are handled by MDS if the lunch-included option is selected.

Room setup for the Corporate Therapeutic Symposia will include:

- Basic A/V set-up, including viewing screen(s) appropriate to space, projector(s), confidence monitor, keyboard and mouse
- A head table set for five people with microphones, plus a podium with microphone
- Floor microphones for a question/answer portion of the program
- Theater-style seating
- A lavalier microphone at the podium for the speaker



Support Opportunities & Exhibitor Prospectus

International Congress of Parkinson's Disease and Movement Disorders®

Corporate Therapeutic Symposia support includes:

- Four complimentary full registrations which will include admission to all scientific sessions, Poster and Exhibit Hall, MDS Pavilion, Welcome Ceremony, and the MDS Video Challenge
- Basic signage for outside session room
- Recording of live session offered on demand on an MDS website
- Session information included in the Final Program, mobile app, and in an email to registrants
- Two lead retrieval app licenses for mobile devices for duration of Congress (if lunch option is selected)

Suggested CTS Promotional Package: \$20,000 USD

Many CTS sponsors select ads to promote their session; MDS has created a discounted package that includes all of the following advertising opportunities designed to highlight your CTS to delegates in print, via the mobile app, and via email communications:

- One (1) Full-page ad in the Final Program (print and online versions; see p. 11) - \$6,000 value
- One (1) Full-page ad in the Congress-at-a-Glance Booklet (see p. 11) - \$5,000 value
- One (1) Banner ad in a Pre-Congress email to all registrants (see p. 12) - \$4,000 value
- One (1) Banner ad in a Daily e-Newsletter email to all registrants (see p. 12) - \$4,000 value
- One (1) Banner ad in the Congress Mobile App (see p. 12) - \$4,000 value

A \$23,000 total promotional value for the discounted rate of \$20,000!

Innovation Showcase (non-CME)

\$90,000 USD

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

Setup for the Innovation Showcase sessions will include:

- Basic A/V set-up, including LCD screen(s) appropriate to space, confidence monitor, clicker
- Lounge-style chairs for up to three speakers
- Mixed (chairs and soft seating) informal seating, plus standing room
- A lavalier microphone for the speaker

Innovation Showcase support includes:

- Two complimentary full registrations which will include admission to all scientific sessions, Poster and Exhibit Hall, MDS Pavilion, Welcome Ceremony, and the MDS Video Challenge
- Recording of live session offered on demand on an MDS website
- Session information included in the Final Program, mobile app, and in an email to registrants



Support Opportunities & Exhibitor Prospectus

International Congress of Parkinson's Disease and Movement Disorders®

Suggested Innovation Showcase Promotional Package: \$10,000 USD

MDS has created a discounted package that includes all of the following advertising opportunities designed to highlight your Showcase session to delegates in print, via the mobile app, and via email:

- One (1) Half-page ad in the Final Program (print and online versions; see p. 11) - \$3,500 value
- One (1) Banner ad in a Pre-Congress email to all registrants (see p. 12) - \$4,000 value
- One (1) Banner ad in a Daily e-Newsletter email to all registrants (see p. 12) - \$4,000 value

A \$11,500 total promotional value for the discounted rate of \$10,000!

International Congress Mobile App

\$60,000 USD (Exclusive)

The mobile app for Apple iOS and Android devices makes information about the International Congress available at your fingertips. Delegates can find information about the program, events and faculty, build their personal schedules, connect with other delegates, and more. Previous iterations of the mobile app saw more than 3,400 unique downloads and 119,000 delegate visits. Banner ads within the app will be available for purchase by any sponsors.

Recognition includes:

- Company branding on select logistical pages within the app
- Inclusion in an email and social media post when the app launch
- Inclusion as app sponsor in Final Program and app-related email to registrants
- One banner advertisement within the app

PLEASE NOTE: Additional banner ads in the app will be available to other supporters

International Congress Venue Wi-Fi

\$50,000 USD (Exclusive) or \$25,000 USD (non-Exclusive)

Provide wireless internet service throughout the International Congress venue for all delegates.

Recognition includes:

- Acknowledgement alongside login information in the Final Program, in the Mobile App, and on signage at the event
- Acknowledgement in the Daily e-Newsletter emails sent to all delegates each morning of Congress

MDS Video Challenge

\$25,000 USD (non-Exclusive)

Provide support for the popular MDS Video Challenge, in which delegates observe how MDS experts approach unusual and challenging cases as presented by representatives from Movement Disorder centers around the world. This highly engaging session is open to all delegates and will also be recorded and made available on demand following the conclusion of the in-person International Congress. Based on participation at previous International Congresses, thousands of delegates are expected to attend the Video Challenge in Philadelphia. *A maximum of three sponsors will be accepted.*

Recognition includes:

- Company name on all Video Challenge emails sent after the commitment is made
- Acknowledgement in Final Program, in the mobile app, and on signage at the event



Support Opportunities & Exhibitor Prospectus

International Congress of Parkinson's Disease and Movement Disorders®

Young Delegates' Networking Event

\$25,000 USD (non-Exclusive)

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

Recognition includes:

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

Hotel Room Key Cards

\$20,000 USD (Exclusive)

Place your company or brand logo on the electronic key cards given to International Congress delegates upon check-in at one of the International Congress hotels.

Recognition includes:

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

Welcome Ceremony

\$15,000 USD (non-Exclusive)

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

Recognition includes:

- Acknowledgement in the Final Program, in the mobile app, and on signage at the event

Charging Stations

\$15,000 USD per station

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

Recognition includes:

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

Philadelphia City Map

\$20,000 USD

Provide a branded map of Philadelphia to all delegates. *Commitment deadline: June 1, 2024.*

Recognition includes:

- Company or product logo on the cover of the map

Coffee Breaks

\$15,000 USD per Break

Coffee breaks will be offered Friday-Tuesday mornings during the International Congress. During these breaks, delegates may relax and enjoy a refreshing beverage before continuing their full day of meetings. Multiple sponsors will be considered. Sponsors may also work with the venue to provide branded cups and/or napkins at their own cost.

Recognition includes:

- Company logo on signage



Support Opportunities & Exhibitor Prospectus

International Congress of Parkinson's Disease and Movement Disorders®

International Congress Notepads

\$10,000 USD (Exclusive)

Include your logo on the cover of the notepad available to delegates onsite. The MDS International Secretariat will be responsible for design and production of the pads, which will also carry the MDS logo.
Commitment deadline: June 1, 2024.

Recognition includes:

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

Oral Platform Presentations

\$10,000 USD each (limit 3 sponsors per presentation)

Participants hear short presentations of selected posters on a given theme with commentary by the authors and MDS Faculty. Multiple sponsors will be accepted for each Oral Platform Presentation. Presentations will be given in breakout rooms from a podium with audience seating. Presentation categories will be announced in Spring 2024; sponsors may select a preferred category.

Recognition includes:

- Acknowledgement in Final Program, in Mobile App, and on signage outside the Presentation room

Coat Check/Luggage Area

\$10,000 USD

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

Recognition includes:

- Company name or logo on signage at coat check

Hotel Room Door Drops

\$6,000 USD per piece per day

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



Print Advertising Opportunities

NEW: International Congress-at-a-Glance Booklet

\$5,000 USD per full page ad

This brochure-sized, handheld guide contains key information about the International Congress at a glance, including a schedule, exhibitor listing and map with hours, evening event details, and more. Offered onsite to all International Congress delegates, the booklet will also include full-page sponsor/exhibitor ads, which may be used to call attention to a sponsored session, exhibit, brand, product or service.

Commitment deadline: June 1, 2024.

Preliminary Program Advertisements

The Preliminary Program will reach the largest global audience of healthcare professionals specializing in movement disorders, with a circulation of 68,000+ from more than 150 countries. Scheduled for release in June 2024, the Preliminary Program will include the outline for the International Congress Scientific Program, other event details, and more. It will be placed online and a link emailed to all MDS members and those interested in this International Congress.

Preliminary Program	<i>Commitment Deadline: April 22, 2024</i>
Interior Full Page	\$3,000 USD
Interior Half Page	\$1,750 USD
Interior Quarter Page	\$1,000 USD

Final Program Advertisements

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

Final Program	<i>Commitment Deadline: July 22, 2024</i>
Inside Back Cover, Full Page	\$9,000 USD
Interior Full Page	\$6,000 USD
- add Video within ad (in Interactive PDF)	+ \$3,000 USD
Interior Half Page	\$3,500 USD
- add Video within ad (in Interactive PDF)	+ \$1,500 USD
Interior Quarter Page	\$2,000 USD
Both Preliminary and Final Program	<i>Commitment Deadline: April 22, 2024</i>
<i>Purchase ads in both the Preliminary and Final Programs and receive the Preliminary Program ad for half price</i>	
Interior Full Page in Preliminary and Final Programs	\$7,500 USD
Interior Half Page in Preliminary and Final Programs	\$4,350 USD
Interior Quarter Page in Preliminary and Final Programs	\$2,500 USD



Electronic Advertising Opportunities

NEW: MDS Info Wall Advertisement

Multiple large television screens in a central, high-traffic location will display information about the International Congress, including schedule highlights, event details, and more. Companies are offered the opportunity to promote a sponsored session, exhibit, brand, product or service via rotating static advertisements. Up to 8 ad slots per day will be available.

- Single Day **\$7,500 USD per ad**
- Duration of Congress **\$10,000 USD per ad**

Pre-Congress e-Newsletter Banner Advertisement

\$4,000 USD per ad

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

Daily e-Newsletter Banner Advertisement

\$4,000 USD per ad

This electronic newsletter distributed each morning during the International Congress will outline and highlight the day's sessions, events and activities, and include space for up to four static banner ads per day.

Mobile App Banner Advertisement

\$4,000 USD per ad

Place a clickable, single-day banner ad in the mobile app to promote your company or organization's brand, product, service, sponsored session, virtual exhibit or other initiative.

Advertising Specifications

Preliminary and Final Program Ads

All advertisements must be provided in an electronic file format. The Final Program will be 8.5" x 11". Please submit a high resolution CMYK PDF file; include bleed and crop marks if submitting a Full page ad.

Full Page	8.5" w x 11" h	Finish size
Type area	7.5" w x 10" h	Background photos and graphics can bleed, but keep all type at least 0.5" from the trim edge
Bleed size	8.75" w x 11.25" h	Add a bleed of 0.25" to all sides of the final trim size
Half Page	4.5" h x 7.125" w	Horizontal only; no bleed
Quarter Page	3.5" w x 4.5" h	No bleed



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Final Program Flipping Book

An interactive PDF of the Final Program is posted on the Congress website and linked in emails.

Embedded Videos	Videos can be embedded onto pages within the program (see page 11 for pricing); they must be submitted as either a YouTube or Vimeo video link. MDS will not upload these videos, so they must be uploaded by the submitting company and a direct link to the video provided to MDS.
	Videos can either be Inline or pop up (the video can be a static part of the page, or it can open up a pop-up window). A preview image will be auto-generated (only pop up videos can deselect the preview image).
	Video can be started at a specific point in time if desired (i.e. 10 seconds into the video if there is an intro screen).
	Program ads must identify the location the video should be added to, if not integrated into the static ad image.
Website Links	URLs can be added to an interactive ad. Additionally, MDS can create a link to return to a specific page within the program if desired.

E-Newsletter Banner Ads

Pre-Congress e-Newsletter and Daily Congress e-Newsletter	450 px width x 85 px height	Must be a PNG, JPG or GIF file type
		Maximum file size: 1 MB
		Company may provide a URL link

Logos

Company logos for display in Program(s), signage, website or email must be provided as a PNG, JPG or GIF file type.

Delivery

Send all graphics to Alisa Streets, Exhibits and Sponsorship Manager, at 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.



Support Opportunities & Exhibitor Prospectus

International Congress of Parkinson's Disease and Movement Disorders®

Exhibits

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

Why Exhibit at the MDS International Congress?

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

Exhibit Opportunities

All in-person exhibits include:

- 3 exhibit-only personnel badges per 9m² (Non-Profit table Exhibitors get 2 exhibit-only badges)

Exhibitor Type	Fee										
Standard	\$1,000 USD per sqm <i>(minimum 9m²/100 ft²; booth must be in multiples of 9m²)</i> Exhibitors must reach minimum sponsorship spends (the combined total of sponsored items, events, advertisements, etc.) in order to reserve an Exhibit at specific sizes listed below:										
	<table border="1"> <thead> <tr> <th>Minimum Sponsorship Spend (excluding Exhibit space)</th> <th>Maximum Exhibit Size (based on availability)</th> </tr> </thead> <tbody> <tr> <td>Under \$50,000</td> <td>18m² (approx. 200 sqft)</td> </tr> <tr> <td>\$50,000 – \$100,000</td> <td>36m² (approx. 400 sqft)</td> </tr> <tr> <td>\$100,000 – \$200,000</td> <td>72m² (approx. 800 sqft)</td> </tr> <tr> <td>\$200,000 and above</td> <td>No Limit</td> </tr> </tbody> </table>	Minimum Sponsorship Spend (excluding Exhibit space)	Maximum Exhibit Size (based on availability)	Under \$50,000	18m ² (approx. 200 sqft)	\$50,000 – \$100,000	36m ² (approx. 400 sqft)	\$100,000 – \$200,000	72m ² (approx. 800 sqft)	\$200,000 and above	No Limit
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Reduced Fee	\$4,500 USD (9m² booth only) In order to ensure that a variety of products and services are presented to International Congress delegates, Reduced Fee Exhibits are offered for entities meeting the following criteria: <ul style="list-style-type: none"> • Start-ups, or those without a product currently on the market • Sales of less than \$10M annually, or with products marketed to allied health professions or patients NOTE: All reduced fee exhibits are sold on a space-available basis and will not be confirmed until after May 15, 2024. Additional booth space is available up to 18m ² but the additional 9m ² is at the standard rate of \$9,000 as shown above.										
Non-Profit / Foundation	No Fee Standalone single skirted table with two chairs in designated Non-Profit area										

NOTE: It is the responsibility of companies and organizations supporting the International Congress to follow all applicable local and regional guidelines related to branding, content, and advertising.



Exhibition Schedule and Information

Exhibit Hall Hours

Poster and Exhibit Hall hours will be determined and communicated at a later date. Hours are subject to change. Exhibitors will be notified if a change in hours is necessary. Exhibits must be staffed during the above listed hours and may not be left unattended.

NOTE: Overnight security is provided, but all Exhibitors are strongly encouraged to store and lock any valuables, as the Hall will be accessible outside Exhibit Open Hours due to adjacent breakout sessions.

Admission to Exhibits and Scientific Sessions

Each exhibitor will be granted three (3) complimentary Exhibitor Personnel badges per 9m² of space purchased for access to the Exhibit Hall only. Additional Exhibitor Personnel badges can be purchased at \$150 USD each. Exhibitors attending scientific sessions must register for a full-access badge.

Badge Policy

Admission to the Poster and Exhibit Hall will be by name badge only. Security guards will monitor the Hall entrances for proper identification. Exhibit stand personnel must show an official MDS exhibitor name badge in order to gain access to the Poster and 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.

Other Opportunities

Expert Panel

\$20,000 per Panel

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



Deliverables, Deadlines, and Specifications

Deadlines for advertisements, exhibits and other support opportunities will be available in the Sponsor/Exhibitor Portal on the International Congress website; a link will be shared upon confirmation of commitment.

Sponsor and Exhibitor Commitment

To formally reserve any of the available support opportunities outlined in this Prospectus, email Brett Kell at bkell@movementdisorders.org. A Sponsor/Exhibitor Reservation Form will be made available online and shared via email with Industry.

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

Sponsor/Exhibitor Regulations

Agreement Terms and Conditions

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

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

You must observe the rules of the exhibition as set in the "Sponsor/Exhibitor 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.



Support Opportunities & Exhibitor Prospectus

International Congress of Parkinson's Disease and Movement Disorders®

Marketing in Conjunction with Accredited Continuing Education

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

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

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

Advertising Material

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

Audiovisual Equipment

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

Demonstrations

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

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

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

Company-sponsored special events must be approved by the MDS International Secretariat. Please contact the MDS International Secretariat for more information.



Support Opportunities & Exhibitor Prospectus

International Congress of Parkinson's Disease and Movement Disorders®

Meeting Space

Sponsors (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 or above the Silver Level (\$50,000+) may request meeting space for company-sponsored sales meetings and MDS-approved activities. Any available Premium Meeting Spaces are offered first to supporters at or above the Platinum Level, then offered to Gold and Silver sponsors after the date outlined in the policy that will be shared. Space requests should be submitted in writing to the MDS International Secretariat, to the attention of the Meetings Manager.

Market Research

Surveys or market research of any kind is prohibited.

No Smoking

Smoking in all public space in the Pennsylvania Convention Center is prohibited.

Liability

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.

Prizes and Lotteries

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

Products and Services

Only those products and services detailed on the Sponsor and Exhibitor Reservation Form or in writing prior to the International Congress and approved by the MDS International Secretariat may be exhibited or advertised.

Promotional Items

A sample, photo, or written description of promotional items must be submitted to the MDS International Secretariat. Other items may be distributed from the exhibitor booth only with prior written approval. All items to be distributed must be useful to the attendees during the International Congress or in the



Support Opportunities & Exhibitor Prospectus

International Congress of Parkinson's Disease and Movement Disorders®

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 regard to promotional items.**

Relocation

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

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

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 Booth

Selling merchandise is prohibited at the 2024 International Congress. Order forms may be distributed. The only exception to this is that book publishers may sell their publications.

Subletting Exhibit Space

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

Exhibit Labor

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.



Support Opportunities & Exhibitor Prospectus

International Congress of Parkinson's Disease and Movement Disorders®

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

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 Pennsylvania Convention Center 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, minivan, SUV or noncommercially registered 4-wheel pick-up truck or van. 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 Exhibitor Manual.

Gratuities

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.

Contact MDS

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

We look forward to partnering with you to make the 2024 International Congress a success!