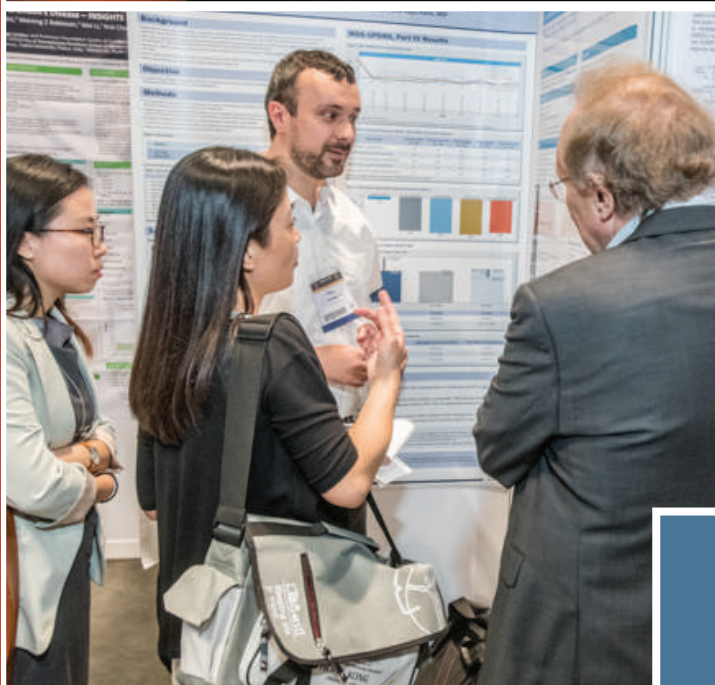


# SPONSORSHIP & EXHIBITOR PROSPECTUS

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



August 27-31, 2023  
Copenhagen  
**DENMARK**



International Parkinson and  
Movement Disorder Society

# Final Support Opportunities and Exhibitor Prospectus

International Congress of Parkinson's Disease and Movement Disorders ®



International Parkinson and  
Movement Disorder Society

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### International Parkinson and Movement Disorder Society

555 East Wells Street, Suite 1100, Milwaukee, WI 53202 USA

Tel: +1 (414) 276-2145 • Fax: +1 (414) 276-3349 • Email: [development@movementdisorders.org](mailto:development@movementdisorders.org)



## Society Profile

### Members

The International Parkinson and Movement Disorder Society (MDS) is an international professional society of clinicians, scientists and other healthcare professionals who are interested in Parkinson's disease, related neurodegenerative and neurodevelopmental disorders, hyperkinetic movement disorders and abnormalities in muscle tone and motor control. The spectrum of clinical disorders represented by MDS includes, but is not limited to: ataxia, chorea, dystonia, gait disorders, Huntington's disease, myoclonus, Parkinson's disease, restless legs syndrome, spasticity, tardive dyskinesia, tics and Tourette syndrome, and tremor. In addition to more than 10,695 individual members, 58 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 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.

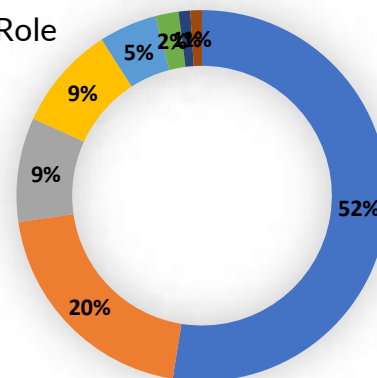
#### MDS Members by Regional Section

**10,695 total MDS Members**  
as of December 31, 2022

- Pan-American Section: 35.4%
- European Section: 29%
- Asian and Oceanian Section: 28.2%
- Africa: 7.4%

#### Membership by Primary Role

- Clinician: 52%
- Resident/Student: 20%
- Health Professional: 9%
- Researcher: 9%
- Fellow: 5%
- Industry: 2%
- Retired: 1%
- Not disclosed: 1%







## International Congress History

### 2022 MDS International Congress by the Numbers *(capacity limited to 3,000 people)*

#### Registrations: 3,000 (max. capacity)

- Members: 33%
- Non-Members: 37%
- Junior Participants: 13%
- Health Professionals (Non-Physician, Non-Industry): 5%
- Basic Scientists: 4%

#### Registrations by Region:

- African Region: 1%
- Asian-Oceanian Region: 11%
- European Region: 58%
- Pan American Region: 27%

#### Countries represented: 90

#### Faculty members: 92

- European Region: 42
- Pan American Region: 27
- Asian-Oceanian Region: 21
- African Region: 2

#### Abstracts and Posters

- Abstracts published: 1,556
- Late-Breaking Abstracts: 28
- Posters presented: 1,492
- Guided Poster Tour Presentations: 180

#### On-Site Exhibits

- 33 paid; 12 non-profit

#### Virtual Platform

- 3,209 unique registrants (in addition to 3,000 in-person registrants)
- 89% MDS members

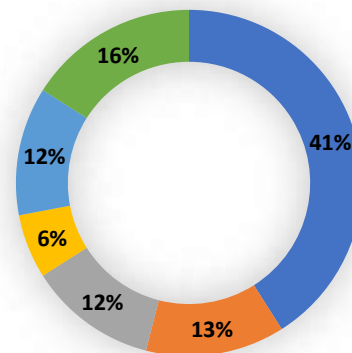
#### Virtual Exhibits

- 50 Exhibitors
  - 36 commercial/medical
  - 14 non-profits
- 9,026 total views
- 571 total unique visitors
- 1,850 collateral downloads
- 1,062 video views

#### Sponsored Sessions

- Sponsored Symposia: 6
- Innovation Showcases: 3
- 1,200+ combined on-site attendees
- 139 pax average attendance per sponsored session
- 4,035 total on-demand sponsored session views on virtual platform (5 of 9 sessions available)
- 807 pax average views per on-demand session

#### Registrants by Type



- Clinician/Faculty: 41%
- Student/Resident/Fellow: 13%
- Industry/Sponsor/Exhibitor: 12%
- Health Professional: 6%
- Researcher/Basic Scientist: 12%
- No Response: 16%

### Past International Congress Attendance

Year	Location	Attendance	Year	Location	Attendance
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
2015	San Diego, CA, USA	3,700			



## 2022 International Congress Supporters

\* Denotes Sponsoring companies who were also Exhibitors

### DIAMOND

Britannia\*

### PLATINUM

AbbVie\*

Bial\*

Neurocrine Biosciences, Inc.\*

Novo Nordisk

Zambon SpA\*

### GOLD

Boston Scientific\*

Cerevel Therapeutics

Medtronic\*

### SILVER

Abbott\*

Amneal Pharmaceuticals, Inc.

### BRONZE

Acadia Pharmaceuticals Inc.\*

Acorda Therapeutics, Inc.\*

Aleva Neurotherapeutics SA\*

Alpha Omega\*

Amprion Inc.\*

BioSensics\*

CND Life Sciences\*

ClearSky Medical Diagnostics\*

ConvaTec\*

Defeat MSA & MSA United Consortium\*

EVER Neuro Pharma\*

GE Healthcare\*

Global Kinetics Pty Ltd.\*

Great Lakes NeuroTechnologies\*

INSIGHTEC\*

Ipsen\*

Machine Medicine Technologies\*

Merz Pharmaceuticals, GmbH\*

NeuroDerm/Mitsubishi Tanabe\*

PD Neurotechnology Ltd.\*

Pharma Two B\*

Praxis Precision Medicines, Inc.\*

Reata Pharmaceuticals\*

Roche\*

Sense4Care\*

Sunovion Pharmaceuticals Inc.\*

Supernus Pharmaceuticals

Teva Pharmaceuticals

UCB Pharma\*

Wisepress\*

### MARQUEE SPONSOR

Roche\*

### UNRESTRICTED MEDICAL EDUCATION GRANTS

AbbVie

Kyowa Kirin



## 2023 International Congress Overview

The MDS International Congress of Parkinson's Disease and Movement Disorders® will take place in Copenhagen, Denmark from **Sunday, August 27 through Thursday, August 31, 2023**. The International Congress will include an online presence, providing opportunities for virtual access to the educational content from the in-person event. **Learn more at [www.mdscongress.org](http://www.mdscongress.org).**

**Venue** Bella Center Copenhagen, Center Blvd. 5, 2300 Copenhagen, Denmark

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### Purpose

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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

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The 2023 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 2023 International Congress is **Personalized Medicine for Movement Disorders: Improving Diagnosis and Treatment Across the Globe**, which 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

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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 Submission

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

### General Information

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- **Venue:** The Bella Center Copenhagen will be the venue for the International Congress.
- **Hotel:** Hotel reservation information is available at [www.mdscongress.org](http://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 April 2023 for individuals and in early May 2023 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.



## 2023 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"> <li>Company logo recognition</li> <li>Six full Congress registrations</li> </ul>
\$200,000 - \$299,999	Platinum	<ul style="list-style-type: none"> <li>Company logo recognition</li> <li>Five full Congress registrations</li> </ul>
\$100,000 - \$199,999	Gold	<ul style="list-style-type: none"> <li>Company logo recognition</li> <li>Four full Congress registrations</li> </ul>
\$50,000 - \$99,999	Silver	<ul style="list-style-type: none"> <li>Company logo recognition</li> <li>Three full Congress registrations</li> </ul>
Under \$50,000	Bronze	<ul style="list-style-type: none"> <li>Company name recognition</li> <li>Two full Congress registrations</li> </ul>
Any education grant	Supporter	<ul style="list-style-type: none"> <li>Company name recognition</li> </ul>

(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 19, 2023*
    - 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 June 19, 2023*
    - 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 2024 International Congress Prospectus as a 2023 Sponsor

**The commitment deadline for support of the International Congress is June 19, 2023.**



## 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 1, 2023.

## 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 9m<sup>2</sup> exhibit booth and a Virtual Exhibit page.** Marquee Sponsors may upgrade to a larger exhibit space at the costs outlined on page 14.

Recognition includes:

- Complimentary 9m<sup>2</sup> exhibit booth (see page 14) and Virtual Exhibit page (see page 16)
- 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, on the virtual platform, and on the International Congress page of the MDS website.

### Corporate Therapeutic Symposium (non-CME)

**\$200,000 USD**

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 the virtual platform. MDS will provide the recording with standard edits to the sponsor for further editing if desired (at sponsor's cost) before placement on the platform.

There are a limited number of CTS available on Sunday, Monday, Tuesday and Wednesday, August 27-30. Early reservation is encouraged to ensure availability and choice of time slot. **PLEASE NOTE:** MDS will be providing lunch to International Congress delegates this year; CTS sessions begin at 13:00 or 13:30.

**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





## Corporate Therapeutic Symposia support includes:

- Four complimentary full registrations which will include admission to all scientific sessions, Poster and Exhibit Hall, MDS Theater, Welcome Ceremony, and the MDS Video Challenge
- Recording of live session offered on demand on the virtual platform, with company name, logo, session description and speaker information included on individual Symposium session detail page
- Option to link between on demand Symposium session detail page and Virtual Exhibit page (if applicable)
- Session information included in the Final Program, on the virtual platform, and in an email to registrants

## Innovation Showcase (non-CME)

**\$100,000 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 Theater, 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 the virtual platform. MDS will provide the recording with standard edits to the sponsor for further editing if desired (at sponsor's cost) before placement on the virtual platform.

## 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
- Floor microphones for a question/answer portion of the program
- 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 Theater, Welcome Ceremony, and the MDS Video Challenge
- Recording of live session offered on demand on the virtual platform, with company name, logo, session description and speaker information included on individual Symposium session detail page
- Option to link between on demand Showcase session detail page and Virtual Exhibit page (if applicable)
- Session information included in an email to International Congress participants
- Session information included in the Final Program and on the virtual platform

## Venue Wi-Fi

**\$75,000 USD (Exclusive)**

Provide wi-fi service throughout the venue for all delegates. Supporter may choose the network password.

## Recognition includes:

- Company logo on the login page, ability to choose password
- Acknowledgement with login information in the Final Program and on signage at the event
- Acknowledgement in the email and tweet announcing the availability of wi-fi to delegates



## International Congress Virtual Platform and Mobile App \$60,000 USD (Exclusive)

The Virtual Platform serves as the digital hub for the International Congress. Delegates can find information about the program, events and faculty, build their personal schedules, connect with other delegates, and more. Recordings of all scientific sessions will be made available on the platform following the conclusion of the in-person International Congress in Copenhagen. The platform is also optimized as a mobile app, making information on the 2023 MDS International Congress available at your fingertips. Previous iterations of the mobile app saw more than 3,400 unique downloads and 119,000 delegate visits. Banner ads within the virtual platform/app will be available for purchase by any sponsors.

Separate virtual-only registration for the platform will be available for those unable to attend the International Congress in person. In 2022, more than 3,200 individuals registered for the platform, independent of the 3,000 in-person registrants who automatically received platform access. The platform will remain accessible to MDS members and in-person and virtual-only International Congress registrants for an additional time period.

### Recognition includes:

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

**PLEASE NOTE:** Additional banner ads on the platform/app will be available to other supporters

## 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 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 Copenhagen. A recording of the live Video Challenge will be posted on the virtual platform where it will be available for on-demand viewing. *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, on virtual platform, and on signage at the event

## 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, on the virtual platform, and on signage at the event
- A company representative may make a brief welcome

# Final Support Opportunities and Exhibitor Prospectus

International Congress of Parkinson's Disease and Movement Disorders®



International Parkinson and  
Movement Disorder Society

## Hotel Room Key Cards

**\$20,000 USD (Exclusive)**

Place your company logo on the electronic key cards given to all International Congress delegates upon check-in to the AC Hotel Bella Sky Copenhagen.

### Recognition includes:

- Company logo placement on one side of the key card

## Hotel Room Door Drops

**\$6,000 USD per piece per day**

Invite International Congress delegates to your Exhibit Booth or sponsored session, or build brand awareness by having a printed piece delivered to delegate hotel room doors at the AC Hotel Bella Sky Copenhagen. 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 Copenhagen. Specifications and due dates to be shared upon commitment.

## 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

## 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, on the virtual platform, and on signage at the event

## 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. New this year, presentations will be given in breakout rooms from a podium with audience seating. Presentation categories will be announced in Spring 2023; sponsors may select a preferred category.

### Recognition includes:

- Acknowledgement in the Final Program, on the virtual platform, and on signage outside the Presentation room

**The commitment deadline for support of the International Congress is June 19, 2023.**



## Advertising Opportunities

### 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.

### 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 2023, 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		Commitment Deadline: April 19, 2023
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		Commitment Deadline: June 19, 2023
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		Commitment Deadline: April 19, 2023
<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





## 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.

<b>Full Page</b>	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
<b>Half Page</b>	4.5" h x 7.125" w	Horizontal only; no bleed
<b>Quarter Page</b>	3.5" w x 4.5" h	No bleed

### Final Program Flipping Book

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

<b>Embedded Videos</b>	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.
<b>Website Links</b>	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

<b>Pre-Congress e-Newsletter and Daily Congress e-Newsletter</b>	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](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.



International Parkinson and  
Movement Disorder Society

August 26, 2023  
Copenhagen, Denmark

### The Parkinson's Disease Educational Course for Industry Professionals

This program provides basic knowledge of Parkinson's disease from a diagnostic and therapeutic perspective, empowering industry professionals to better understand the challenges of this disorder and its treatment.

Join world-renowned specialist:



K. Ray Chaudhuri

Learn more:

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



## 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 9m<sup>2</sup> (Non-Profit table Exhibitors get 2 exhibit-only badges)
- A Virtual Exhibit page on the Virtual Platform at no additional cost (see page 16).

Exhibitor Type	Fee										
Standard	<b>\$1,000 USD per sqm</b> <i>(minimum 9m<sup>2</sup>/100 ft<sup>2</sup>; booth must be in multiples of 9m<sup>2</sup>)</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>18m<sup>2</sup> (approx. 200 sqft)</td> </tr> <tr> <td>\$50,000 – \$100,000</td> <td>36m<sup>2</sup> (approx. 400 sqft)</td> </tr> <tr> <td>\$100,000 – \$200,000</td> <td>72m<sup>2</sup> (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 <sup>2</sup> (approx. 200 sqft)	\$50,000 – \$100,000	36m <sup>2</sup> (approx. 400 sqft)	\$100,000 – \$200,000	72m <sup>2</sup> (approx. 800 sqft)	\$200,000 and above	No Limit
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\$200,000 and above	No Limit										
Reduced Fee	<b>\$4,500 USD (9m<sup>2</sup> booth only)</b> 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"> <li>• Start-ups, or those without a product currently on the market</li> <li>• Sales of less than \$10M annually, or with products marketed to allied health professions or patients</li> </ul> <b>NOTE: All reduced fee exhibits are sold on a space-available basis and will not be confirmed until after May 15, 2023.</b>										
Non-Profit / Foundation	<b>No Fee</b> Standalone single skirted table with two chairs in designated Non-Profit area										



## Exhibition Schedule and Information

### Poster and Exhibit Hall Hours

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#### Build/Setup Hours

Friday, August 25, 2023	8:00 – 24:00 • Space-only exhibitors (build)
Saturday, August 26, 2023	7:00 – 24:00 • Above + Shell schemes
Sunday, August 27, 2023	7:00 – 20:00 • Above + Non-Profit tabletops

#### Exhibit Open Hours

Monday, August 28, 2023	10:00 – 17:30
Tuesday, August 29, 2023	10:00 – 17:30
Wednesday, August 30, 2023	10:00 – 17:30

Poster and Exhibit Hall 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.

**Exhibitor personnel access** to the Poster and Exhibit Hall outside the exhibit open hours above:

Monday, August 28, 2023	7:00 – 19:30
Tuesday, August 29, 2023	7:00 – 19:30
Wednesday, August 30, 2023	7:00 – 19:30

**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.

#### Dismantlement Hours

Wednesday, August 30, 2023	17:30 – 23:00
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**NOTE: No power tools or forklifts may be used between 17:30-19:00 due to adjacent breakout sessions. Unrestricted/full dismantlement may begin at 19:00.**

Thursday, August 31, 2023	7:00 – 23:00
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No packing of equipment, literature or dismantling of exhibits will be permitted before 17:30 on Wednesday, August 30, 2023.

### Admission to Exhibits and Scientific Sessions

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Each exhibitor will be granted three (3) complimentary Exhibitor Personnel badges per 9m<sup>2</sup> 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

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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.





## Virtual Support Opportunities

The Virtual Platform serves as the digital hub for the International Congress. Delegates can find information about the program, events and faculty, build their personal schedules, connect with other delegates, and more. Recordings of all scientific sessions will be made available on the platform following the conclusion of the in-person International Congress in Copenhagen. The platform is also optimized as a mobile app, making information on the 2023 MDS International Congress available at your fingertips. Previous iterations of the mobile app saw more than 3,400 unique downloads and 119,000 delegate visits.

Separate virtual-only registration for the platform will be available for those unable to attend the Congress in person. In 2022, more than 3,200 individuals registered for the platform, independent of the 3,000 in-person registrants who automatically received platform access. The platform will remain accessible to MDS members and in-person and virtual-only International Congress registrants for an additional time period.

### Virtual-Only Exhibit

**\$5,000 USD / Reduced Fee\*: \$2,500 USD**

These dedicated company or organization profile pages on the virtual platform are accessible via the main menu of the platform home page, as well as the Exhibitor Listing. This listing includes company logos organized by sponsorship tier, with each logo hyperlinked to that company's virtual exhibit page. These profiles highlight your brand by featuring video, content, and key messaging. International Congress attendees will learn about your company or organization through these profiles. All exhibit pages include:

- Company name, logo, description, location and contact information, product categories
- Embedded videos
- Website links
- Resource download links
- Linked social media icons
- Hero banner image at top of page
- Profile background image

*\*See page 14 for Reduced Fee exhibitor criteria.*

### Virtual Platform/Mobile App Banner Advertisement

**\$7,500 USD**

Place a clickable horizontal banner ad on the virtual platform to promote your company or organization's brand, product, service, sponsored session, virtual exhibit or other initiative. MDS reserves the right to select pages on which ads may appear on to ensure alignment with CME regulations.



## 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 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 Reservation Form

To formally reserve any of the available support opportunities outlined in this Prospectus, please utilize the Sponsor and Exhibitor Reservation Form below:

#### [ACCESS RESERVATION FORM](#)

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

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The Sponsor and/or Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Bella Center Copenhagen 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 Bella Center Copenhagen or any part thereof.

In addition, the Sponsor and/or Exhibitor acknowledges that the International Parkinson and Movement Disorder Society, Bella Center Copenhagen 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 to 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 Copenhagen. Acceptance of this application by the organizer converts this into a contract for exhibit space.

### Marketing in Conjunction with Accredited Continuing Education

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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

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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.



## 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 Bella Center Copenhagen. 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. Please contact the MDS International Secretariat for more information.

## 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, to the attention of the Meetings Manager.

## Market Research

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Surveys or market research of any kind is prohibited.

## No Smoking

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Smoking in all public space in the Bella Center Copenhagen is prohibited.

## Liability

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The exhibitor shall be fully responsible to pay for any and all damages to property owned by the Bella Center Copenhagen 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 Bella Center Copenhagen or any part thereof. In addition, the exhibitor acknowledges that the International Parkinson and Movement Disorder Society, the Bella Center Copenhagen, 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

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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 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

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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 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

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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.

# Final Support Opportunities and Exhibitor Prospectus

International Congress of Parkinson's Disease and Movement Disorders®



International Parkinson and  
Movement Disorder Society

## 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 Bella Center Copenhagen is responsible for any loss or damage to exhibitor property.

## Selling From Exhibit Booth

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Selling merchandise is prohibited at the 2023 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.

## Contact MDS

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

**We look forward to partnering with you to make the 2023 International Congress a success!**