

2019

APRIL 13-17

MDA
CLINICAL &
SCIENTIFIC
CONFERENCE
PROGRESS IN MOTION



Early Bird
Pricing
Through
December 31

Exhibitor &
Sponsorship
Prospectus

MDA 2019 CONFERENCE PROSPECTUS

The Muscular Dystrophy Association (MDA) is pleased to invite you to participate in the 2019 MDA Clinical & Scientific Annual Meeting on April 13-17, 2019, at the Hyatt Regency Orlando.

2019 will be an exciting year for MDA! We will converge our long-standing Clinical and Scientific conferences into our inaugural combined annual meeting, which will leverage MDA's extensive reach into the scientific, clinical research, and clinical practice communities to bring together the world's leading experts in neuromuscular disease.

As the most comprehensive neuromuscular disease meeting in the United States, it represents the full spectrum of scientific researchers, medical professionals, and decision makers. Our focus in 2019 will be to leverage the expertise of researchers, clinicians, and allied health professionals to accelerate drug development and advance best practices in care management across more than 40 neuromuscular diseases.

As an exhibitor and supporter, the 2019 Annual Meeting offers unequalled opportunities to be among other leaders in the healthcare industry to meet with and showcase your products and services to the neuromuscular disease scientific and medical community while you support MDA's Mission – to transform the lives of individuals living with neuromuscular disease.



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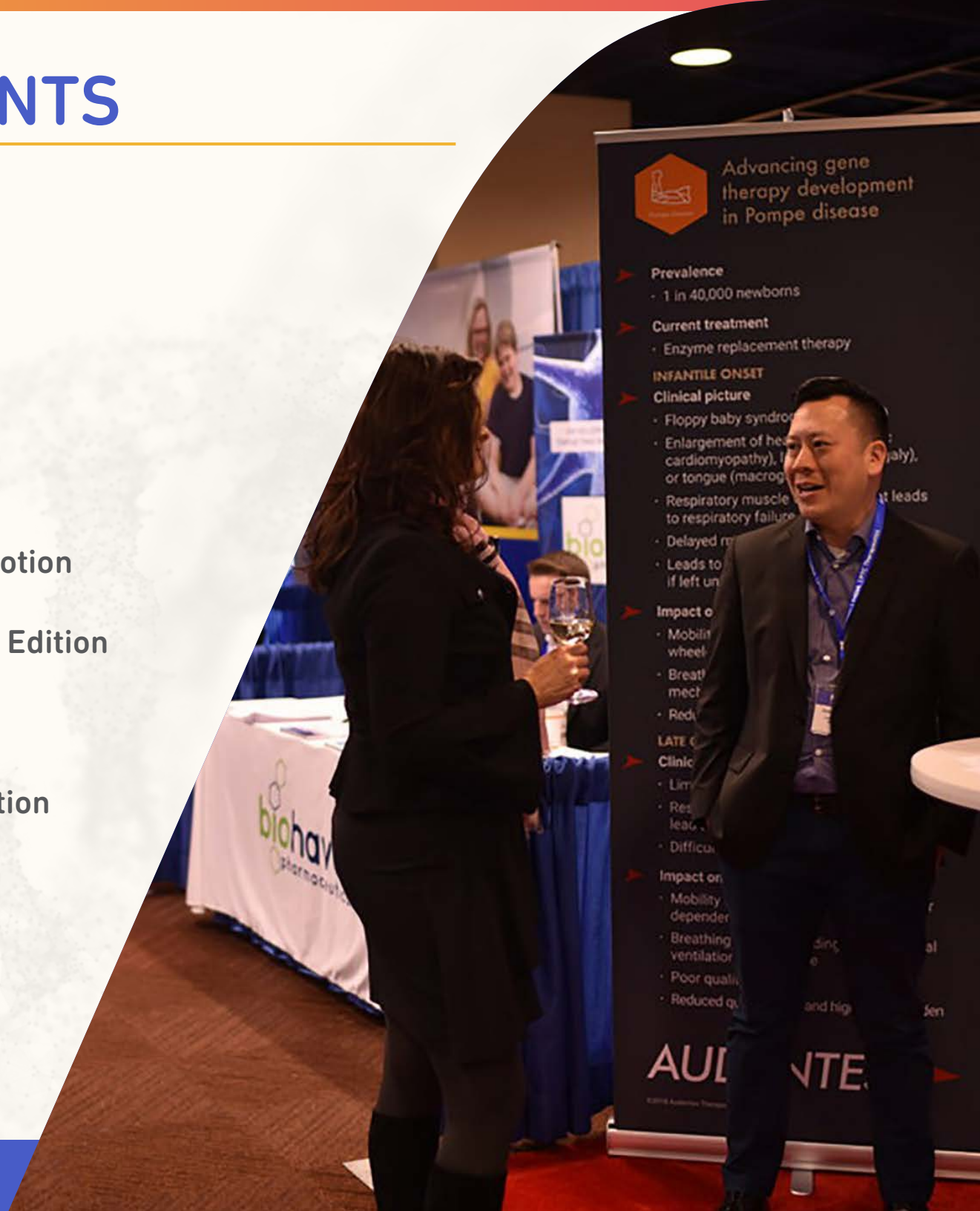
Sponsorship, Advertisement & Promotion

Quest Conference Highlights Special Edition

Sponsorship Levels

Continuing Medical & Nursing Education

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GENERAL INFORMATION

MEETING DATES

April 13-17, 2019

LOCATION

Hyatt Regency Orlando

9801 International Drive, Orlando, FL

HOTEL ACCOMMODATIONS

MDA offers special hotel rates for 2019 conference attendees, speakers, and partners. MDA has reserved a select number of rooms specifically for exhibitors and sponsors in the block of rooms. Rooms are assigned on a first-come, first-served basis. There is no guarantee that a room in the discounted block will be available, so we recommend booking as early as possible.

Hyatt Regency Orlando

Hotel Rates

Single/double occupancy	\$199/night
Triple occupancy	\$224/night
Quadruple occupancy	\$249/night

GENERAL SESSION LOCATION(S)

Regency R-V

EXHIBIT HALL LOCATION

Plaza Ballroom G, H, I, J, K



REGISTRATION

LOCATION

Regency Foyer | Plaza Foyer (Sunday evening only)

ON-SITE REGISTRATION/INFORMATION BOOTH HOURS (ALL ATTENDEES)

Sunday, April 14	12:00 PM - 6:00 PM
Monday, April 15	6:30 AM - 7:00 PM
Tuesday, April 16	6:30 AM - 7:00 PM
Wednesday, April 17	6:30 AM - 2:00 PM

For more information contact: Pam Bittner | Director, Healthcare Partnership Events | Muscular Dystrophy Association | pbittner@mdausa.org | 617-233-2064

IMPORTANT DATES TO REMEMBER*

- Booth Applications must be submitted by **February 2, 2019** (based on availability only)
- Final Booth Payments due by **February 11, 2019**

- Housing Information and Registration Information will be available in **November 2018**
- Online Exhibit Service Kit Available in **February 2019**

**All Dates Are Subject to Change.*

PAST CONFERENCE ATTENDANCE

2017 Scientific Conference Attendee Overview



PhD – 37%
MD/DO – 32%

Allied Health Professionals /
Multidisciplinary Clinicians – 18%
Other – 13%

2018 Clinical Conference Attendee Overview



MD/DO/PhD – 40%
Other – 26%
Allied Health Professionals /
Multidisciplinary Clinicians – 25%

Exhibitor – 4%
Conference Supporter – 3%
Government Attendee – 2%

EXHIBIT INFORMATION & APPLICATION

EXHIBIT SCHEDULE

Sunday, April 14	6:00 PM - 8:00 PM
(Welcome Reception in Exhibit Hall)	
Monday, April 15	10:00 AM - 8:00 PM
(Evening Networking Reception in Exhibit Hall)	
Tuesday, April 16	10:00 AM - 8:00 PM
(Evening Networking Reception in Exhibit Hall)	
Wednesday, April 17	10:00 AM - 12:00 PM

INSTALLATION OF EXHIBITS

Saturday, April 13	*2:00 PM - 6:00 PM
(20 x 20 booths only)	
Sunday, April 14	8:00 AM - 4:00 PM
(Booth must be complete by 4pm for inspection prior to evening reception)	

**These times are subject to change*

DISMANTLING OF EXHIBITS

Wednesday, April 17	12:00 PM - 11:59 PM
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SELECTING YOUR PREFERRED BOOTH SPACE

- For 2019, the booth selection process will be on a first-come, first-served basis, with paid deposit. The exhibit hall will be located in the carpeted Plaza ballrooms at the Hyatt Regency Orlando. To reserve your exhibit booth for the 2019 conference, please [click here](#).
- Freeman will be the General Contractor for the trade show.



DEPOSIT & PAYMENT INFORMATION

Booth Fees

20' x 20' Booths (based on availability)	\$33 per square foot
Corner 10' x 10' Booth (up to 10' x 30')	\$28 per square foot
10' x 10' Booth	\$26 per square foot

The price of the booth includes the following:

- Company listing published online and in mobile app
- 2 exhibitor badges per 100 square feet of booth space
- Access to sponsorship and promotional opportunities
- 2-line identification sign showing company name and booth number (10' x 10' - 10' x 30' only)

To reserve your exhibit booth now, please [click here](#).

Note: Does not provide access to CME programming

DEPOSITS

A 50% deposit is due along with your exhibit space application payable by credit card. All booths must be paid in full 45 days prior to move in (March 1, 2019). Booth applications received after February 1, 2019, will require payment in full. Late payments will be assessed a fee of 3% of the outstanding balance.

CANCELLATION OF SPACE

Notification of an exhibitor's decision to cancel space must be sent in writing to Pam Bittner at pbittner@mdausa.org

Any company that does not notify the MDA of its cancellation or does not occupy its space on-site will forfeit 100% of its exhibit fee.

- 50% of booth fees will be retained by MDA if cancelled prior to November 12, 2018
- 75% of booth fees will be retained by MDA if cancelled prior to December 31, 2018
- No refunds after January 2, 2019

EXHIBITION OPPORTUNITIES FOR PATIENT ADVOCACY & NONPROFIT ORGANIZATIONS

MDA views the annual professional conference as a convening function for nonprofit and patient advocacy organizations in the neuromuscular disease space. Thus, a limited number of tabletop exhibit booth spaces will be made available at no cost. Space will be made available on a first-come, first-served basis and will be open until all such space has been assigned. All materials to be shared or provided at such exhibition booths must be educational and must follow the guidelines for any other exhibitor in the hall (no fundraising, direct sales, etc). Because MDA is committed to ensuring that all resources of the patient advocacy groups are deployed in their respective missions of helping those we serve, we do not accept financial support or sponsorship for the conference from other nonprofit patient advocacy groups.

For more information contact:

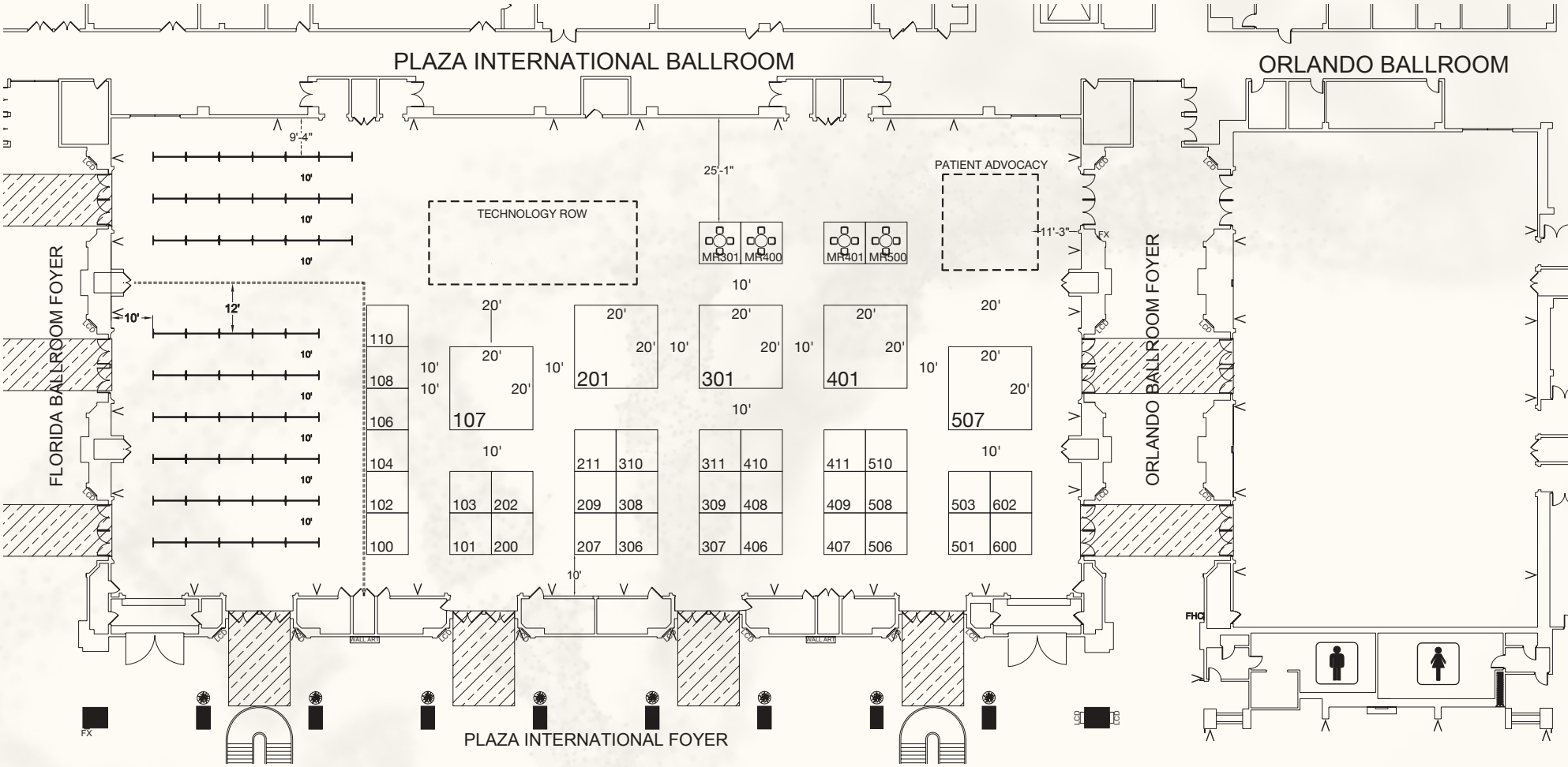
Pam Bittner

Director, Healthcare Partnership Events

Muscular Dystrophy Association

pbittner@mdausa.org | 617-233-2064

FLOOR PLAN*



*Elements of the floorplan are subject to change.

SPONSORSHIP, ADVERTISEMENT & PROMOTION

Promotional and sponsorship opportunities are available to all interested parties. All sponsorship and advertisement opportunities are designed to provide organization and brand promotion at a variety of levels and price points. This gives our exhibitors and sponsors the opportunity to showcase new products, services, and new research findings, and showcase details and demonstrations where applicable.

Sponsorship contributions help support MDA's mission to transform the lives of individuals living with neuromuscular disease, through research efforts to accelerate development of treatments and cures, ensuring expert clinical care through MDA's nationwide Care Center Network and supporting the community with meaningful programs and services.

If you are interested in a sponsorship, advertisement or promotional opportunity, please contact Pam Bittner at pbittner@mdausa.org

SPONSORSHIP OPPORTUNITIES



Quest Conference Highlights Special Edition

Quest COVER Special Edition Print 2, 3, 4	\$9,500
Quest FULL PAGE Special Print Edition	\$8,000
Quest HALF PAGE Special Print Edition	\$6,500
Quest DIGITAL Special Edition Online Slideshow Ad (Quarterly Ads)	\$1,800
Quest DIGITAL Special Edition Online Leaderboard Ad (Quarterly Ads)	\$1,600
Quest DIGITAL Special Edition Online Vertical Ad (Quarterly Ads)	\$1,400
Quest DIGITAL Special Edition Online Rectangle Ad (Quarterly Ads)	\$1,200

For this special issue, MDA also offers unique ways to help you get noticed by our highly targeted audience of MDA families, caregivers, clinicians and researchers, and the bonus distribution of the 2019 Clinical and Scientific Conference attendees:

- **Custom inserts:** Place your postcard or promotional piece in Quest.
- **Sticky notes and polywrapped inserts:** Make your message the first thing readers see.
- **Gatefolds:** Gain three pages of advertising or advertorial space inside the cover or in the center of the magazine.

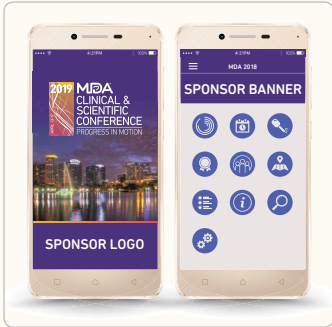


Badge Holder (Exclusive)

\$95,000

All attendees are required to wear their conference badge at all times, which can showcase your logo with MDA's Badge Holder Sponsorship. This exclusive sponsorship includes your company logo printed on each "neck wallet" badge holder.

SPONSORSHIP OPPORTUNITIES



Event Mobile App (Exclusive)

\$95,000

The Event Mobile App will be in the hands of all conference attendees approximately 2 weeks before the start of the event. This Mobile App will replace all printed conference materials and will serve as the attendee's primary source for real-time conference information, including agendas, exhibit hall maps, and more.

As the exclusive Mobile App sponsor, you will have:

Full-screen visual that appears when attendees open the app ("splash page")

- Prime real estate for front-and-center impression
- Image displays for up to 5 seconds, depending on connection speed

Company name and logo

- Company name and logo will appear as the top search under sponsors

Banner ad included in sponsor rotation (1 of every 4)

- High-level engagement, seen by virtually all app users
- Tab on main menu with sponsor name, logo, and link to Website
- Tab also links to company profile within the app



Hotel Key Card and Card Holder (Exclusive)

\$85,000

Exclusive opportunity to showcase your company logo on all attendee hotel key cards and holders. These key cards and holders will be distributed to all conference attendees at check-in by the Hyatt Regency Orlando.

Advocacy Pavilion Sponsorship

\$75,000

Your investment in sponsoring the advocacy pavilion provides a collaborative environment for advocates and industry partners to collaborate in meaningful ways to benefit the neuromuscular disease community and help supports MDA's advocacy partners.

Charging Lounge and Station (2 Exclusive Opportunities)

\$65,000

Power Up! Always a crowd pleaser — your company can be seen by attendees when it's time to recharge those laptops and mobile devices. A charging station will be located inside the exhibit hall and a 20x20 charging lounge will be located outside the registration foyer.

Your space will have plenty of space for attendees to recharge and will include:

- 2 Charging tables with 12 universal charging cords
- 4 Outlets for charging laptops and 8 USB ports
- Pedestal and top for maximum corporate branding

SPONSORSHIP OPPORTUNITIES

Official MDA Pocket Guide

(Exclusive)

\$65,000

All attendees will be given an Official MDA Pocket Guide with their badge. The pocket guide will provide an at-a-glance daily schedule, along with other important details. Your company logo will be front and center on this handy conference go-to piece.

Exhibit Hall Door Graphics Decal

(Exclusive)

\$55,000

This sponsorship provides an opportunity to be front and center on the doors that lead to the exhibit hall. Production is directly through Freeman services; specifications will be provided upon commitment.

Networking Reception / Poster Showcase Reception

\$50,000 per reception

Showcase your company's commitment to MDA's lifesaving mission in the field of neuromuscular disease as we network with clinical and scientific colleagues as well as industry leaders and showcase research and clinical posters on Monday and Tuesday evening.

- Opportunity for up to 2 Sponsors per Reception
- 2-hour networking reception in the exhibit hall
- Company logo on beverage napkins and signs acknowledging your support
- MDA to provide all food and beverage for receptions



SPONSORSHIP OPPORTUNITIES

Industry Forum

\$45,000

Industry forums provide an opportunity to present an educational topic related to neuromuscular disease during breakfast or lunch (three breakfasts and two lunches are available). Industry forums are not eligible for CME credits offered throughout the conference.

Industry forums are available on a first-come, first-served basis and are 90 min in total time allocation. MDA handles the logistics so you can focus on the presentation.

- 3 Breakfasts available Monday, Tuesday, and Wednesday
- 2 Lunches available Monday and Tuesday
- As part of the industry forum package, MDA provides the following:
 - Food and beverage for all attendees (breakfast and lunch will not be provided by MDA outside of industry forums)
 - Meeting space for up to 250 people seated in rounds
 - Standard AV Package (one screen, LCD projector, 1 wireless remote with laser pointer, 1 podium microphone, 1 tabletop microphone)
 - MDA will send 2 emails announcing your sponsorship of an Industry Forum 6 weeks (week of March 3) and 2 weeks before the conference (week of April 1)
 - One Informational sign (up to 24x36) may be showcased the day of, or the night before, your event at MDA Registration to increase attendee awareness
- Attendee badge scanner rentals will be available; specifications to be provided upon commitment

Wi-Fi Access in Exhibit

Hall (Exclusive)

\$45,000

Your company name can be seen by all conference attendees when it's time to connect to the conference Wi-Fi. Company will have exposure in high traffic/ registration areas informing conference attendees of company sponsorship, Wi-Fi username, and password. CME will not permit use of company names or product names of pharmaceutical or device manufactures as the Wi-Fi code.

Exhibit Hall Passport (Exclusive)

\$40,000

Be part of the buzz and excitement in the exhibit hall. All attendees are given a passport card with the names of each company in the hall and are asked to have their passport stamped at every booth to be eligible for a special prize drawing.

Prominent company branding will be on the center cover of exhibit hall passport card.

SPONSORSHIP OPPORTUNITIES

Headshot Station (2 Days, Monday/Tuesday)

\$30,000

Provide attendees on-site with a new professional head shot! Attendees will get the complete portrait-taking experience. Sponsors will have the ability to display their company logo at the station, and each attendee will receive an electronic copy of the headshot via an e-mail with your customized message.

Future Leaders Reception (Exclusive - Sunday)

\$25,000

Show your organization's commitment to the NMD professional community by sponsoring the 2019 Future Leaders reception on Sunday, April 14. This event supports early-career clinicians, and researchers and provides them with the opportunity to connect with colleagues and thought leaders as they begin their careers. With this sponsorship, you receive the following:

- 2-hour invitation only networking reception in the exhibit hall
- Your company logo on beverage napkins and signs acknowledging your support
- MDA provides all food and beverage for receptions

Networking Breaks

\$10,000

Throughout the conference your company will gain enhanced visibility with attendees as the exclusive sponsor of 1 of 5 Networking Breaks. Provide us with your company logo and we will do the rest.

MDA to provide all food and beverage for Networking Breaks.

Conference Wellness Supporter

\$10,000

Use this opportunity to promote your company by being an official wellness supporter for conference attendees. During online registration at the conference, MDA will invite attendees to participate in an MDA Team Momentum Fun Run and a mini MDA Muscle Walk. Your company name and logo on a promotional flyer will be provided to all attendees at registration reminding them to join the Fun Run and/or Muscle Walk.

Industry Meeting Suites in Exhibit Hall Monday-Wednesday

\$7,500

This sponsorship provides companies with a one-day private meeting space for meetings. Cost is per day.

Rooms are located in the exhibit hall and will be furnished with a table and 4 chairs.

Audiovisual and telecom can be special ordered at the expense of the company reserving the room.

SPONSORSHIP OPPORTUNITIES

Door Drops

\$6,500

Make sure our attendees know you are here! The opportunity allows you to include 1 print item (no larger than 8.5x11) to be delivered to all conference attendees on Sunday or Monday evening. You will need to provide 1500 printed copies to MDA by April 1, 2019. Prices are per drop per night.

Pens (Exclusive)

\$5,000

This is an exclusive opportunity to keep your company top of mind by placing your name directly in attendees' hands. You supply the pens with your company name/logo and they will be placed in the attendee conference packet. This is an exclusive opportunity. Please note that the sponsoring organization must provide 1500 pens to MDA in advance of the conference.

Notepads (Exclusive)

\$5,000

These in-demand customized notepads (8.5x11) are always a conference hit. You provide the notepad and we will include them in the attendee conference packet. This is an exclusive opportunity. Please note that the sponsoring organization must provide 1500 notepads to MDA in advance of the conference.

Escalator Clings

\$5,000

Promote your company message as attendees are going to and from meeting rooms, registration, and the expo floor. Your company logo will be prominently placed on the center and side panels of the escalator banks. Price includes printing costs. Production is directly through Freeman services; specifications will be provided upon commitment.

Hospitality Suite

\$3,000

If your company would like to host a hospitality suite for a select number of conference guests, we'd be happy to connect you with the right location!

You will receive signage outside the door, noting your space. Your organization is responsible for all food and beverage, audiovisual, décor, etc.

Restrictions apply; see blackout date information (page 20).

Mobile App Logo Placement

\$750

All attendees will have access to the NEW! Conference Mobile app. Don't miss an opportunity to have your logo on there for all to see. Logos will be linked to the company-provided Website address.

SPONSORSHIP OPPORTUNITIES

Ancillary Events Application

\$150

If you'd like to host an event outside of the conference events, we'd be happy to allow you the opportunity. Ancillary events cannot be held during blackout dates and times (see page 20). You must fill out an ancillary event application and pay the \$150 application fee. Space will be provided first-come, first-served based on provided specifications.

All Sponsorship materials that will be seen or provided to attendees must be sent to the MDA for review and approval by February 18, 2019, before production and distribution. Affixing the MDA name or logo to, incorporating them in, or otherwise making them a part of any exhibitor-distributed materials without advanced approval is strictly prohibited.



NON-PHARMA SUPPORT SPONSORSHIP OPPORTUNITIES

Attendee Bag Sponsorship (Non-pharma Supporters Only)

\$15,000

This sponsorship provides you an exclusive opportunity to give your company access to all conference attendees. Proudly display your logo on a one and only conference door drop bag. Please note that the sponsoring organization must provide 1500 bags to the MDA in advance of the conference.

USB Flash Drives (Non-pharma Supporters Only)

\$25,000

As the USB Flash drive supporter, your company has the exclusive opportunity to ensure that abstracts shared at the MDA Conference as well as other materials are available to attendees. Supporting this resource will keep information close at hand for those interested in the valuable subject matter.

Water Bottle Sponsorship (Non-pharma Supporters Only)

\$25,000

Help attendees stay hydrated during the conference by sponsoring this eco-friendly item. Each attendee will receive your water bottle to carry with him/her throughout the conference. This exclusive sponsor benefit will ensure maximum exposure with your company logo prominently displayed on each water bottle. You receive additional exposure on each of the water stations located in the exhibit and general session foyers. Please note that the sponsoring organization must provide 1500 water bottles to the MDA in advance of the conference.



SPONSORSHIP LEVELS

Your sponsorship level will be based on your **total investment** in MDA sponsorship items. To reach each level of support, please refer to the individual sponsorship items above/on previous page.

LEVEL TITLE	SPONSORSHIP BENEFITS
STRENGTH OF LIFE PARTNER Total Investment: \$150,000+	<ul style="list-style-type: none">▪ Recognition in conference materials as MDA Strength of Life Partner▪ Company branding and link on all digital conference materials (mobile app and website)▪ Company branding in conference and general session entryway▪ Recognition during opening remarks▪ Logo placement in mobile app and on MDA website▪ 1 complimentary Exhibit Hall meeting room▪ 8 complimentary conference passes▪ Social media recognition (up to 4 times)▪ Pre- and post-event blog recognizing partnership
CIRCLE OF STRENGTH Total Investment: \$90,000-\$149,999	<ul style="list-style-type: none">▪ Recognition in conference materials as MDA Circle of Strength Sponsor▪ Company branding and link on all digital conference materials (mobile app and website)▪ Company branding in conference and general session entryway▪ Logo placement in mobile app and on MDA website▪ 6 complimentary conference passes▪ Social media recognition (up to 3 times)▪ Pre- and post-event blog recognizing partnership
IMPACT SPONSOR Total Investment: \$60,000-\$89,999	<ul style="list-style-type: none">▪ Recognition in all conference materials as MDA Impact Sponsor▪ Company branding and link on all digital conference materials (mobile app & website)▪ Logo placement in mobile app and on MDA website▪ 4 complimentary conference passes▪ Social media recognition (up to 2 times)

continued on next page

SPONSORSHIP LEVELS (cont.)

LEVEL TITLE	SPONSORSHIP BENEFITS
EMPOWERMENT SPONSOR Total Investment: \$30,000-\$59,999	<ul style="list-style-type: none">▪ Recognition in conference materials as MDA Empowerment Sponsor▪ Company branding and link on all digital conference materials (mobile app & website)▪ 2 complimentary conference passes▪ One-time social media recognition
CHAMPION SPONSOR Total Investment: \$10,000-\$29,999	<ul style="list-style-type: none">▪ Recognition in conference materials as MDA Champion Sponsor▪ Company branding and link on all digital conference materials (mobile app & website)▪ 1 complimentary conference pass
FRIEND OF MDA Total Investment: \$5,000-\$9,999	<ul style="list-style-type: none">▪ Recognition in conference materials as Friend of MDA▪ Company branding and link on all digital conference materials (mobile app & website)



CONTINUING MEDICAL & NURSING EDUCATION

This activity is being planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of Physicians' Education Resource®, LLC and the Muscular Dystrophy Association (MDA). Physicians' Education Resource®, LLC is accredited by the ACCME to provide continuing medical education for physicians. Physicians' Education Resource®, LLC is approved by the California Board of Registered Nursing, Provider #16669.



RULES, REGULATIONS & GUIDELINES

Fundraising by any other organization other than the MDA is prohibited.

Affixing the MDA name or logo to, incorporating them in, or otherwise making them a part of any exhibitor-distributed materials without advanced approval is strictly prohibited.

EXHIBITOR/SPONSOR MEETINGS & EVENTS (BLACKOUT DATES)

Any promotion of products, services, and meetings that directly compete with those offered by MDA during the conference are strictly prohibited.

No sponsor, exhibitor, or attendee may sponsor an event that directly competes with the MDA Conference agenda. This includes Industry Forum Breakfasts and Lunches, the Keynote Address, General Sessions, and evening receptions.

Any participant interested in hosting an ancillary event outside of these blackout dates must complete an Ancillary Event Application and pay the \$150 application fee to MDA. Failure to comply with the policy will result in sanctions.

Approved ancillary events include advisory board meetings, roundtables (moderated discussion on a pre-determined topic), and social/networking events. Ancillary events may not be a promotional event of any kind for any organization or corporation. Events are invitation only.

Ancillary Events will be allowed during the following days and times:

Saturday, April 13

All Day

Sunday, April 14

All day until 6:00 PM and after 8:00 PM only

Monday, April 15

Before 7:00 AM and after 8:00 PM

Tuesday, April 16

Before 7:00 AM and after 8:00 PM

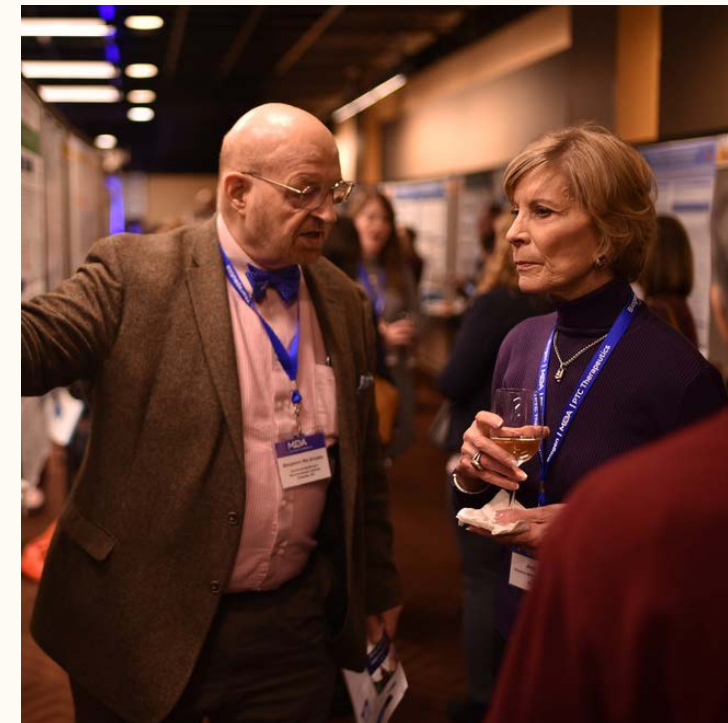
Wednesday, April 17

Before 7:00 AM or after 12:30 PM

Please contact Pam Bittner at pbittner@mdausa.org with questions regarding ancillary events.

PHOTOGRAPHY & VIDEO TAPING POLICY

Because of the sensitive nature of many of the sessions and presentations, video and photography is strictly prohibited during all sessions of the 2019 conference including, general sessions, breakouts, keynote address, poster sessions, industry forums, and receptions. Photography is only allowed in your own exhibit space and cannot include any neighboring booth or conference attendees.



BADGES

Badges must be worn at all times during the conference. Badge sharing is prohibited and monitored by security. The company name that appears on the badge is the one listed on the exhibit application. Company name changes will not be allowed on-site.

Early Bird registration ends
December 31, 2018.

To register for the 2019 Conference, please [click here](#).

CATEGORY	2019 RATES EARLY BIRD/STANDARD
Academic Scientists and Physicians	\$550/\$650
Private Practice Physicians	\$450/\$550
Academic Fellow	\$250/\$300
Industry Attendee (non-sponsor)	\$1000/\$1200
Government Attendee	\$550/\$650
MDA Care Center Allied Health	\$350/\$450
MDA Care Center Physician	\$400/\$500
Non- Profit/Patient Advocacy	\$450/\$550
Exhibitors/Sponsors	N/A
One Day Pass	\$300/\$300