



International Parkinson and
Movement Disorder Society
Pan American Section



4TH PAN AMERICAN PARKINSON'S DISEASE
AND MOVEMENT DISORDERS CONGRESS

FEBRUARY 4-6, 2022

SPONSORSHIP PROSPECTUS

#pascongress



Sponsorship Prospectus

4th Pan American Parkinson's Disease and Movement Disorders Congress

February 4-6, 2022 - Miami, FL, USA

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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



4th PAS Congress Overview

About the Congress

The 4th Pan American Parkinson's Disease and Movement Disorders Congress will be an opportunity to discuss relevant issues in the field that are specific to the International Parkinson and Movement Disorder Society's Pan American Section (MDS-PAS). Dialogue will occur through plenary lectures, workshops and poster sessions.

MDS anticipates that the 4th PAS Congress will be its first meeting to take place in person since the beginning of the global COVID-19 pandemic. After nearly two years of virtual meetings and navigating new ways of learning and connecting, many MDS members, Industry partners and others look forward to safely gathering in person once again. This opportunity to network with colleagues from different parts of Pan America will be an important milestone for all.

Primary Organizers

The MDS-PAS is the main organizer of the 4th PAS Congress. Formed in 2009, the section reaches out to doctors, researchers and healthcare professionals throughout the Americas and the Caribbean. Four national organizations have formal relationships with the Section as Affiliate Member Societies.

Purpose

The purpose of the PAS Congress is consistent with the objectives of the MDS-PAS, which include:

- Facilitate communication between clinicians and researchers within the region
- Disseminate updated knowledge about Movement Disorders
- Improve quality of life and independence of movement disorders patients and caregivers
- Promote and facilitate research collaborations in Movement Disorders
- Expose clinicians, researchers and healthcare professionals in the region to Movement Disorders initiatives and in so doing, encourage their membership in the MDS-PAS

Target Audience

The target audience of the 4th PAS Congress is clinicians, researchers, medical residents, medical students and other non-physician health professionals who have an interest in the current research and issues in the field of Movement Disorders that are specific to the Pan American region.

Scientific Program

The 4th PAS Congress covers the whole spectrum of Parkinson's disease and movement disorders from basic science to clinical practice and consists of symposia, plenary sessions, poster presentations and parallel sessions. Participants were invited to submit abstracts relevant to the various fields associated with Movement Disorders. The theme of the 4th PAS Congress is Equity in Access to Care for Movement Disorders Across the Americas.



General Information

- Venue:** Hyatt Regency Miami – 400 SE Second Avenue, Miami, FL, 33131
- Language:** The official language of the PAS Congress is English.
- Exhibits:** Pharmaceutical and biotechnology companies, medical publishers and patient service providers are invited to participate in the 4th PAS Congress Exhibit Hall.
- Registration:** MDS Members, trainees and early registrants will be offered discounted registration fees, which will be made affordable for participants from the region.
- Website:** <https://www.pascongress.org/MDS-PAS-2022.htm>

4th PAS Congress Committees

MDS-PAS Executive Committee

Cynthia Comella (Chair), Chicago, IL, USA
Susan Fox (Chair-Elect), Toronto, ON, Canada
Henrique B. Ferraz (Past Chair), São Paulo, Brazil
Alberto Espay (Secretary), Cincinnati, OH, USA
Jennifer Goldman (Secretary-Elect), Chicago, IL, USA
William Fernandez (Treasurer), Bogotá, Colombia
Carlos Cosentino (Treasurer-Elect), Lima, Peru
Gabriel Arango, Bogotá, Colombia
Shilpa Chitnis, Dallas, TX, USA
Steven Frucht, New York, NY, USA
Pedro González-Alegre, Philadelphia, PA, USA
Anne Louise Lafontaine, Montreal, QC, Canada
Cecelia Peralta, Buenos Aires, Argentina
Maria Elisa Pimentel Piemonte, São Paulo, Brazil
Carlos Roberto Rieder, Porto Alegre, Brazil
Tanya Simuni, Chicago, IL, USA
Daniel Weintraub, Ardmore, PA, USA

4th PAS Congress Oversight Committee

Susan Fox (Chair), Toronto, ON, Canada
Oksana Suchowersky, Edmonton, AB, Canada
Cynthia Comella, Chicago, IL, USA
Francisco Cardoso, Belo Horizonte, Brazil
Carolyn Sue, Sydney, Australia

4th PAS Congress Scientific Program Committee

Oksana Suchowersky (Chair), Edmonton, AB, Canada
Francisco Cardoso, Belo Horizonte, Brazil
Tiago Mestre, Ottawa, ON, Canada
Cynthia Comella, Chicago, IL, USA
Susan Fox, Toronto, ON, Canada
Helen Bronte-Stewart, Stanford, CA, USA
Steven Frucht, New York, NY, USA
Vitor Tumas, Ribeirão Preto, Brazil
Sarah Pirio Richardson, Albuquerque, NM, USA
Tomoko Arakaki, Buenos Aires, Argentina
Ricardo Lopez Contreras, San Salvador, El Salvador
Nelida Garretto, Buenos Aires, Argentina
Ziv Gan-Or, Montreal, QC, Canada
Lorraine Kalia, Toronto, ON, Canada



Past PAS Congresses

Year	Location	Attendance
2020	Miami, Florida	600
2018	Miami, Florida	550
2017	Miami, Florida	400

3rd PAS Congress (2020) by the Numbers

Registrations:	600	Travel Grants distributed:	20
Countries represented:	29	Fellowship Scholarships presented:	30
Faculty members:	62	Exhibiting companies:	15
Abstracts accepted:	206	Exhibiting non-profit organizations:	6
Late-breaking accepted:	12		

Registrations by Country

United States:	69%	Mexico:	3%
Brazil:	6%	Columbia:	3%
Canada:	6%	Dominican Republic:	2%
Argentina:	4%	22 other countries:	~1% per country

Registrations by Type

Regular Member:	36%	Exhibitor:	15%
Non-Member:	32%	Health Professional Member:	4%
Student/Junior Member:	12%	Staff/Press:	1%

Congress Faculty by Country

USA:	35	Argentina:	5
Canada:	10	Mexico:	2
Brazil:	6	Chile, Columbia, El Salvador, Peru:	1 each

3rd PAS Congress Supporters - 2020

Platinum

Acorda Therapeutics
Lundbeck
Sunovion

Gold

Adamas Pharmaceuticals
Allergan
Medtronic

Silver

Acadia Pharmaceuticals
Cala Health
Kyowa Kirin

Bronze

Amneal
INSIGHTEC
Neurocrine Biosciences
Sage Therapeutics

Supporters

Biohaven Pharmaceuticals
Dystonia Medical Research Foundation
Rosman Search
Theravance Biopharma



Sponsorship Levels and Recognition

The 4th PAS Congress will recognize companies based on their cumulative sponsorship, exhibit and advertising spend. The sponsorship levels are:

Amount	Sponsor Level	Includes
\$60,000+ USD	Platinum	<ul style="list-style-type: none"> • Company logo recognition • Four full PAS Congress registrations
\$40,000 – \$59,999 USD	Gold	<ul style="list-style-type: none"> • Company logo recognition • Three full PAS Congress registrations
\$25,000 – \$39,999 USD	Silver	<ul style="list-style-type: none"> • Company logo recognition • Two full PAS Congress registrations
\$10,000 – \$24,999 USD	Bronze	<ul style="list-style-type: none"> • Company logo recognition • One full PAS Congress registration
Under \$10,000 USD	Supporter	<ul style="list-style-type: none"> • Company name recognition

Recognition for all levels includes:

- Acknowledgement at Sponsor Level on:
 - Sponsor acknowledgement page of the Congress website
 - Sponsor acknowledgement page of the Mobile App
 - Onsite signage
 - Final Program – *companies making their commitment by December 1, 2021*
 - The Final Program is a comprehensive guide to the 4th PAS Congress, including a complete schedule of educational events, and will be distributed to all Congress attendees and posted on the Congress website.
- Inclusion of company logo and a pre-approved message of up to 200 words in a Sponsor e-Newsletter to be sent a week before the 4th PAS Congress begins. Invite delegates to learn about your company, visit your Exhibit, attend your Sponsored Symposium, visit your website, or take another action.
- Company name included in future PAS Congress literature, including the 5th PAS Congress Prospectus in 2024.

For recognition associated with individual sponsored items, please see the Sponsorship Opportunities beginning on the next page.

The commitment deadline for support of the 4th PAS Congress is December 1, 2021.



Medical Education Grants

Unrestricted medical education grants of \$5,000 or \$10,000 towards the overall CME program are sought from multiple sources. All medical education grant donors will be acknowledged on the 4th PAS Congress website, in the Final Program and signage throughout the venue. The Scientific Program will be posted when available at www.pascongress.org.

- Companies providing unrestricted medical education grants will be acknowledged as noted above if commitment is made by December 1, 2021.

Sponsorship Opportunities

Marquee Sponsor

\$15,000 USD

Ensure your company name/logo is included in the first communications sent to MDS members and others about the 4th PAS Congress by providing support. **Marquee Sponsorship includes a complimentary 10'x10' Standard Exhibit Booth (see page 9 for details).**

Recognition includes:

- Acknowledgement in an email announcing open registration to MDS-PAS Regional Members and contacts (est. 28,000 recipients)
- PAS Congress bag Insert
- Inclusion of your company name/logo in an email to MDS Members and Congress registrants, with the option to link to your company website
- Acknowledgement as a Marquee Sponsor in the Final Program. Mobile App, and on the Congress website

Sponsored Symposium

\$40,000 USD

Sponsored Symposia offer a tremendous opportunity to provide education, demonstrate your company's commitment to quality patient care, and build your corporate brand. Each symposium is up to 60 minutes in length, may include a Q&A portion, and is open to all registered meeting delegates. No CME is given. Companies sponsoring symposia are responsible for the speakers and content of the presentation, and bear all costs.

Recognition includes:

- Banner advertisement in the Congress mobile app promoting your Symposium
- PAS Congress bag Insert
- Company logo and session information included in the Final Program
- Session information included in an email to Congress registrants
- Inclusion on signage displayed onsite at the Congress venue



Sponsored Therapeutic Showcase

\$20,000 USD

Connect with attendees by hosting a 30-minute session to highlight and discuss a product or research via live presentation. These sessions may include Q&A, with companies designating a representative or speaker to guide discussion on a particular topic. No CME is given. Sponsoring companies are responsible for the speakers and content of the presentation.

Recognition includes:

- Company logo and session information included in the Final Program
- Session information included in an email to Congress registrants
- Inclusion on signage displayed onsite at the Congress venue

Congress App for Mobile Devices (Exclusive)

\$20,000 USD

This app for Android and Apple iOS devices makes information on 4th PAS Congress and the city of Miami available at your fingertips.

Recognition includes:

- Company name and logo on the app splash page (the first image that shows on screen when the app is engaged)
- Inclusion of banner advertisements in the app
- Inclusion of company name in an email and tweet announcing the app

Congress Venue Wi-Fi Sponsorship (Exclusive)

\$15,000 USD

Provide Wi-Fi service throughout the Congress venue for all delegates. Your company name may be used as the password.

Recognition includes:

- Company name and logo on the login page, ability to choose the password
- Acknowledgement in the email and tweet announcing the availability of Wi-Fi to delegates

Young Delegates Networking Event

\$15,000 USD Exclusive (\$7,500 USD Non-Exclusive)

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

Recognition includes:

- Acknowledgement in the Mobile App, Final Program, and signage at the event. A company representative may make a brief welcome.
- Company name included with event information in email to Congress registrants



4th PAS Congress Bag (Exclusive)

\$15,000 USD

Each delegate will receive a 4th PAS Congress bag onsite. These bags are designed for delegates to store and carry Congress publications throughout the meeting. The MDS International Secretariat will administer the design, production and delivery of the bags onsite.

Recognition includes:

- Company logo will be printed on the bag, together with the Congress logo

Friday Opening Ceremony

\$5,000 USD

The hour-long Opening 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 \$5,000 each.

Recognition includes:

- Company name on signage in the Ceremony location

Congress Pens and Pads (Exclusive)

\$4,500 USD

Include your logo on the notepad and pen inserted into each delegate's PAS Congress bag. The notepads will also carry the 4th PAS Congress logo. The MDS International Secretariat will be responsible for design and production of the pads; Sponsor is responsible for design, production and shipment of pens.

Recognition includes:

- Company name and logo printed on pen and writing pads

Charging Stations (Locations TBD)

\$3,500 USD

Enable delegates to stay connected throughout the day by providing charging stations at locations within the Congress venue.

Recognition includes:

- Company logo, to be approved by MDS, on the charging station
- Acknowledgement in the Final Program

Guided Poster Tours

\$3,000 USD

Guided Poster Tours are "stand-by" poster tours each day, led by two Chairpersons. Each tour will discuss approximately 10 posters for 5 minutes each. It is anticipated that four tours each day will be presented.

Recognition includes:

- Company name on signage in the Poster location
- Company name in Guided Poster Tour section of the Final Program



Insert in PAS Congress Bag

\$1,500 USD

Industry partners and exhibitors may invite Congress delegates to their Exhibit Booth or Symposium by placing an insert into the bags that each delegate receives onsite. Inserts may be up to ten 8 ½" x 11" sheets and must be approved by MDS prior to printing.

**Company is responsible for printing and shipping inserts to Congress venue in Miami*

Exhibits

Take advantage of the opportunity to get in front of global leaders in the movement disorders field, showcase your company's product(s), and distribute promotional material.

Standard Exhibit

\$5,000 USD

- 10' x 10' Exhibit Booth
- Company name on Sponsor and Exhibitor pages of the PAS Congress website
- Company name on the Exhibit Floorplan and listing in the mobile app
- Two exhibit-only registrations
- Acknowledgement in Exhibitor listing in the Final Program and Pre-Congress email
- Acknowledgement as 4th PAS Congress sponsor in 2024 PAS Congress literature

Reduced Fee Exhibitors

\$2,000 USD

MDS recognizes that companies may have varied levels of marketing resources. In order to ensure that a variety of products and services are presented to PAS Congress delegates, discounted Exhibit pricing is available for entities meeting the following criteria:

- Start-up companies, those without a product currently on the market
- Companies with sales of less than \$10M annually, or with products marketed to allied health professions or patients



Advertisements

Ad in Pre-Congress e-Newsletter

\$4,000 USD per ad

Include your advertisement in the pre-Congress newsletter sent to all registrants one week before the PAS Congress. In addition to logistical information and announcements of Congress highlights, there will be space for up to 5 static banner ads.

Ad in Congress Daily e-Newsletter

\$3,000 USD per ad

This daily electronic newsletter will provide PAS Congress registrants with highlights of each day's activities. These messages outline and highlight the day's sessions, events and activities, and include space for up to 3 static banner ads per day.

Mobile App Banner Ad

\$3,000 USD per ad

Place a one-day banner ad in the PAS Congress Mobile App, which will include program highlights, faculty information and links to Posters. There will be space for up to 3 static banner ads per day.

Advertisements in Final Program Interactive PDF

Prices Below

The Final Program contains the complete schedule of the 4th PAS Congress scientific sessions, events, and other information. It is the comprehensive guide that Congress attendees will receive and use to navigate the Congress. The Program will be available as an interactive flipbook PDF in which all advertisements are linkable to web URLs. It will also be posted on the Congress website.

- Interior Full page \$2,000 USD
- Interior Half page \$1,000 USD
- Interior Quarter page \$500 USD

Other Opportunities

Expert Panels

\$20,000 per Panel

In the MDS Expert Panels, the Society convenes panels of subject matter experts to discuss specific topics identified by industry partners. Requesting companies provide MDS with a topic and objectives for a 90-minute panel session. MDS then generates a list of recommended experts from which the requesting party may select up to five panel participants whose expertise aligns with the session goals and objectives. Panels can be scheduled during the Congress or virtually at another time. **Please note:** *These panels are private sessions between company representatives and the selected MDS experts, and take place at a time best suited to the participants. Companies engaging MDS to plan and implement an Expert Panel will execute an agreement with the Society outlining the responsibilities of each party.*



Deadlines and Specifications

The commitment deadline for support of the 4th PAS Congress is December 1, 2021. Additional deadlines for sponsor deliverables indicated in this Prospectus will be communicated via email once interest is indicated. Detailed information on sizes and specifications for logos, advertisements, and other items will be made available later.

Reservation, Confirmation and Payment

Sponsor and Exhibitor Reservation Form

All supporters are required to indicate their intention to support the 4th PAS Congress by completing the Sponsor and Exhibition Reservation Form which can be found at the link below:

[Reservation Form](#)

MDS will confirm the Sponsor's commitment and issue an invoice following receipt of the reservation form. Please direct all questions to development@movementdisorders.org. Should there be more than one sponsor for the same sponsorship opportunity, priority will be given by date of receipt of the Sponsor and Exhibitor Reservation Form by the MDS Secretariat.

Payment Method

Sponsorship payments are to be made in U.S. Dollars by direct wire transfer or checks payable in U.S. Dollars to the International Parkinson and Movement Disorder Society. Details for the wire transfer will be provided with the invoice.

Cancellation Policy

For Bronze Level Supporters and above, cancellation requests must be sent to MDS at the address below in writing. A full refund less a \$1,000 administrative fee will be given if notice is received by December 1, 2021. No refund will be given after December 1, 2021. All other cancellation/refund requests will be made on a case-by-case basis.

Brett Kell, Director of Business Development
International Parkinson and Movement Disorder Society
555 E. Wells Street, Suite 1100
Milwaukee, WI 53202 USA



Sponsor and Exhibitor Regulations

Congress sponsors and exhibitors agree to abide by the following rules and regulations related to any and all content created by the sponsor/exhibitor for display, including Sponsored Symposia:

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 distribution of advertising material by non-exhibiting, commercial companies is strictly prohibited. Exhibitor advertising will not be permitted outside of the exhibitor's assigned space. Unauthorized signage will be removed.

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 exhibitor information to be distributed at a later date.

Special Events

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

Food and Beverage Distribution

Exhibitors wishing to dispense or serve any food or beverage from assigned exhibit space must notify the venue. Further information will be provided in exhibitor information to be distributed at a later date.

Liability

The exhibitor shall be fully responsible to pay for any and all damages to property owned by the venue 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 venue or any part thereof.

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

Market Research

Surveys or market research of any kind is prohibited.

No Smoking

Smoking in any public space in the venue is prohibited.

Prizes and Lotteries

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

Promotional Items

A promotional item approval form will be included in exhibitor information, to be distributed at a later date, and must be submitted to the MDS International Secretariat along with a sample, photo, or written description of each item. Distribution of descriptive product literature, notepads, pens and pencils is permitted and does not have to be approved. Other items may be distributed from the exhibitor's stand only with prior written approval. All items to be distributed must be useful to the attendees during the Meeting or in the daily activities of the booth visitor. Any exhibitor found distributing materials which have not been officially approved may be required to cease distribution immediately.

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 booth 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 4th PAS 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.

Sales from Exhibit Booth

Selling merchandise is prohibited at the 4th PAS Congress. Order forms may be distributed. The only exception is that book publishers may sell their publications.