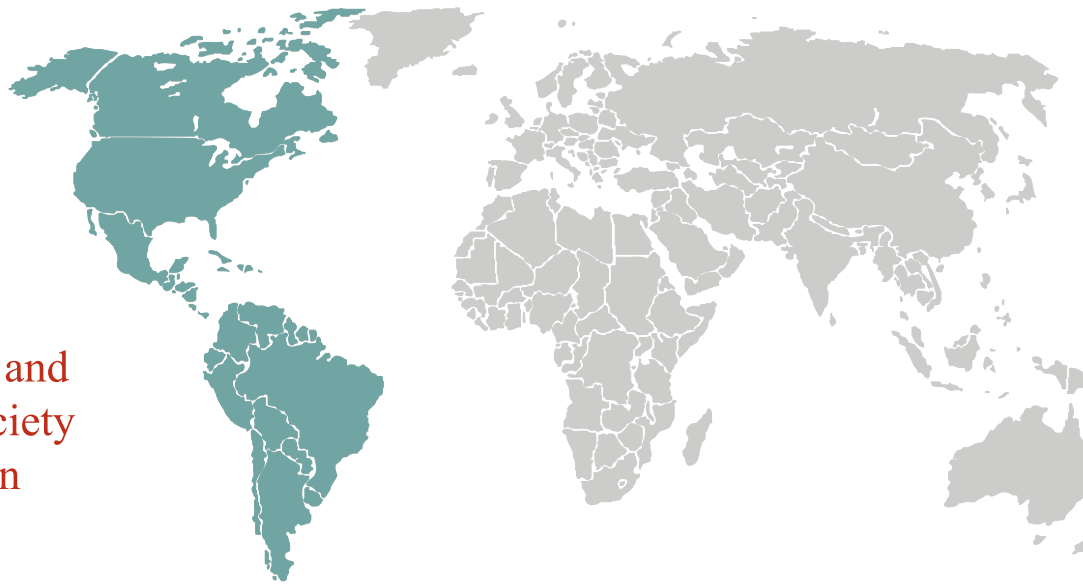


International Parkinson and  
Movement Disorder Society  
Pan American Section



# 3<sup>rd</sup> Pan American Parkinson's Disease and Movement Disorders Congress

**FEBRUARY 14-16 2020 MIAMI, FLORIDA, USA**

Support Opportunities & Exhibitor Prospectus



# **Support Opportunities and Exhibitor Prospectus**

## **3rd Pan American Parkinson's Disease and Movement Disorders Congress**

### **February 14 – 16, 2020 - Miami, FL, USA**

#### **About The Congress**

The 3<sup>rd</sup> Pan American Parkinson's Disease and Movement Disorders Congress will be an opportunity to discuss relevant issues in our field that are specific to the MDS-Pan American Section (MDS-PAS). Dialogue will occur through plenary lectures, workshops and poster sessions. This will also be a tremendous opportunity for MDS-PAS members to network with colleagues from different parts of Pan America.

#### **Primary Organizers**

The International Parkinson and Movement Disorder Society's Pan American Section (MDS-PAS) is the main organizer of the 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 3<sup>rd</sup> 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. We anticipate 750 delegates.

#### **Scientific Program**

The 3<sup>rd</sup> 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 will be invited to submit abstracts relevant to the various fields associated with Movement Disorders.

#### **General Information**

**Venue:** InterContinental – 100 Chopin Plaza, Miami, FL, 33132

**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 PAS Congress Trade Exhibition.

**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-2020.htm>

## History and Overview

Year	Location	Attendance
2017	Miami, FL	437
2018	Miami, FL	717
2019	Miami, FL	750 (anticipated)

### 2018 PAS Congress Supporters

#### Platinum

AbbVie  
Acadia  
Acorda  
Adamas  
Lundbeck  
Neurocrine  
Sunovion

#### Gold

Medtronic  
Impax

#### Silver

Retrophin  
US WorldMeds

#### Bronze

Boston Scientific  
Insightec

## PAS CONGRESS COMMITTEES

### MDS-PAS Executive Committee 2017-2019

Henrique B. Ferraz (Chair), São Paulo, Brazil  
Cynthia Comella (Chair-Elect), Chicago, IL, USA  
Francisco Cardoso (Past Chair), Belo Horizonte, Brazil  
Hubert Fernandez (Secretary), Cleveland, OH, USA  
Alberto Espay (Secretary-Elect), Cincinnati, OH, USA  
Pedro Chana-Cuevas (Treasurer), Santiago, Chile  
William Fernandez (Treasurer-Elect), Bogotá, Colombia  
Sarah Camargos, Belo Horizonte, Brazil  
Steven Frucht, New York, NY, USA  
Pedro González-Alegre, Philadelphia, PA, USA  
Robert Hauser, Tampa, FL, USA  
Anne Louise Lafontaine, Montreal, Quebec, Canada  
Connie Marras, Toronto, Ontario, Canada  
Carlos Roberto Rieder, Porto Alegre, Brazil  
Mauricio Rueda-Acevedo, Medellin, Colombia  
Marcos Serrano-Dueñas, Quito, Ecuador  
Tanya Simuni, Chicago, IL, USA

### 3rd PAS Congress Oversight Committee

Cynthia Comella (Chair), Chicago, IL, USA  
Henrique Ferraz, São Paulo, Brazil  
Francisco Cardoso, Belo Horizonte, Brazil  
Oscar Gershanik, Buenos Aires, Argentina  
Christopher Goetz, Chicago, IL, USA  
Jennifer Goldman, Chicago, IL, USA

### **3rd PAS Congress Scientific Program Committee**

Francisco Cardoso (Chair), Belo Horizonte, Brazil

Helen Bronte-Stewart, Stanford, CA USA

Cynthia Comella, Chicago, IL, USA

William Fernandez, Bogota, Colombia

Henrique Ferraz, São Paulo, Brazil

Susan Fox, Toronto, ON, Canada

Steven Frucht, New York, NY USA

Oscar Gershanik, Buenos Aires, Argentina

Christopher Goetz, Chicago, IL, USA

Jennifer Goldman, Chicago, IL, USA

Okasana Suchowersky, Edmonton, AB, Canada



# **3<sup>rd</sup> Pan American Parkinson's Disease and Movement Disorders Congress**

## **SPONSORSHIP OPPORTUNITIES**

(All prices USD)

### **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 PAS Congress website, in the final program and signage throughout the PAS Congress venue.

### **COMMERCIAL SUPPORT SPONSORSHIP LEVELS**

#### **Platinum Level** **\$60,000USD**

- A corporate symposium is an opportunity to design and present a 60 minute session, open to all delegates. Sponsorship includes a seminar room rental with standard audio-visual services. Any additional expenses (speaker honoraria and travel, as well as participant meals or refreshments) will be borne by the Sponsor. ***No CME will be given for this symposium.***
- Company name and logo on signage in the Symposium location.
- Complimentary exhibition space (10' x 10') and listing on the Exhibit Floorplan.
- Full page advertisement in the Final Program (the comprehensive guide provided to all delegates).
- One banner advertisement to be included in the congress mobile app on the day of symposium. Additional banner ads will be offered to other supporters.
- PAS Congress bag insert.
- One full-PAS Congress registration and three exhibit-only registrations.
- Acknowledgement as Platinum Sponsor on:
  - Sponsor page of the PAS Congress website and in the mobile app
  - Final Program
  - Signage/banners displayed throughout the PAS Congress***\*Limited Platinum/CTS timeslots are available***

#### **Gold Level** **\$30,000USD**

- Complimentary exhibition space (10' x 10') and listing on the Exhibit Floorplan.
- Full page advertisement in the Final Program (the comprehensive guide provided to all delegates).
- One banner advertisement to be included in the congress mobile app for one day of the congress. Date to be determined at time of commitment. Additional banner ads will be offered to other supporters.
- Acknowledgement as Non-Exclusive Sponsor of the Welcome Ceremony
- PAS Congress bag insert.
- One full-PAS Congress registration and two exhibit-only registrations.
- Acknowledgement as Gold Sponsor on:
  - Sponsor page of the PAS Congress website and in the mobile app
  - Final Program
  - Signage/banners displayed throughout the PAS Congress

#### **Silver Level** **\$15,000USD**

- Complimentary exhibition space (10' x 10') and listing on the Exhibit Floorplan.
- Half page advertisement in the Final Program, the comprehensive guide that all Congress delegates receive). An estimated 900 individuals will receive a hard copy of the program, and the program will be posted on the PAS Congress website.
- One full-PAS Congress registration and two exhibit-only registrations.
- Acknowledgement as Silver Sponsor on:
  - Sponsor page of the PAS Congress website and in the mobile app
  - Final Program

- Signage/banners displayed throughout the PAS Congress

### **Bronze Level** **\$10,000USD**

- Complimentary Exhibition Space (10' x 10') and listing on the Exhibit Floorplan.
- Quarter page advertisement in the Final Program (the comprehensive guide that all Congress delegates receive). An estimated 900 individuals will receive a hard copy of the program, and the program will be posted on the PAS Congress website.
- Two exhibit-only registrations.
- Acknowledgement as Bronze Sponsor on:
  - Sponsor page of the PAS Congress website and in the mobile app
  - Final Program
  - Signage/banners displayed throughout the PAS Congress

## **A LA CARTE SPONSORSHIP ITEMS**

### **Young Delegates Networking Event** **\$15,000USD Exclusive \$7,500USD 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.

**Sponsor Recognition:** Acknowledgement in the mobile app, final program, and signage at the event. A company representative may make a brief welcome.

### **Friday Opening Ceremony** **\$5,000USD**

Multiple sponsors of the hour-long ceremony are sought at \$5,000 each.

- Company name on signage in the Ceremony location

### **Trade Exhibitor** **\$5,000USD**

Opportunity to showcase company product and distribute promotional material.

- Exhibit space 10' x 10'
- Company name on sponsor page of the PAS Congress website
- Company name on the Exhibit Floorplan and listing in the mobile app
- Two exhibit-only registrations

### **Guided Poster Tours** **\$3,000USD**

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.

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

### **Fellows Scholarships** **\$1,300 each**

Movement Disorder fellowship programs nominate trainees to receive free Congress registration, as well as a \$1,000 grant to offset travel, hotel, and meals costs. The candidate must be in a fellowship training program at the time of the PAS Congress. MDS is responsible for all marketing, selection and payment processes. Sponsoring institutions will be acknowledged.

**PAS Congress Bag (Exclusive)** **\$15,000USD**

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

**Sponsor Recognition:** The sponsor's logo will be printed on the bag, together with the Congress logo. The sponsor will also be acknowledged in future PAS Congress literature.

**Insert in PAS Congress Bag** **\$1,500USD**

Industry partners and exhibitors may invite Congress delegates to their exhibit booth or symposium by putting 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*

**Congress App for Mobile Devices (Exclusive)** **\$20,000USD**

This app for Android and Apple iOS devices makes information on 3<sup>rd</sup> Pan American Parkinson's Disease and Movement Disorders Congress and the city of Miami available at your fingertips.

**Sponsor Recognition:** The sponsor's name and logo will appear on the splash-page (the first image that shows on the screen when the app is engaged), the email announcing the app and in the tweet announcing the app. The sponsor(s) also have the opportunity to provide banner advertisements to be included in the app.

**Congress Venue Wi-Fi Sponsorship (Exclusive)** **\$10,000USD**

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

**Sponsor Recognition:** The sponsor's name and logo will appear on the log-in page, ability to choose the password, and acknowledgement in the email and tweet announcing the availability of Wi-Fi to delegates.

**Charging Stations (Locations TBD)** **\$3,500USD**

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

**Sponsor Recognition:** The sponsor logo, to be approved by MDS, on the station and acknowledgement in the Final Program.

**Congress Pens and Pads (Exclusive)** **\$4,500USD**

Include your logo on the notepad and pen inserted into each delegate's PAS Congress bag. The notepads will also carry the PAS Congress logo.

The MDS International Secretariat will be responsible for design and production of the pads.

*Sponsor will be responsible for design, production and shipment of pens.*

**Sponsor Recognition:** Company name and logo printed on pen and writing pads.

## ADVERTISEMENTS IN FINAL PAS CONGRESS PROGRAM

The Final Program is the comprehensive guide that an estimated 900 PAS Congress attendees will receive and use to navigate the Congress. The Program will also be posted on the PAS Congress website.

***Ad files (preferably as a high-resolution PDF. Additional specs will be provided at a later date).***

Interior page	<b>\$1,500</b>
Half page, interior	<b>\$ 800</b>
Quarter page, interior	<b>\$ 500</b>

## SPONSORSHIP CONFIRMATION AND PAYMENT

### SPONSOR AND EXHIBITION CONTRACT

All supporters are required to sign the SPONSOR AND EXHIBITION CONTRACT, which can be found on page 10. MDS will invoice the sponsor following receipt of the contract. Please direct all questions to Kristy Moeller at [kmoeller@movementdisorders.org](mailto:kmoeller@movementdisorders.org).

Should there be more than one sponsor for the same sponsorship opportunity, priority will be given to early responders by date of receipt of the Sponsor and Exhibition Contract by the MDS Secretariat.

### PAYMENT METHOD

Sponsorship payments are to be made in US Dollars by direct wire transfer or checks payable in US Dollars to the International Parkinson and Movement Disorder Society. Details for the wire transfer will be sent 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, 2019. No refund will be given after December 1, 2019. All other cancellation/refund requests will be made on a case by case basis.

Kristy Moeller, Assistant Director of Development  
International Parkinson and Movement Disorder Society  
555 E. Wells Street, Suite 1100  
Milwaukee, WI 53202 USA

## EXHIBIT REGULATIONS

### Advertising Material

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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

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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 exhibitor information to be distributed at a later date.



## **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 venue. Further information will be provided in exhibitor information to be distributed at a later date.

## **Liability**

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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**

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Surveys or market research of any kind is prohibited.

## **No Smoking**

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Smoking in any public space in the venue is prohibited.

## **Prizes and Lotteries**

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

## **Promotional Items**

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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**

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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 3<sup>rd</sup> 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.

**Selling from Exhibit Stand**

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Selling merchandise is prohibited at The 3<sup>rd</sup> PAS Congress. Order forms may be distributed. The only exception is that book publishers may sell their publications.

**3<sup>rd</sup> Pan American Parkinson's Disease and Movement Disorders Congress**  
**February 14-16, 2020 - Miami, Florida, USA**  
**SPONSOR AND EXHIBITION AGREEMENT/CONTRACT**

An agreement between the International Parkinson and Movement Disorder Society and:

\_\_\_\_\_  
 Name of Sponsor/Exhibitor

\_\_\_\_\_  
 Mailing Address 1

\_\_\_\_\_  
 Mailing Address 2 including city, country and postal code

\_\_\_\_\_  
 Name of representative (please print)

\_\_\_\_\_  
 E-mail

\_\_\_\_\_  
 Representative's Telephone

\_\_\_\_\_  
 Mobile

\_\_\_\_\_  
 Fax

\_\_\_\_\_  
 Signature of representative

\_\_\_\_\_  
 Date

**AGREEMENT TERMS AND CONDITIONS**

By signing below, the exhibitor agrees to observe the rules and regulations of the exhibition as set in the "Exhibit Regulations" section of this Support Opportunities and Exhibitor Prospectus for the 3<sup>rd</sup> Pan American Parkinson's Disease and Movement Disorders Congress in Miami, FL. Acceptance of this application by MDS converts this into a contract for exhibit space.

**SPONSORSHIP OPPORTUNITIES (please mark)**

**(All prices USD)**

<input type="checkbox"/> Platinum Sponsorship	\$60,000	<input type="checkbox"/> Fellows Scholarships	\$1,300
<input type="checkbox"/> Gold Sponsorship	\$30,000	<input type="checkbox"/> Congress Bag (Exclusive)	\$15,000
<input type="checkbox"/> Silver Sponsorship	\$15,000	<input type="checkbox"/> Congress Venue Wi-Fi (Exclusive)	\$10,000
<input type="checkbox"/> Bronze Sponsorship	\$10,000	<input type="checkbox"/> Congress Mobile App (Exclusive)	\$20,000
<input type="checkbox"/> Friday Opening Ceremony	\$5,000	<input type="checkbox"/> Charging Stations	\$3,500
<input type="checkbox"/> Young Delegates Networking Event:		<input type="checkbox"/> Congress Bag Insert	\$1,500
<input type="checkbox"/> \$15,000 Exclusive <b>OR</b>		<input type="checkbox"/> Congress Pens & Note Pads	\$4,500
<input type="checkbox"/> \$7,500 Non-Exclusive			
<input type="checkbox"/> Trade Exhibitor (10x10)	\$5,000	<input type="checkbox"/> Non-Profit Exhibit	Complimentary
<input type="checkbox"/> Guided Poster Tours	\$3,000		

***Advertisements in Final Program***

<input type="checkbox"/> Interior page	\$1,500
<input type="checkbox"/> Half page	\$800
<input type="checkbox"/> Quarter page	\$500

**TOTAL OF ALL SPONSORSHIP ITEMS AND ADVERTISEMENTS**      \$\_\_\_\_\_

**All sponsorship commitments are due by December 1, 2019**

**Please return this form to:** Kristy Moeller at [kmoeller@movementdisorders.org](mailto:kmoeller@movementdisorders.org)

**Or Fax To:** +1 (414) 276-3349