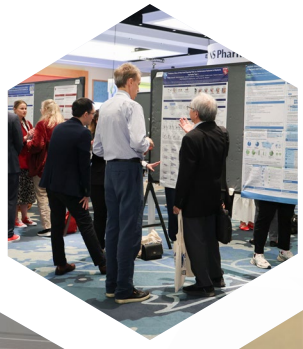






















2027 CLINICAL & SCIENTIFIC CONFERENCE

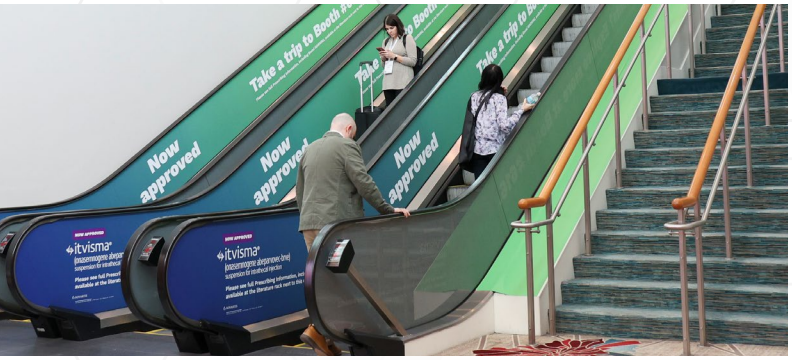
2027 CONFERENCE PROSPECTUS


MDA
CLINICAL & SCIENTIFIC CONFERENCE
#MDAconference
REGISTRATION
REGISTRATION
Registration


Patient Advocacy Pavilion
Orlando Ballroom II
Exhibit Hall




Association
Together we are powering progress in neuromuscular disease


Take a trip to Booth
Now approved
itvisma


MDA
CLINICAL & SCIENTIFIC CONFERENCE


MDA
CLINICAL SCIENTIFIC CONFERENCE

A Letter from MDA's President & CEO

Progress in neuromuscular disease does not happen in isolation. It happens when the right people are in the same room, working through the same problems at the same time. That is what defines the annual MDA Clinical and Scientific Conference.

Each year, this meeting brings together clinicians, researchers, allied health providers, industry leaders, and key community leaders. They are not just presenting findings, but actively pressure-testing what comes next. The value is in what is shared, and even more importantly, in what is clarified, challenged, and accelerated over the course of a few days.

For attendees, the benefit is immediate and practical. Clinicians and allied health professionals gain insight they can apply to patient care now, translating emerging science into coordinated, day-to-day care that people and families experience directly. Researchers sharpen their work through direct exchange with peers and partners. Industry leaders engage with the realities of clinical implementation. And early-career professionals step into the full complexity of the field, not as observers, but as contributors.

For professionals in the broader research and regulatory communities, the impact runs even deeper. This conference serves as a real-time convergence point where scientific discovery, clinical application, and regulatory thinking align. Conversations that begin here influence trial design, inform regulatory pathways, and surface the barriers that we must address to move therapies forward. It is one of the few environments where these perspectives meet with urgency and candor.

That combination matters. It shortens the distance between discovery and delivery and ensures that innovation is grounded in the lived realities of people with neuromuscular disease. Finally, it reinforces a shared responsibility across sectors to move faster, together.

The MDA Clinical and Scientific Conference continues to set that pace—not by convening a community, but by activating it.

We look forward to welcoming you in 2027.



Sincerely,

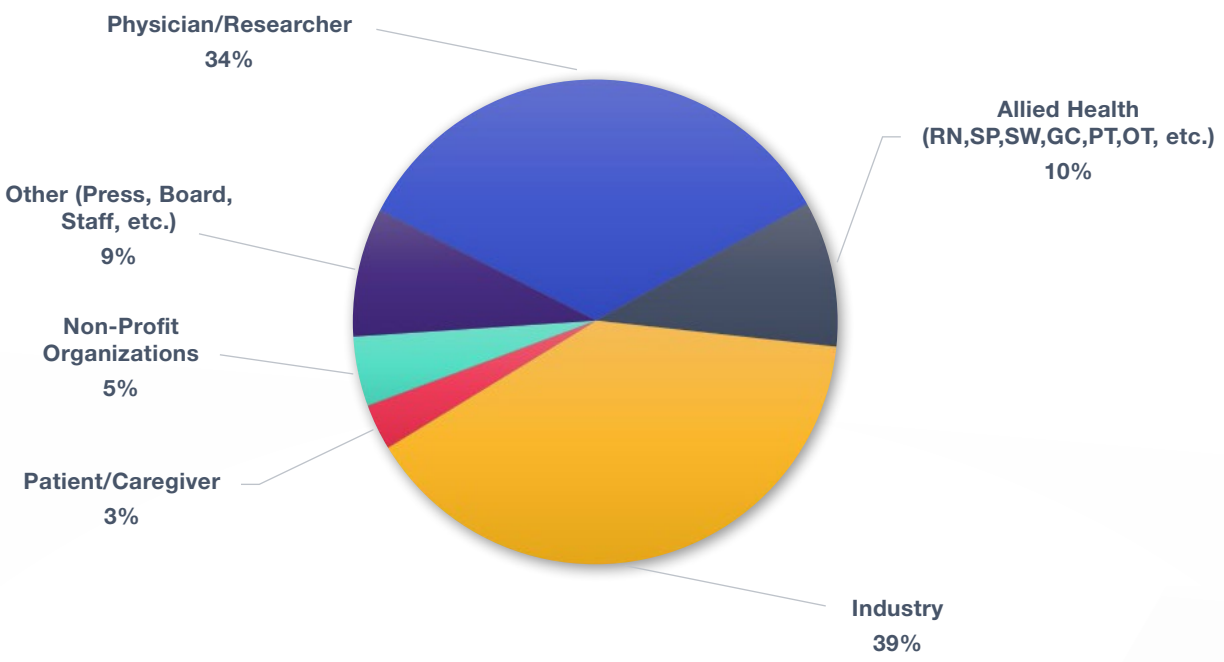


Sharon Hesterlee, PhD
President & CEO
Muscular Dystrophy Association

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2026 Conference Attendance



2,034 in-person attendees

440 virtual attendees

195 speakers

50 exhibit booths

20 industry forums

7 tracks with 32 sessions

63 oral abstract presentations

457 posters

General Information



When:

March 21 – 24, 2027

Where:

Rosen Shingle Creek | Orlando, FL

Important Dates to Remember

- Exhibit booth reservations must be submitted by **Monday, January 18, 2027, or until the exhibit hall is sold out.**
- Housing information and registration information will be available in July 2026.
- Exhibit kit will be available in Fall 2026.

Hotel Accommodation

MDA has secured a discounted room block for 2027 conference attendees, speakers, and partners. Rooms are available on a first-come, first-served basis and are not guaranteed. Access to the conference room block will only be provided after conference registration has been completed. Attendees will be prompted within the registration portal to reserve their hotel accommodations once registration is complete, and a booking link will also be included in their confirmation email should they wish to book at a later time. Once the room block is full, the discounted rate will no longer be available, even if that occurs before the reservation deadline. The deadline to book within the MDA room block is Friday, February 19, 2027, and remains subject to availability. **We strongly encourage booking as early as possible, as room blocks do sell out.**

Hotel Rates

- Single Occupancy — $289/night
- Double Occupancy — $289/night
- Triple Occupancy — $309/night

If you need to reserve 20 or more sleeping rooms, please email ***mdaconference@mdausa.org.***

All room rates are quoted exclusive of applicable state and local taxes, which are currently 12.5% (Taxes are subject to change without notice).

Important Notice: Avoid Unauthorized Hotel and Travel Reservations for the 2027 MDA Conference
Please be aware that neither MDA nor the Rosen Shingle Creek is working with any third-party hotel management company or travel agency to make reservations for the 2027 MDA Conference. These unauthorized companies do not have agreements with the Rosen Shingle Creek or MDA to book hotel rooms or flights for the conference. If any organization other than MDA or Syneos Health contacts you or your team, please do not engage with them and report the contact to Pam Bittner Conley at mdaconference@mdausa.org immediately.

General Information, Continued

General Session Location – **Sebastian Ballroom JK**
Exhibit Hall Location – **Gatlin Ballroom BCD**

On-Site Registration/Information Desk Hours* (ALL Attendees)

Saturday, March 20
8 a.m. – 6 p.m. ET

Sunday, March 21
7 a.m. – 7 p.m. ET

Monday, March 22
6:30 a.m. – 7 p.m. ET

Tuesday, March 23
6:30 a.m. – 4 p.m. ET

Wednesday, March 24
6:30 a.m. – 10:30 a.m. ET

*All dates and times are subject to change



Exhibit Information

Dedicated Exhibit Hall Hours

Sunday, March 21
6 p.m. - 8 p.m.

Monday, March 22 & Tuesday March 23
The Exhibit Hall will be open from 10 a.m. - 8 p.m. with dedicated breaks throughout the day, including lunch.

Final Exhibit Hall hours will be provided in the Exhibit Kit in the fall of 2026.

Please note: Exhibit hours are subject to change until the agenda is finalized. Any updates will be communicated to exhibitors as soon as possible.

Installation of Exhibits

Friday, March 19
1 p.m. - 8 p.m. ET
(20' x 20' booths only)

Saturday, March 20
7 a.m. - 8 p.m. ET
(10' x 20' - 20' x 20' booths only)

All exhibit setup must conclude by 8 p.m. ET on Friday, March 19 and Saturday, March 20. Exhibitors who do not meet this deadline will incur a $3,000 per hour penalty for non-compliance with event regulations and risk forfeiting future exhibit opportunities.

Display crates for booths 10x20 and larger must be removed from the exhibit floor by 7 p.m. ET on Saturday, March 20.

Sunday, March 21
7 a.m. – 4 p.m. ET
(All exhibitors and Patient Advocacy Pavilion)

All large display crates must be removed from the exhibit floor by 1 p.m. ET on Sunday, March 21.

All booths and exhibit setup must be complete by Sunday, March 21 at 4 p.m. ET for inspection before the evening reception.

Exhibitors who do not meet this deadline will incur a $3,000 per hour penalty for non-compliance with event regulations and risk forfeiting future exhibit opportunities.

Dismantling of Exhibits*

Tuesday, March 23
8 p.m. – 11 p.m. ET

Wednesday, March 24
8 a.m. – 5 p.m. ET

* Dismantling any booth before the scheduled time is strictly prohibited. Consequences, including penalties and fines, may be applied for any resulting disruptions, loss of business, accidents, or injuries.

Exhibit Hall Information

How We Drive Attendance to the Exhibit Hall

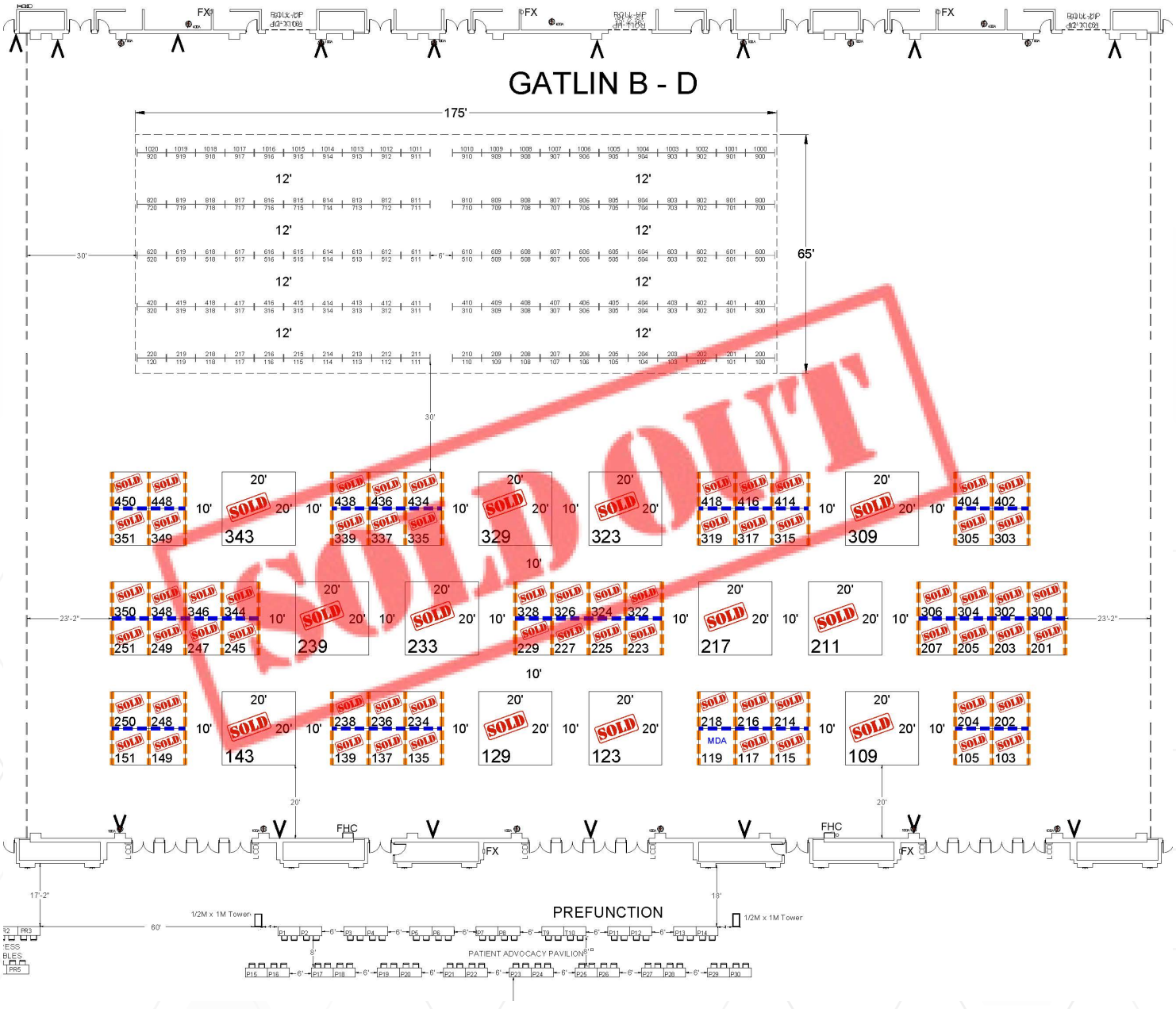
- **Dedicated exhibit hours** provide you with direct access to our attendees during our exclusive exhibit hours. (In-person conference includes evening receptions within the exhibit hall with complimentary food and beverages).
- **Poster presentations** are integrated into the evening receptions on the exhibit hall floor for in-person conference attendees. Live & virtual posters are available for viewing 24/7 via our virtual platform and allow virtual visitors to contact authors with any questions via the virtual platform.
- **Patient Advocacy Pavilion** is an opportunity for patient organizations, within the NMD space, to engage with our clinical, research and industry attendees in both the in-person and virtual exhibit environments.



Exhibit Hall Information, Continued

Exhibit Hall Floorplan*

*Elements of the floorplan are subject to change. For optimal viewing of floorplan please ***click here***.



Booth Reservation & Payment Information

Booth Fees

20’ x 20’ Booth (based on availability) $20,800
(Includes both live and virtual)

Corner 10’ x 10’ Booth (up to 10’ x 30’) ..... $48 per square foot
(Includes both live and virtual)

10’ x 10’ Booth ..... $45 per square foot
(Includes both live and virtual)

Virtual exhibit page guidelines will be sent once exhibit space has been paid in full.

Please be advised that distributing external food or beverages within the exhibit hall is prohibited. If your organization intends to offer food and/or beverage items, you must notify MDA of your intentions to do so. Subsequently, coordination with the hotel must be arranged. Exhibitors may not be in contact with hotel until MDA approves. Failure to adhere to these guidelines may lead to the forfeiture of exhibiting privileges. Please email ***mdaconference@mdausa.org*** for permission.

All booth design guidelines & deadlines will be available **Fall 2026**.

The price of the booth includes the following:

- Company listing published online and in mobile app
- Four (4) complimentary exhibit hall passes per 10x10 exhibit 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)

*** An exhibit hall badge does not grant access to any conference sessions. To attend all conference sessions, registration as an Industry Sponsor is required.**

Booth Reservations

The booth selection process is on a first-come, first-served basis and must be reserved via the conference exhibit portal. Email reservations for exhibit booths will not be accepted.

Booth reservations are payable by credit card, and payment is due at the time of selection.

The exhibit hall will be located in the Gatlin Ballroom at the Rosen Shingle Creek. Complete rules and show services will be available in the exhibitor kit. Freeman will be the general contractor for the exhibit hall.

To secure your booth, please visit the ***Exhibit Portal***.

Booth Reservation & Payment Information, Continued

Cancellation of Space

Notification of an exhibitor's decision to cancel their space must be sent via email to ***MDAConference2027@syneoshealth.com***.

Any company that does not notify MDA of its cancellation by December 17, 2026, or does not occupy its space onsite, will forfeit 100% of its exhibit fee.

- 50% of booth fees will be retained by MDA if cancelled before October 30, 2026 before 11:59 p.m. ET.
- 75% of booth fees will be retained by MDA if cancelled between October 31 – December 17, 2026 before 11:59 p.m. ET.
- No refunds after December 18, 2026.

Exhibitor Alert: Unauthorized Solicitations

Please be aware that fraudulent companies may attempt to contact exhibitors, claiming to offer access to MDA Conference attendee lists or promoting services such as hotel bookings or booth construction.

Do not respond to these solicitations. MDA does not sell or rent attendee lists under any circumstances.

Only vendors listed in the official MDA Exhibitor Kit are authorized to support our event. We do not share information with third parties, and any outreach claiming to represent MDA without prior confirmation should be treated with caution.

If you receive any suspicious communication or are unsure whether a vendor is affiliated with MDA, please contact us immediately at ***mdaconference@mdausa.org***.



Patient Advocacy & Nonprofit Organizations

To promote greater representation of the NMD community at our 2027 MDA Clinical & Scientific Conference, we are encouraging more participation from representatives of patient advocacy groups. These individuals may or may not be living with a neuromuscular disease and should either work or volunteer for a national or international not-for-profit patient advocacy organization that:

- Demonstrates a charitable mission
- Engages in patient advocacy activities
- Provides programs, services, information, and/or support for people living with NMD

These representatives from patient advocacy groups may register for the conference at the patient advocacy rate for in-person attendance and will have access to all sessions.

We are also committed to greater community representation in our content and will plan for additional patient advocate speakers and panel members throughout the conference sessions.

Solicitation Policy for Patient Advocacy Partners

To maintain the integrity of our sponsor relationships and ensure a respectful environment for all participants, patient advocacy partners attending the 2027 MDA Clinical & Scientific Conference are strictly prohibited from soliciting sponsorships or funding of any kind from current or past conference sponsors for any activities or initiatives related to the conference—whether on-site or off-site—during the course of the event. Any organization found in violation of this policy will be prohibited from participating in future MDA conferences or related events.

NMD Community Participation

Members of the NMD community who are registered with MDA are welcome to participate in the virtual conference at no cost or may register to attend in-person at the patient/caregiver rate until allotted spaces are filled. Please keep in mind that the level of information presented at this conference will be technical as this is a professional conference not geared for the general public. For those who would prefer scientific presentations geared for a more general audience, please see current listings at ***Community Events | Muscular Dystrophy Association***.

Patient Advocacy & Nonprofit Organizations, Continued

Patient Advocacy Pavilion

The MDA Clinical & Scientific Conference is an opportunity for nonprofit and patient advocacy organizations in the NMD space to convene and collaborate. Virtual and in-person tabletop exhibit booth space will be made available at no cost to the patient advocacy/nonprofit entities that apply to be exhibitors. Space will be made available on a first-come, first-served basis and will be open until all such space has been assigned. All Patient Advocacy Pavilion tables include two (2) complimentary Exhibit Hall Only badges. 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 community are deployed towards 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.



Sponsorship, Advertisements & Promotion

Promotional and sponsorship opportunities are available to 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 and services, as well as showcase details and demonstrations where applicable.

Sponsorship contributions help support MDA's mission through:

- Research efforts to accelerate development of treatments
- Expert clinical care through MDA's nationwide Care Center Network
- Meaningful community programs and services

Agency Engagement Policy

Please note that MDA does not provide program briefings or onboarding sessions for third-party agencies. If a sponsor engages an external agency, the sponsor is responsible for ensuring that the agency is fully informed about MDA's sponsorship guidelines, program structure, deliverables, and all expectations before any outreach to MDA occurs.

To streamline communication and avoid delays, each sponsor must designate a Single Point of Contact (SPOC). All inquiries, approvals, and coordination should be routed through this SPOC. If additional internal teams or departments are brought into the project after the Letter of Agreement is signed, it is the sponsor's responsibility to onboard those teams and ensure they have the correct information before contacting MDA.

When agencies or internal teams reach out to MDA without identifying the sponsor they represent, or without appropriate context or alignment, MDA cannot commit to timely responses. MDA is not responsible for managing communication among sponsor teams or their external partners.

For more information on securing your conference sponsorship, please contact Pam Conley at ***pconley@mdausa.org***.



Event Sponsorships

Event Experience Key
Hybrid – Both In-Person and Virtual Audience Experience
Live – In-Person Audience Experience only

Industry Forums

NEW! Updated Industry Forum Guidelines

All 2026 sponsors participated in a structured Industry Forum assignment process determined by total prior-year conference investment related to the 2026 MDA Conference. Investment categories considered included Industry Forums, exhibit booth investment, and other sponsorship and branding opportunities, excluding conference registration fees.

Industry Forum requests were reviewed in descending order of investment and awarded based on ranking order, submitted preferences, and remaining availability. The Industry Forum assignment process was communicated to eligible sponsors beginning in May 2026 and concluded with the submission deadline of July 13, 2026.

Any remaining Industry Forum inventory, if available, following completion of the assignment process will be made available with the official release of the 2027 Conference Prospectus on July 29, 2026, at 12:00 p.m. ET. Available Industry Forum opportunities will be offered on a first-come, first-served basis, and requests must be submitted via email to Pam Conley at ***pconley@mdausa.org***.

Industry Forums provide an opportunity to present an educational topic related to neuromuscular disease (NMD) during breakfast or lunch. Show your organization's commitment to the NMD community through this exclusive opportunity. MDA does not offer CME credit for these programs. If CME is required, industry sponsors must provide this through a separate accredited provider.

Industry Forum Breakfast (6 Monday & 6 Tuesday)

$85,000 | HYBRID

SOLD

Breakfast forums are limited to a maximum of 150 attendees, including any participating seated staff in the audience. All breakfast forums must not exceed 45 minutes and must end at least 15 minutes before morning programming begins. Failure to comply with these guidelines may result in the forfeiture of the opportunity to host a forum at future events.

Industry Forum Inclusions and Guidelines

- **Standard AV Package**: Includes one (1) screen, one (1) LCD projector, one (1) wireless remote with laser pointer, one (1) podium microphone and one (1) confidence monitor.
  - If additional AV equipment or staging is required, sponsors must contact the MDA Conference team for introduction with preferred vendors. All additional AV costs are the responsibility of the sponsor.
- **Food & Beverage (F&B) Included**: The cost of food and beverage service for Industry Forums is included in the sponsorship fee.
  - A hot breakfast buffet is provided. If your organization requires a different breakfast option or if any invited speaker has specific dietary restrictions, please notify the MDA Conference team no later than Monday, January 11, 2027.
- MDA will record and live stream all Industry Forum sessions. Sponsors will receive a copy of the recording post-conference.

Event Sponsorships, Continued

- Sponsors may host a recording of their session on MDA's virtual platform for up to three (3) months.
- MDA will send two emails announcing your sponsorship four (4) weeks and two (2) weeks before the conference.
- MDA will provide four (4) complimentary One-Day passes exclusively for invited speaker(s).
- MDA does not track in-person attendance at Industry Forums. Sponsors are encouraged to track their own engagement using RSVPs and/or a lead retrieval system.
- Room location name and floorplan will be provided to the sponsor by early 2027.

- **Industry Forum Rehearsal:** Access to the session room for rehearsals is limited to the two (2) hours immediately prior to the scheduled start time. An AV tech(s) will be on hand for support. Rehearsals needing additional time must be scheduled in separate meeting space secured through MDA no later than Friday, December 18, 2026; additional fees will apply. Space is limited and not guaranteed.
- It is recommended that all forum speakers be present in person for an optimal session.
- One informational sign (up to 36" x 96") may be displayed the night before and/or the day of your event in an approved conference area, with placement to be determined at a later date. Sponsor is responsible for providing and placing the sign in the designated area.

NEW! Wednesday Industry Forum Breakfast (Exclusive)

$150,000 | HYBRID



Wednesday marks the final day of the conference, featuring highly anticipated oral abstract presentations. These sessions deliver high-impact insights and the latest clinical and scientific findings. The new Exclusive Wednesday Breakfast Forum provides a prime opportunity to connect with attendees as they prepare for the day ahead.

This forum will accommodate up to 400 attendees, including any participating staff seated in the audience. The breakfast forum must not exceed 45 minutes and must conclude at least 15 minutes prior to the start of morning programming. Failure to comply with these guidelines may result in the forfeiture of the opportunity to host a forum at future events.

Industry Forum Inclusions and Guidelines

- **Standard AV Package**: Includes two (2) screens, two (2) LCD projectors, one (1) wireless remote with laser pointer, one (1) podium microphone and one (1) confidence monitor.
  - If additional AV equipment or staging is required, sponsors must contact the MDA Conference team for introduction with preferred vendors. All additional AV costs are the responsibility of the sponsor.
- **Food & Beverage (F&B) Included**: The cost of food and beverage service for Industry Forums is included in the sponsorship fee.
  - A hot breakfast buffet is provided. If your organization requires a different breakfast option or if any invited speaker has specific dietary restrictions, please notify the MDA Conference team no later than Monday, January 11, 2027.
- MDA will record and live stream all Industry Forum sessions. Sponsors will receive a copy of the recording post-conference.

Event Sponsorships, Continued

- Sponsors may host a recording of their session on MDA's virtual platform for up to three (3) months.
- MDA will provide four (4) complimentary One-Day passes exclusively for invited speaker(s).
- MDA will send two (2) emails announcing your sponsorship, four (4) weeks and two (2) weeks before the conference.
- MDA does not track in-person attendance at Industry Forums. Sponsors are encouraged to track their own engagement using RSVPs and/or a lead retrieval system.
- Room location name and floorplans will be provided to the sponsor no later than early 2027.

- **Industry Forum Rehearsal:** Access to the session room for rehearsals is limited to two (2) hours immediately prior to the scheduled start time. An AV tech(s) will be on hand for support. Should additional rehearsal time be required, requests must be submitted to MDA no later than Friday, December 18, 2026; additional fees will apply. Space is limited and not guaranteed.
- It is recommended that all forum speakers be present in person for an optimal session.
- One informational sign (up to 36" x 96") may be displayed the night before and/or the day of your event in an approved conference area, with placement to be determined at a later date. Sponsor is responsible for providing and placing the sign in the designated area.

Industry Forum Lunch (6 Monday & 6 Tuesday)

$125,000 | HYBRID



Lunch forums are limited to a maximum of 250 attendees, including any participating seated staff in the audience. All lunch forums must not exceed a duration of 75 minutes and must conclude at least 15 minutes prior to the start of afternoon sessions. Failure to comply with these guidelines may result in the forfeiture of the opportunity to host a forum at future events.

Industry Forum Inclusions and Guidelines

- **Standard AV Package**: Includes one (1) screen, one (1) LCD projector, one (1) wireless remote with laser pointer, one (1) podium microphone and one (1) confidence monitor.
  - If additional AV equipment or staging is required, sponsors must contact the MDA Conference team for introduction with preferred vendors. All additional AV costs are the responsibility of the sponsor.
- **Food & Beverage (F&B) Included**: The cost of food and beverage service for Industry Forums is included in the sponsorship fee.
  - A hot lunch buffet is provided. If your organization requires a different lunch option or if any invited speaker has specific dietary restrictions, please notify the MDA Conference team no later than Monday, January 11, 2027.
- MDA will record and live stream all Industry Forum sessions. Sponsors will receive a copy of the recording post-conference.
- Sponsors may host a recording of their session on MDA's virtual platform for up to three (3) months.
- MDA will provide four (4) complimentary One-Day passes exclusively for invited speaker(s).
- MDA will send two (2) promotional emails announcing your session—four (4) weeks and two (2) weeks prior to the conference.

Event Sponsorships, Continued

- MDA does not track in-person attendance at Industry Forums. Sponsors are encouraged to track their own engagement using RSVPs and/or a lead retrieval system. Room location name and floorplan will be provided to the sponsor no later than early 2027.
- Room location name and floorplan will be provided to the sponsor no later than early 2027.
- **Industry Forum Rehearsal:** Access to the session room for rehearsals is limited to two (2) hours immediately prior to the scheduled start time. An AV tech(s) will be on hand for support. Should additional rehearsal time be required, requests must be submitted to MDA no later than Friday, December 18, 2026; additional fees will apply. Space is limited and not guaranteed.

- It is recommended that all forum speakers be present in person for an optimal session.
- One informational sign (up to 36" x 96") may be displayed the night before and/or the day of your event in an approved conference area, with placement to be determined at a later date. Sponsor is responsible for providing and placing the sign in the designated area.

Industry Forum Breakfast & Lunch Deadlines

Monday, January 25, 2027

- Industry Forum invitation - 8.5" x 11" PDF (***click here*** for style guide for PDF).
- All Industry Forum invitations must be fully approved and submitted by the deadline. This includes completion of all internal compliance reviews. No exceptions will be made.

Failure to comply with deadline will forfeit your announcement.

Trainee Networking Event

$30,000 per sponsor (max of 2) | LIVE



Demonstrate your organization's dedication to the NMD professional community by sponsoring the MDA Trainee Networking Event, which will be held on Sunday, March 21, 2027. This session will enable up-and coming neuromuscular-focused clinicians and researchers to network with peers and industry experts.

Sponsorship benefits include:

- Opportunity to deliver a 10-minute presentation to trainees on a topic relevant to early-career neuromuscular clinicians and researchers.
- Acknowledgment of your support through signs featuring your company logo.
- MDA to provide light snacks and beverages.

Event Sponsorships, Continued

Meeting Suites (Saturday – Wednesday)

LIMITED AVAILABILITY

$9,000 per room / per day | LIVE

Meeting suite rentals provide organizations with a private space to host meetings or gatherings. All meetings must comply with the regulations and guidelines outlined by the MDA Conference (refer to the details below). The price is charged per day, and the meeting rooms will be located within the hotel.

Please note that meeting space is limited and will be assigned on a first-come, first-served basis. Event attendees and sponsors may not reserve this space directly with the hotel.

The location of the meeting suite will be assigned no later than Wednesday, January 20, 2027, and any communication with hotel should not be attempted without prior consent from MDA. MDA will provide the contact information for food and beverage (F&B) and AV services.

Companies must exhibit and/or sponsor 2027 MDA Clinical & Scientific Conference to qualify for a Meeting Suite rental.

Deadline:

Meeting Suite inventory is limited and it is recommended to submit requests as early as possible. At no time does MDA guarantee availability and space is assigned on a first-come, first-served basis.

Meeting Suite Guidelines:

- Internal company meetings are permitted at any time.
- Meetings held during official conference sessions may not include more than three (3) healthcare professionals (HCPs) at any given time.
- If a meeting or event includes more than three (3) HCPs, an Ancillary Event application must be submitted. Additional fees may apply. All ancillary meetings and events must comply with established Ancillary Event Guidelines, including approved scheduling and timing requirements. (Please refer to the Ancillary Meetings section for full criteria, guidelines, and requirements.)
- Please note: the meeting space is not forklift accessible; only pallet jacks may be used for any necessary transport.

Event Sponsorships, Continued

Ancillary Events

LIMITED AVAILABILITY

$6,000 | LIVE

An ancillary event is defined as any function held in connection with the MDA Clinical & Scientific Conference by any organization other than MDA. All ancillary events require prior approval from MDA.

Requests will be reviewed in the order received. Please allow up to two weeks for review and confirmation of space availability. The $6,000 fee does not include food and beverage (F&B) or audiovisual (AV) services. If these services are needed, they must be requested at the time of application. Incomplete applications will not be accepted.

To be eligible for ancillary event space, companies must be an exhibitor and/or sponsor of the 2027 MDA Clinical & Scientific Conference.

If space is available, assignments will be made no later than Wednesday, January 20, 2027.

If your organization plans to hold an ancillary event, please submit the ***Ancillary Events Request Form*** to request the meeting space. Please note that meeting space cannot be reserved directly through the hotel.

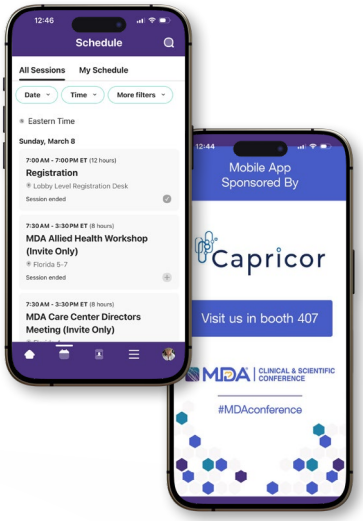
Ancillary Event Deadline:

Ancillary event space requests must be submitted no later than Monday, January 11, 2027; however, submission by this date does not guarantee availability, as space is assigned on a first-come, first-served basis.

Please contact MDA Conference Team at ***mdaconference@mdausa.org*** with questions regarding meeting suites & ancillary events.

Marketing Sponsorships

Event Mobile App for Conference Attendees (Exclusive)



$90,000 | HYBRID

SOLD

The event mobile app will be in the hands of all conference attendees approximately one week before the start of conference. This primary source of information for real-time conference info includes the agenda, exhibit hall map, push notifications, networking, etc.

Attendees earn points and win prizes for engagement with the app. As the exclusive mobile app sponsor, you will receive the following:

- Your logo on the app splash page. Your logo will display for up to five (5) seconds depending on the connection speed.
- Recognition of sponsorship level on app, including link to your choice of URLs.

Conference Name Badge & Lanyard (Exclusive)



$150,000 | LIVE

SOLD

Maximize your brand exposure with this exclusive sponsorship opportunity that combines two (2) highly visible placements. Your organization's logo will be prominently displayed on the 2027 conference badge, ensuring widespread visibility as all attendees are required to wear their badges at all times.

Moreover, your logo will be featured on the lanyards worn by all conference participants throughout the event, expanding the reach of your brand beyond the conference itself. This co-branded sponsorship with MDA ensures outstanding brand recognition and visibility among conference attendees and beyond.

Hotel Key Card and Sleeve (Exclusive)



$90,000 | LIVE

SOLD

Don't miss out on this exclusive opportunity to showcase your company logo to all attendees of the conference by featuring it on the hotel key cards and holders. Every attendee of the 2027 MDA Clinical & Scientific Conference staying at the Rosen Shingle Creek will receive one of these key cards and holders upon check-in. By displaying your message or logo on this highly visible item, you can increase brand recognition and make a lasting impression on a targeted audience.

Marketing Sponsorships, Continued

Paws & Pause Experience (1 Monday & 1 Tuesday)

$30,000 (One Day) | LIVE
$55,000 (Exclusive) | LIVE

SOLD



Give attendees a reason to pause, recharge, and connect.

This unique sponsorship supports a special experience in partnership with Golden Retriever Rescue of Mid-Florida Foundation (GRRMF), an organization dedicated not only to rescuing and rehoming Golden Retrievers, but also to bringing comfort and companionship to those in need through its Hearts of Gold Therapy Program.

Attendees will have the opportunity to interact with certified therapy dogs and their handlers while learning more about GRRMF's rescue, adoption, and therapeutic visitation programs. The experience provides a welcoming space for meaningful connections and memorable moments during the conference.

As a sponsor, your organization will receive prominent recognition through onsite signage and related marketing materials while supporting a nonprofit that positively impacts both people and pets. This sponsorship offers a meaningful opportunity to align your brand with compassion, community, and service.

Includes:

- Exclusive naming rights (e.g., "Paws for a Cause")
- Branding on event signage, conference app, and website
- Custom co-branded bandanas worn by therapy dogs during the event

Guest Room Mirror Cling (Exclusive)

$40,000 | LIVE

SOLD

Elevate your brand's presence at the conference with our exclusive 6" x 6" mirror clings. Strategically placed in guestrooms, these clings offer a unique opportunity to capture attendees' attention. Featuring your logo or message, they serve as subtle yet impactful reminders of your organization throughout the conference.

Guest Room Door Hanger (Exclusive)

$35,000 | LIVE

SOLD

Greet attendees as they enter and leave their rooms. Display a door hanger with your customized company message or logo on the doors of the official hotel rooms in which meeting attendees are staying.

Marketing Sponsorships, Continued

"Know Before You Go" Conference Email (Exclusive)

$35,000 | HYBRID

SOLD

Align your brand with one of the most highly anticipated and widely opened communications sent to all registered attendees just before the conference. The "Know Before You Go" email delivers essential event details, logistics, and key reminders, making it a trusted and frequently referenced resource as attendees prepare for their onsite experience.

Benefits include:

- Prominent brand placement within a high-visibility, must-read attendee email
- Direct exposure to all registered attendees prior to arrival (both in-person and virtual attendees)
- Opportunity to include a branded message, banner, or call-out (content subject to MDA approval)
- Distributed at a key moment when attendees are actively planning their conference experience

Patient Advocacy Pavilion (Exclusive)

$75,000 | LIVE

SOLD

Designed to foster collaboration between advocacy groups and all conference attendees in support of the neuromuscular disease (NMD) community. Positioned in a high-traffic area, the pavilion will be visually defined by branded pillars featuring your company's name and logo. This location offers strong visibility to conference attendees while maintaining a welcoming and accessible environment for meaningful engagement.



Marketing Sponsorships, Continued

Conference Registration Experience (Exclusive)

$125,000 | HYBRID

SOLD

Own the first impression. This exclusive opportunity places your brand at every key touchpoint of the attendee registration journey—from initial confirmation through onsite arrival—ensuring consistent, high-impact visibility across both digital and physical experiences.

As the Registration Experience Sponsor, your brand will be seamlessly integrated into the full registration lifecycle, reinforcing awareness and recognition at every stage.

Benefits include:

- Co-branded Registration Platform: Prominent brand placement on the conference registration site, a primary access point for all attendees, exhibitors, sponsors, and media
- Registration Confirmation Email Branding: Inclusion in confirmation communications sent to all registered attendees, providing early and repeated visibility
- Co-branded Onsite Registration Desk: High-impact branding opportunity at the physical registration area, one of the most highly trafficked locations at the conference. MDA will design and produce the registration graphics and incorporate the sponsor logo into the final creative.
- Alignment with a critical, high-traffic function that every attendee engages with



Marketing Sponsorships, Continued

Conference Welcome Bag (Exclusive)

$75,000 | LIVE

SOLD

Looking for a sponsorship opportunity that extends beyond the conference itself? Look no further than the highly visible conference welcome bag sponsorship. All conference attendees will receive a welcome bag upon registration check-in, featuring a co-branded logo of your company and MDA. This sponsorship offers an excellent opportunity to showcase your brand and reach a wider audience beyond the conference attendees. Don't miss out on the chance to increase your brand recognition and reach a larger audience through this exciting sponsorship opportunity. The cost of sponsorship includes the production and cost of the welcome bag and one (1) complimentary bag drop ($9,000 value).

All Conference Wi-Fi Access (Exclusive)

$85,000 | LIVE

SOLD

Optional Upgrade | Enhanced Digital Access Touchpoint $7,500

Consider sponsoring the conference Wi-Fi. Your company will have exposure in high-traffic areas, including registration, informing attendees of your sponsorship and providing the Wi-Fi password. In addition, your company name and logo will be prominently displayed in the conference mobile app under the Wi-Fi button. By sponsoring the conference Wi-Fi, your company can reach a wide audience and make a lasting impression on all attendees. Don't miss out on this unique opportunity to increase your brand recognition and exposure at the 2027 MDA Clinical & Scientific Conference.

Optional Upgrade: Enhanced Digital Access Touchpoint

Extend your reach with a branded landing page integrated into the conference platform access experience. This high-visibility placement ensures your brand is seen by all attendees at key moments as they return to the platform each day, reinforcing awareness through repeated, intentional engagement rather than a single impression.

Includes:

- Custom branded landing page within the conference platform
- Prominent logo placement and messaging visible to all attendees upon access
- Daily repeat visibility, increasing recall and brand recognition over the course of the event
- Opportunity to link directly to your website, or featured content

Marketing Sponsorships, Continued

Countdown Clock on MDAConference.org Homepage (Exclusive)

$25,000 | HYBRID

Put your brand front and center by sponsoring the countdown clock on the 2027 conference homepage. Your logo will appear next to the clock and link to a URL of your choice. With over 220,000 views in nine months, the site offers high-impact, repeated exposure to a targeted audience of clinicians, researchers, and industry professionals.

1:1 Partnering & Meeting Hub (Exclusive)

$50,000 | LIVE

SOLD

Create a central point for meaningful connection at the conference. This sponsorship integrates a 1:1 scheduling tool within the conference app, enabling attendees to discover, request, and schedule meetings with ease, paired with a dedicated, branded meeting space designed for those conversations to happen onsite.

The result is a seamless experience from digital matchmaking to in-person engagement, making it easier for clinicians, researchers, industry partners, and advocates to connect with purpose. As the sponsor, your brand is positioned at the center of these high-value interactions, with visibility embedded throughout the attendee journey.

Includes:

- Branding in the conference app
- Exclusive branding in and around the dedicated meeting space
- Opportunity to provide light signage or materials within the room
- Recognition in conference materials promoting the partnering experience

This is a high-utility sponsorship that supports collaboration while keeping your brand directly tied to the conversations that move the field forward.

Bag Drops

$9,000 | HYBRID

Ensure that all attendees are aware of your presence at the conference by taking advantage of this opportunity to include one print item in the welcome bags for all attendees. MDA will distribute your “Bag Drop” in two (2) ways for maximum exposure. Your printed item will be included in the welcome bag for in-person conference attendees upon registration check and will be sent to all virtual attendees starting on Saturday, March 20, 2027.

Marketing Sponsorships, Continued

Guest Room Door Drop (3 Sunday & 3 Monday)

$25,000 | LIVE



Looking to make a lasting impression on conference attendees? Consider a Guest Room Door Drop sponsorship at the Rosen Shingle Creek. This opportunity allows your branded materials to be placed directly at attendees' doors on Sunday and Monday evenings.

Sponsorship Benefits:

- Place your materials directly into the hands of attendees staying at the Rosen Shingle Creek.
- Limited to three sponsors per night, ensuring maximum visibility.
- Reach attendees during their personal time, enhancing brand recognition.
- All room drops will be delivered to guest rooms in a bag branded with the logos of all Guest Room Door Drop sponsors.

MDA Care Center Seat Drop

$15,000 | LIVE

Interested in dropping the latest information about your company at the MDA Care Center Directors meeting? Get a one-time seat drop at these specialty meetings designed for the MDA Care Center Network. This is a direct way to influence and bring awareness of your company to the Care Center Directors who care for the NMD community. Seat drops will be placed in a co-branded plastic bag with MDA's logo and all sponsoring organizations of the seat drop opportunity.

Bag Drop, Guest Room Drop, & Care Center Seat Drop Deadlines

- January 25, 2027 – PDF version of your item submitted for approval by MDA.
- Printed copies no larger than 8.5"x11" must be delivered to MDA Conference office in advance. Final deadlines and delivery instructions will be provided upon confirmation of sponsorship.
- Bag Drops & Guest Room Door Drop – qty. 1600
- Care Center Seat Drop – qty. 200.

Marketing Sponsorships, Continued

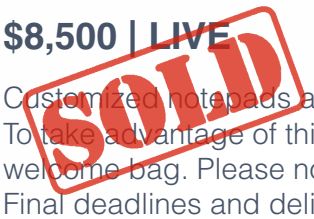
Pens (Exclusive)

$8,500 | LIVE

By providing pens with your company's name or logo, you can ensure that your business remains prominent in the minds of attendees. This opportunity is exclusive and allows you to place your brand directly in their hands. MDA will distribute the pens in the welcome bag. Please note the sponsoring organization must deliver 1600 pens to MDA Conference. Final deadlines and delivery instructions will be shared upon confirmation of sponsorship.

Notepads (Exclusive)

$8,500 | LIVE



Customized notepads are highly sought after at conferences and are always a hit with attendees. To take advantage of this opportunity, you provide the notepads, and MDA will distribute them in the welcome bag. Please note the sponsoring organization must supply 1600 notepads to MDA Conference. Final deadlines and delivery instructions will be shared upon confirmation of sponsorship.

Quest Magazine Belly Tip (Exclusive)

$25,000 | LIVE (Full Page 2-Sided Cover Tip)



Quest Magazine offers a premium position full page double-sided piece that is adhered (left side glue strip) to the magazine's front cover to provide a high visibility promotional opportunity. Printed belly tips can be customized with a logo, product information, including QR Code source tracking. *Quest Magazine* is included in the conference welcome bag, given to all attendees.

Design specs provided after sponsor commitment.

***Quest* Ad Deadlines:**

- Sponsorship must be secured prior to December 1, 2026.
- All materials due to MDA by January 18, 2027. (No extensions will be provided)
- *Quest* print insertion order required.

Marketing Sponsorships, Continued

Custom Cookie Sponsorship (Exclusive)

$25,000 | LIVE

Add a sweet touch to the conference experience with our exclusive Cookie Sponsorship! Your organization will be featured on delicious, individually wrapped cookies included in every attendee's welcome bag. Whether you choose a custom logo design, or a unique shape, this sponsorship offers a memorable and personal way to make a first impression. Treat attendees to something they'll enjoy—and remember you by!

Includes:

- Cookie featuring custom branding selected by the sponsor
- Choose from square, round or rectangle cookies.

Conference App Push Notifications

$2,500 (Limited opportunities available) | LIVE

SOLD

Put your message directly in front of attendees with targeted push notifications delivered through the official conference app. This opportunity provides immediate, high-visibility access to participants while they are actively engaged onsite.

Benefits include:

- Direct reach to conference attendees on their mobile devices for maximum visibility
- Ability to promote your brand, booth, or on-site activities in real time
- Up to 100 characters per message for concise, high-impact communication
- Includes up to three messages per sponsorship
- Deployment timing managed by MDA to optimize engagement
- All messages are subject to MDA review and approval to ensure quality and alignment with the conference experience

Conference Branding Opportunities

Maximize visibility with strategic branding placements throughout high-traffic areas of the conference venue. From escalator wraps to elevator doors and exhibit hall entryway signage, these opportunities deliver consistent exposure and reinforce your brand presence where attendees gather, connect, and move. To inquire, contact Cortney Mott at ***clmott@mdausa.org***.

Escalator Branding (Exclusive)

$60,000
Set 1 – Gatlin Side (Exhibit Hall)
Set 2 – Panzacola Side (Sessions)

SOLD

Put your brand in motion—literally. This exclusive opportunity places your company's messaging on both the escalator glass panels (inside of the escalators) ensuring continuous and high-impact visibility as attendees move between the Rotunda, exhibit hall, and conference session levels. Located in a high-traffic area, this branding delivers sustained impressions and reinforces your presence across multiple days of the event. Four (4) escalators total.



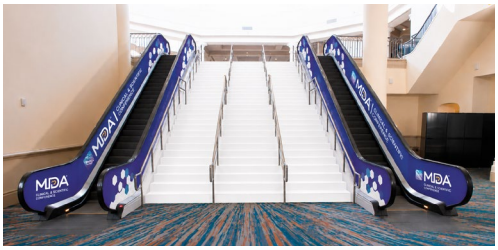


Exhibit Hall Entrance Branding (Exclusive)

$65,000

SOLD

Welcome attendees with impact. As the exclusive sponsor of the exhibit hall entrance, your brand will be featured on three custom doorway arch graphics leading into the exhibit hall. MDA will produce and install your company's artwork, co-branded with the MDA Conference logo, creating a unified and eye-catching entryway. This is a high-visibility opportunity to align your brand with the attendee experience from the moment they arrive.



Conference Branding Opportunities, Continued

TV Branding (Exclusive)

$35,000

SOLD

The Guest Room TV Screen Sponsorship offers a unique opportunity to connect with attendees in a highly visible and personal setting—their hotel room. Your brand message, logo, or custom content will be featured on in-room television screen(s), ensuring repeated exposure throughout each guest's stay. This placement allows you to reach attendees during downtime, reinforcing brand recognition in a relaxed environment. Ideal for promoting key messaging, products, or services. This sponsorship delivers consistent visibility beyond the conference floor.



Hotel Elevator Door Wrap

$25,000 per set

SOLD

Option 1 – Conference Center – Set of 2 (1 Available)
Option 2 – Guest Rooms – Set of 2 (2 Available

Make your brand part of the journey. This exclusive sponsorship places your company's messaging on elevator doors facing each other in a high-traffic area of the Rosen Shingle Creek. As attendees move between floors of hotel sleeping rooms or the exhibit hall & session rooms, your wrap delivers repeated exposure and instant recognition of your product, service, or brand. A visually impactful way to build awareness and reinforce your presence throughout the event.



Branded Stacking Cubes

$10,000 (5 Available – Sets of 2)

SOLD

Command attention from every angle. These custom-designed cube stacks are placed in high-traffic areas and feature your logo, messaging, or artwork on all visible sides. Their bold, multi-sided design ensures maximum visibility and creates a dynamic presence that engages attendees as they move through the venue. A versatile and visually striking way to showcase your brand throughout the conference. This is a co-branded opportunity. Cubes will be placed in high-traffic areas such as hallways between meeting rooms, the exhibit hall, and breakout rooms. Final placement will be determined at MDA's discretion.



Sponsorships Levels

Your sponsorship level is based on your total investment in MDA sponsorships, including exhibit space but excluding attendee registration fees.

Select levels offer expanded visibility through press releases and video promotions. Please refer to the preceding pages for details on individual opportunities and to determine the level of support that best aligns with your objectives.

LEVEL	SPONSORSHIP BENEFITS
Strength of Life Partner Total Investment: **$311,000+**	Recognition in conference materials as MDA Strength of Life Partner • Company logo placement on the website, mobile app & virtual event platform • Recognition of sponsorship level on app, including link to your choice of URLs • **Inclusion in up to four (4) MDA Conference press releases distributed via national newswire.** • **Recognition in a pre-conference promotional video distributed via email to all registered attendees. The video will also be featured on the official MDA Clinical & Scientific Conference website, providing extended visibility leading up to the event.** • Company branding on in-person conference and general session areas. • Five (5) complimentary in-person conference passes • Six (6) complimentary virtual conference passes • Social media recognition
Circle of Strength Total Investment: **$241,001–$310,999**	Recognition in conference materials as MDA Circle of Strength Sponsor • Company logo placement on the website, mobile app & virtual event platform • Recognition of sponsorship level on app, including link to your choice of URLs • **Inclusion in up to four (4) MDA Conference press releases distributed via national newswire.** • **Recognition in a pre-conference promotional video distributed via email to all registered attendees. The video will also be featured on the official MDA Clinical & Scientific Conference website, providing extended visibility leading up to the event.** • Company branding on in-person conference and general session areas. • Four (4) complimentary in-person conference passes • Five (5) complimentary virtual conference passes • Social media recognition

Sponsorships Levels, Continued

LEVEL	SPONSORSHIP BENEFITS
Impact Sponsor Total Investment: **$171,001–$241,000**	Recognition in conference materials as MDA Impact Sponsor • Company logo placement on the website, mobile app & virtual event platform • Recognition of sponsorship level on app, including link to your choice of URLs • Company branding on in-person conference and general session areas • Three (3) complimentary in-person conference passes • Four (4) complimentary virtual conference passes • Social media recognition
Empowerment Sponsor Total Investment: **$101,001–$171,000**	Recognition in conference materials as MDA Empowerment Sponsor • Company logo placement on the website, mobile app & virtual event platform • Recognition of sponsorship level on app, including link to your choice of URLs • Company branding on in-person conference and general session areas • Two (2) complimentary in-person conference pass • Three (3) complimentary virtual conference pass • Social media recognition
Champion Sponsor Total Investment: **$25,001–$101,000**	Recognition in conference materials as MDA Champion Sponsor • Company logo placement on the website, mobile app & virtual event platform • Recognition of sponsorship level on app, including link to your choice of URLs • Company branding on in-person conference and general session areas • One (1) complimentary in person conference pass • Two (2) complimentary virtual conference passes
Friend of MDA Total Investment: **$10,000–$25,000**	Recognition in the following conference materials as Friend of MDA • Company branding on in-person conference and general session areas • Company logo placement on the website, mobile app & virtual event platform • Recognition of sponsorship level on app, including link to your choice of URLs

Rules & Guidelines

Photography & Videotaping Policy

Because of the sensitive nature of many of the sessions and presentations, videotaping and photography are strictly prohibited during all sessions of the 2027 conference, including general sessions, breakouts, keynote address, poster sessions, Industry Forums, and receptions. Photography is allowed only in your own exhibit space and cannot include any neighboring booths or conference attendees.

Badges

Badges must be worn at all times during the conference. Badge sharing is prohibited and monitored by the MDA conference team. The company/institution name that appears on the badge must be the one listed at time of purchase. Company name changes will not be allowed on-site.

2027 Registration Rates

Live Conference registration fees provide access to the in-person conference March 21-24, 2027 at the Rosen Shingle Creek with post event access to our on-demand conference content via our virtual event platform for three (3) months. Access to virtual platform will be provided 72 hours post conference. Early-bird registration ends **Dec. 31, 2026.**

Virtual conference registration fees provide access to the live streaming virtual conference, March 21-24,2027 with access to all on-demand conference content via our virtual event platform for three (3) months.

Registration Cancellation/Refunds

There is a $100 cancellation fee, and balance will be refunded until February 12, 2027. There will be no refunds for cancellations received after February 12, 2027, 11:59 p.m. ET. If you are unable to attend, you may transfer the badge (one time) to another person within the same company/institution before February 17, 2027.

If you must change from in-person registration to virtual registration, you may do so one time only for a partial refund up until February 17, 2027. Any change to registration type after this date will not be refunded.

Changes from virtual registration to in person registration may be done any time at the prevailing in-person registration rates.

Rules & Guidelines, Continued

Patients & Caregivers

Patients and caregivers registered with MDA are welcome to attend the virtual conference at no cost. Those interested in attending in person may apply for the discounted patient/caregiver rate, subject to availability.

To apply for either virtual or in-person attendance, please visit the conference registration page ***here*** for the application. Please allow up to 14 days for application review.

The deadline to apply is February 26, 2027. Applications received after this date will be reviewed following the conclusion of the conference, with access provided to all sessions on demand.

Attendee Lists

MDA does not sell, share, or distribute its attendee or registration lists to sponsors, attendees, or third parties. Any solicitation claiming to offer this information on MDA's behalf is unauthorized, should be considered fraudulent, and reported to MDA.

2027 Registration Fees

Category	Early Bird	Standard	On-Site	Virtual Standard Rates Only
Scientist/Physician	$599	$749	$1,049	$299
Allied Healthcare Provider	$499	$649	$949	$299
Industry (Sponsor)	$1,599	$1,849	$2,149	$899
Industry/Investor (Non-sponsor)	$1,799	$2,049	$2,349	$899
Non Profit Organization/ Government	$399	$549	$849	$299
*Patient/Caregiver	$399	$549	$849	No Charge
MDA Care Center Physician	$399	$549	$849	No Charge
MDA Care Center Allied Healthcare Provider	$299	$449	$749	No Charge
MDA RAC/MVP Member	No Charge	No Charge	No Charge	No Charge
Academic Fellow/Trainee	No Charge	No Charge	No Charge	No Charge
MDA Care Center Director	No Charge	No Charge	No Charge	No Charge

*The Registration deadline for Patients/Caregivers/Volunteers is **February 26, 2027**.

Join the Community

- Instagram: @mdaorg
- Facebook: MDAorg
- X: @MDAorg
- LinkedIn: Muscular Dystrophy Association
- YouTube: YouTube.com/MDA
- Advocacy X: @MDA_Advocacy
- TikTok: @mdaorg
- Twitch: MDA_LetsPlay
- Discord: MDA Let's Play

MDA® Muscular Dystrophy Association