The 2021 MDA Clinical & Scientific Conference will take place March 15-18, 2021, in an all-virtual environment, which will include scheduled live-broadcast sessions, on-demand videos, virtual networking sessions, exhibits and poster sessions.

As the pandemic has forced us to navigate the way in which we connect as individuals and as a community, virtual conferences and events have become the norm. They are a way to stay in touch, and up to date on the most critical education and resources for the professional community. We are striving to provide the most engaging and interactive setting that will allow all attendees to participate, network and connect.

Starting on March 15, 2021, the virtual event content may be accessed via the 2021 MDA Virtual Conference Platform. Attendees can participate in sessions both in real-time and on demand to meet their scheduling requirements.

The 2021 Conference will include concurrent sessions focusing on translational and preclinical research, clinical trials and clinical management in neuromuscular disease (NMD) as well as current topics on COVID-19 and the impact on the NMD community.

In addition to our 2021 MDA Clinical & Scientific Conference, and based on overwhelming requests from attendees and NMD specialists, MDA will bring our Conference content year round through a series of one-day Virtual Summits, focusing on specialty topics to provide the most relevant research and clinical care content to our larger professional audience.

Preliminary topics for our Virtual Conference Summits include:

- Precision Medicine: From Genetic Testing to Gene Therapy
- PT/OT Updates for Pediatric and Adult Practices
- Best Practices for Coordination of Transitions in Care
- Team Approaches: Palliative Care and Social Work in NMD
- Access & Reimbursement In NMD
- Health Disparities and Supporting the Under-Served NMD Community

MDA has never been more vital to the protection of the highly vulnerable community of individuals living with neuromuscular diseases, their caregivers and clinicians who care for our community than right now. Our commitment to NMD research and clinical care is more important than ever.

Do not miss out on what will be not only the defining event in NMD in 2021 but also one of your biggest opportunities to stand with MDA and stand out in your field.
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MDA CONFERENCE STATS

2019 & 2020 PARTICIPATION BY OCCUPATION

- **24%** Industry, Government, Press, Investors
- **20%** PhD
- **21%** MD / MD, PhD
- **18%** Allied Health Professionals
- **7%** Exhibitors
- **11%** Other (Staff, Guests, NPO)
- **18%** Allied Health Professionals

WHY REGISTER?

- Learn about the latest research advancements and clinical achievements in neuromuscular diseases
- Our virtual conference merges timely content with high-level speakers
- We provide critical support to the NMD community through our Care Centers, Grants and Medical Education
ABSTRACT SUBMISSIONS

ABSTRACT SUBMISSION & POSTER SESSION INFORMATION

In the coming weeks, the 2021 Abstract Submission Portal will open! In the meantime, we encourage all those planning to submit an abstract to prepare now! Please take this opportunity to review guidelines, policies, and submission categories to prepare your abstract for submission to the 2021 Conference. The submission deadline is December 31, 2020, at 11:59 PM ET. Announcements will be made once the portal is live and ready to accept all submissions.

Abstract Submission Guidelines:
- The first author (presenting author) will receive all future correspondence from MDA regarding the abstract.
- Abstract titles should be 150 characters including spaces. Abstract body should not exceed 300 words.
- Additional details will be available when the submission portal opens.

Poster Session Guidelines:
- Final submissions will be a one-page PDF version of the poster.
- All submissions must include the first name, last name, and email address of the author best suited to answer questions.
- QR codes may be included as part of your poster to direct viewers to a download of your poster.
- Final submission deadlines, PDF specifications and the submission process will be announced shortly via email.

Posters will be viewable throughout the entire virtual Conference, March 15-18, 2021. Dedicated poster session times will be as follows.*
- Monday, March 15, 6 PM - 9 PM
- Tuesday, March 16, 6 PM - 9 PM
- Wednesday, March 17, 6:30 AM - 9 AM
- Thursday, March 18, 12 PM - 1:30 PM

Authors may submit abstracts on the following topics in NMD research and care:
- Pre-Clinical Research
- Translational Research
- Clinical Trials
- Clinical Management
- Other

*Dates and times are subject to change. Please note all times are in Eastern Time Zone.
REGISTRATION & NETWORKING

WHEN  March 15 - 18, 2021
WHERE  Anywhere you want to be!

2021 REGISTRATION RATES

Registration fees provide access to the March 15-18 2021 Conference as well as our NEW Virtual Conference Summits taking place throughout 2021. Additional details to come.

Cancellation/Refunds

There is a $100 cancellation fee, and your balance will be refunded until Feb. 14, 2021. No refunds for cancellations received after Feb. 14, 2021, 11:59 PM ET. If you are unable to attend, you may transfer the registration (one time) to another person within the same company/institution before March 6, 2021.

PHOTOGRAPHY & VIDEOTAPING POLICY

Because of the sensitive nature of many of the sessions and presentations, recording and photography of the 2021 virtual Conference, including general sessions, breakouts, keynote address, poster sessions, and Industry Forums are strictly prohibited. Photography is allowed only of your own exhibit space and cannot include any neighboring booths or Conference attendees. Conference sessions will be made available on-demand for all registered attendees for 12 months.

NETWORKING SESSIONS

Networking Sessions will be held each night of the Conference to provide opportunities for attendees to meet and engage, socialize and discuss key topics that are important to their specialties. Additional scheduling and details will follow in the coming months.

Networking Sessions are available for sponsorship.

Sessions Planned Include:

- Scientists and Researchers – evening of Monday, March 15
- Physical Therapists, Occupational Therapists and Respiratory Therapists – evening of Tuesday, March 16
- Social Workers, Care Coordinators and Palliative Care Specialists – evening of Wednesday, March 17

CONTINUING THE CONVERSATION

We will be hosting Continuing the Conversation Sessions within our Virtual Networking Lounge for additional discussion after key conference presentations. These sessions will allow attendees to connect with peers, facilitate additional Q&A and further the discussion. The schedule will be announced closer to the Conference.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>EARLY BIRD</th>
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<tbody>
<tr>
<td>Industry/Investor Attendee</td>
<td>$450</td>
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<tr>
<td>Scientist/HCP</td>
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<td>Non-Profit</td>
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<tr>
<td>Government</td>
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<td>MDA Care Center/HCP/ Affiliate/Associated Provider</td>
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<td>MDA RAC/MVP Member Provider</td>
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<tr>
<td>Academic Fellow/Trainee</td>
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</table>
**EXHIBIT INFORMATION**

**IMPORTANT DATES TO REMEMBER**

Booth applications must be submitted by **February 1, 2021**, via the online portal.

**EXHIBIT INFORMATION**

Your virtual booth will provide attendees the opportunity to connect with you 1:1 and view your product videos and materials. Exhibitors will benefit from the boost in market awareness and generation of high quality leads. This must-not-miss opportunity will showcase your products and services, help you build strong relationships with key influencers and stakeholders, and demonstrate your commitment to MDA and the therapeutic progress. Attendees will partake in interactive gamification that will drive them directly to the Exhibit Hall. Frequent push notifications will ensure attendees keep the Virtual Exhibit Hall top of mind.

Exhibitors have the opportunity to participate in our year-long virtual Exhibit Hall as part of the Conference Summits. These Summits will take place throughout the year on various topics in NMD.

**EXHIBIT SCHEDULE**

- **Monday, March 15** 10 AM – 6 PM (Soft Opening)
- **Tuesday, March 16** Open All Day (Dedicated Exhibit Session 6 PM - 9 PM)
- **Wednesday, March 17** Open All Day (Dedicated Exhibit Session 6 PM - 9 PM)

**Selecting Your Preferred Virtual Booth Space**

The booth selection process will be on a first-come, first-served basis. The Exhibit Hall will be located within the virtual event platform. Exhibitors can select from four different booth design options. Exhibit material deadlines and additional details will be provided to all exhibitors.

For more information, please contact Nicole Camacho at ncamacho@mdausa.org.

*These times are subject to change. Please note all times are in Eastern Time Zone.*
EXHIBIT INFORMATION

SELECTING YOUR PREFERRED VIRTUAL BOOTH SPACE

- The booth selection process will be on a first-come, first-served basis. The Exhibit Hall will be located within the virtual event platform. Exhibitors can select from four different booth design options.

- Booth applications must be submitted by February 1, 2021, via the online portal.

Virtual Booth Reservations

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

CANCELLATION OF SPACE

Notification of an exhibitor’s decision to cancel their virtual booth space must be sent via email to Nicole Camacho at ncamacho@mdausa.org.

Any company that does not notify MDA of its cancellation by Dec. 31, 2020, or does not occupy its virtual booth space, will forfeit 100% of its exhibit fee.

- 50% of booth fees will be retained by MDA if cancelled before Dec. 1, 2020.

- Booths booked after December 31, 2020 will not be eligible for refunds.

EXHIBIT HALL OPPORTUNITIES FOR PATIENT ADVOCACY & NONPROFIT ORGANIZATIONS

MDA views the annual professional conference as a convening event for nonprofit and patient advocacy organizations in the NMD space. Thus, virtual tabletop exhibit booth space will be made available at no cost to the first 10 members of MDA’s Neuromuscular Advocacy Collaborative that apply to be exhibitors. All materials to be shared or provided through this activity must be educational and must follow the guidelines for any other exhibitor in the hall (no fundraising, direct sales, etc.). Because MDA is committed to ensuring that all resources of the patient advocacy groups are deployed in their respective missions of helping those we serve, we do not accept financial support or sponsorship for the conference from other nonprofit patient advocacy groups.

If you are not a member of the Neuromuscular Advocacy Collaborative and would like more information, please contact Brittany Hernandez at bhernandez@mdausa.org.

Fundraising by any other organization other than MDA is prohibited.

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

If you would like to be considered for the Patient Advocacy Pavilion, please contact Nicole Camacho at ncamacho@mdausa.org.
VIRTUAL BOOTH EXAMPLES

BOOTH OPTION 1:

- Includes 6 branding locations
- Exhibit Booth can be purchased for the Conference only or for the full year
- Costs:
  - Full Year: $2,700
  - Conference Only: $1,350

BOOTH OPTION 2:

- Includes 5 branding locations
- Exhibit Booth can be purchased for the Conference only or for the full year
- Costs:
  - Full Year: $2,400
  - Conference Only: $1,200
VIRTUAL BOOTH EXAMPLES

BOOTH OPTION 3:

- Includes 4 branding locations
- Exhibit Booth can be purchased for the Conference only or for the full year
- Costs:
  - Full Year: $2,100
  - Conference Only: $1,050

BOOTH OPTION 4:

- Includes 3 branding locations
- Exhibit Booth can be purchased for the Conference only
- Cost:
  - Conference Only: $750
SPONSORSHIP, ADVERTISEMENT, & PROMOTION

EVENT SPONSORSHIPS

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. All collateral must be submitted to MDA for approval prior to production.

Sponsorship contributions help support MDA’s mission to transform the lives of individuals living with NMDs through:

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

For more information on how to secure your conference sponsorship, please contact Pam Bittner at pbittner@mdausa.org.

**Industry Forums (6 Available)**

**$40,000**

Industry Forums provide an opportunity to present an educational topic related to NMDs during the midday. Conference sessions will not be held during the time dedicated for our Industry Forums. Industry Forums must not exceed a 90-minute runtime. Show your organization’s commitment to the NMD community through this sought-after opportunity. Industry Forums are available on a first-come, first-served basis.

A promotional video may be added as an introduction to your Industry Forum. Video is to be recorded by industry sponsors at their expense. MDA will work with the virtual platform provider to add the video to your Industry Forum session.

MDA will send 2 emails announcing your sponsorship of an Industry Forum 6 weeks and 2 weeks before the Conference to all registered attendees.

MDA does not offer CME for these programs. If CME is required, industry sponsors must provide this through a separate provider.
SPONSORSHIP, ADVERTISEMENT, & PROMOTION

EVENT SPONSORSHIPS

**Patient Advocacy Pavilion (Up to 2 Sponsors)**

$20,000

This sponsorship provides the opportunity for additional Patient Advocacy organizations to connect with NMD clinicians and researchers in order to share information about their patient resources and build relationships with leaders who care for our community. Your company name and logo will be displayed on a banner above each Patient Advocacy Booth. This sponsorship will be live for 12 months.

**Virtual Door Drops**

$2,500

Make sure our attendees know you are taking part of the Virtual Conference! This opportunity allows you to include one digital PDF to be delivered to all conference attendees prior to the Conference opening. You will need to provide The PDF to MDA no later than February 1, 2021.

**Virtual Exhibit Hall Entry Graphics (Exclusive)**

$15,000

This sponsorship provides an opportunity to be front-and-center on the wall that welcomes all visitors to the Virtual Exhibit Hall. You provide the logo file and the destination link and let technology do the rest. This sponsorship will be live for 12 months.

**MDA Scholars Networking Session (Exclusive)**

$5,000

Show your organization’s commitment to the NMD professional community by sponsoring the 2021 MDA Scholars Networking Session on Monday, March 15, 2021. This event supports early-career researchers in connecting with colleagues and thought leaders. With this sponsorship, you receive the following:

- 1-hour invitation-only networking reception in the Scholars “Lounge”
- Your company logo acknowledging your support via MDA.org and within the Virtual Conference Platform

**Networking Lounges**

$5,000

The Virtual Conference is expected to attract over 1,200 neuromuscular disease professionals from around the globe. Attendees will be able to seamlessly connect live throughout the entire event with like minded individuals by joining curated chat groups. Your company logo will be displayed when entering the virtual networking lounge.
# Sponsorship Levels

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

<table>
<thead>
<tr>
<th>Level Title</th>
<th>Sponsorship Benefits*</th>
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<tr>
<td><strong>Strength of Life Partner</strong></td>
<td>- Company logo recognition for 12 months in virtual lobby</td>
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<td></td>
<td>- Company logo recognition for 12 months on MDAConference.org and MDA.org</td>
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<tr>
<td></td>
<td>- Company logo recognition in virtual auditorium on rolling PowerPoint</td>
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<tr>
<td></td>
<td>- Company logo in pre-event marketing campaigns</td>
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<tr>
<td></td>
<td>- Company logo recognition on screen during opening remarks (logo not clickable)</td>
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<td></td>
<td>- 8 complimentary virtual conference passes</td>
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<td></td>
<td>- Social media recognition on Twitter (up to 2 times)</td>
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<td>Total Investment: $30,000+</td>
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<tr>
<th><strong>Circle of Strength</strong></th>
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<tbody>
<tr>
<td></td>
<td>- Company logo recognition for 12 months in virtual lobby</td>
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<tr>
<td></td>
<td>- Company logo recognition for 12 months on MDAConference.org and MDA.org</td>
</tr>
<tr>
<td></td>
<td>- Company logo recognition in virtual auditorium on rolling PowerPoint</td>
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<td></td>
<td>- Company logo in pre-event marketing campaigns</td>
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<tr>
<td></td>
<td>- 6 complimentary virtual conference passes</td>
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<td></td>
<td>- Social media recognition on Twitter (up to 2 times)</td>
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<td>Total Investment: $15,000–$29,999</td>
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<tr>
<th><strong>Impact</strong></th>
<th>Sponsorship Benefits*</th>
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<tbody>
<tr>
<td></td>
<td>- Company logo recognition on MDAConference.org and MDA.org</td>
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<tr>
<td></td>
<td>- Company logo recognition in virtual auditorium on rolling PowerPoint</td>
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<tr>
<td></td>
<td>- 4 complimentary virtual conference passes</td>
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<td></td>
<td>- Social media recognition on Twitter (1 time)</td>
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<tr>
<td>Total Investment: $3,000–$14,999</td>
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<tr>
<th><strong>Friend of MDA</strong></th>
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<tr>
<td></td>
<td>- Company logo recognition on MDAConference.org and MDA.org</td>
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<tr>
<td>Total Investment: $750–$2,999</td>
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*All company logos are clickable to the sponsors preferred web-page unless otherwise specified.*