MDA®

CLINICAL & SCIENTIFIC CONFERENCE

2023

CONFERENCE PROSPECTUS

A LETTER FROM MDA'S PRESIDENT & CEO

MDA is delighted to announce the 2023 MDA Clinical & Scientific Conference being held March 19-22, 2023, in Dallas, TX at the Hilton Anatole. On the heels of our extremely successful return to in-person events, we look forward to offering the NMD community our first-in-class conference once again both in person as well as virtually in 2023.

It goes without saying that the world around us has changed over the past two years in ways we never could have imagined. Fortunately, the search for neuromuscular disease (NMD) treatments was able to move forward throughout the pandemic as research laboratories and clinical trials quickly adapted to our new realities.

The Muscular Dystrophy Association (MDA)'s mission to empower the people we serve to live longer more independent lives continued and is happening right now through the ever-expanding pipeline of promise - 15 FDA approved drugs for neuromuscular disease in the last 12 years. Those treatments were created from MDA's vision to open a new field of medicine and push the boundaries of the medical frontier we call genetic medicine.

In the 21st century, MDA leads the way in developing treatments and cures on that new medical frontier. For virtually all human history, people with a genetic disease had no hope of a treatment. People with progressive genetic diseases – the ones that get worse over time like muscular dystrophy and most neuromuscular diseases – had no hope of even slowing their disease's relentless progress and gaining a longer life. Today, however, for the first time in history and for the first time in medicine, MDA-supported scientists and clinicians are helping develop the first FDA approved treatments for genetic diseases that are stopping some and slowing many others.

Hope for a longer, more independent life is now becoming a reality for thousands of patients with muscular dystrophy and related diseases. And the pipeline of promise – more life empowering treatments and cures – is growing and creating ever more hope for the millions of patients and their families who are at the heart of MDA's mission and vision.

The 2023 Conference will explore all aspects of pre-clinical, translational, and clinical research and care across NMD to support the development of better care and treatments for our community. Once again, MDA is excited to work with our planning committee, session chairs and speakers to deliver unparalleled content.

Please join us for what is sure to be the not-to-miss conference for the NMD community. We look forward to gathering together again as we transform the lives of people affected by neuromuscular disease.

Sincerely,

Donald S. Wood, Ph.D.
President and CEO
Muscular Dystrophy Association

TABLE OF CONTENTS

2022 Conference Attendance 4

Conference by the Numbers 4

General Information 5

Important Dates to Remember 5

Exhibit Information ..... 6 - 7

Exhibit Hall Information ..... 8 - 9

Exhibitor Benefits ..... 8 - 9

Reservation and Payment Information 10

Patient Advocacy & Nonprofit Organizations 11

Sponsorship, Advertisement & Promotion ..... 13 - 23

Sponsorship Levels ..... 24 - 25

Rules & Guidelines ..... 26 - 28

2022 CONFERENCE ATTENDANCE

2022 Participation By Numbers

Attendee Type	In-Person	Virtual	Percentage	Overall
Physician/Researcher (MD and/or PhD)	359	209	33%	568
Allied Health (RN, NP, SW, GC, PT, OT, etc.)	164	81	14%	245
Non-Profits	24	98	7%	122
Other (Industry, Investor, Press, BoD, Staff etc.)	481	303	46%	784
Total Registered	1028	691	N/A	1719

IN-PERSON

1028 IN-PERSON ATTENDEES

32 SESSIONS *with one full day of clinical trial updates*

120 SPEAKERS

30 EXHIBITORS

10 INDUSTRY FORUMS

VIRTUAL

691+ VIRTUAL ATTENDEES*

32 VIRTUAL POSTERS

120 VIRTUAL EXHIBITS

*Number is for live-stream attendees, on-demand number is still growing!

GENERAL INFORMATION

When:

March 19 – 22, 2023

Where:

Hilton Anatole, Dallas, TX

Important Dates to Remember

- Exhibit Booths reservations must be submitted by **January 13, 2023***
- Housing information and registration information will be available in late summer 2022
- Exhibit Kits will be available in Fall 2022

Hotel Accommodation

MDA is offering special hotel rates for 2023 conference attendees, speakers, and partners. Rooms are assigned on a first-come, first-served basis. There is no guarantee that a room in the discounted block will be available, so we recommend booking as early as possible. The cut-off date for accepting reservations into this room block is **Wednesday, March 1, 2023, or until room block is full**.

Hotel Rates

- Single Occupancy — $259.00/night
- Double Occupancy — $259.00/night

All room rates are quoted exclusive of applicable state and local taxes, which are currently 15.26%, a $2.50 City Tax, and optional resort fee of $25 per night.

General Session Location – **Trinity Ballroom**
Exhibit Hall Location – **Trinity Exhibit Hall**

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

Saturday, March 18th
2:00 p.m. – 6:00 p.m. CT
(Care Center Directors & Exhibitors ONLY)

Sunday, March 19th
7:00 a.m. – 8:00 p.m. CT

Monday, March 20th
7:00 a.m. – 8:00 p.m. CT

Tuesday, March 21st
7:00 a.m. – 6:00 p.m. CT

Wednesday, March 22th
7:00 a.m. – 1:00 p.m. CT

*All dates and times are subject to change

Exhibit Hall Schedule*

Sunday, March 19th
6:00 p.m. – 8:00 p.m. CT
(Welcome Reception in the Exhibit Hall)

Monday, March 20th
10:30 a.m. – 1:30 p.m. CT
3:00 p.m. – 5:00 p.m. CT
6:00 p.m. -8:00 p.m. CT
(Evening networking reception in the Exhibit Hall)

Tuesday, March 21st
10:30am – 1:30 p.m. CT
3:00 p.m. – 5:00 p.m. CT
6:00 p.m. – 8:00 p.m. CT
(Evening networking reception in the Exhibit Hall)

*Times are subject to change

EXHIBIT INFORMATION

Installation of Exhibits

Saturday, March 18th
12:00 p.m. – 5:00 p.m.
(20' x 20' only)

Sunday, March 19th
8:00 a.m. – 4:00 p.m.
(Booth must be complete by 4pm for inspection before the evening reception)

Dismantling of Exhibits*

Tuesday, March 21st
8:00 p.m. – 11:00 p.m.

Wednesday, March 22nd
8:00 a.m. – 5:00 p.m.

*Dismantling of booth prior to scheduled times is strictly prohibited. Penalties and fines due to disruption, loss of business and accident or injuries may be assessed.

Selecting Your Preferred Booth Space

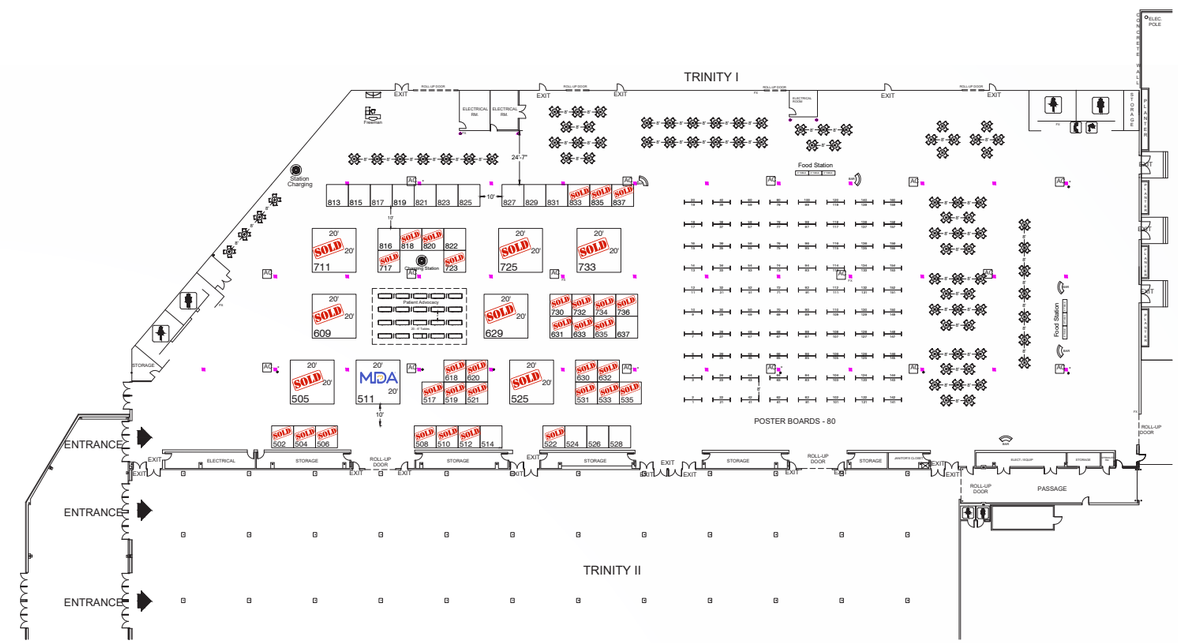
The booth selection process will be on a first-come, first-served basis. The Exhibit Hall will be located in Trinity Exhibit Hall in the Hilton Anatole. Complete rules and show services will be available in the exhibitor kit Freeman will be the general contractor for the trade show.

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.
- **The 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.

Exhibitor Benefits

- 2 Complimentary Exhibit Hall passes per 10'x10' exhibit booth space
- Complimentary listing & logo placement in the only conference mobile app
- Dedicated receptions in the Exhibit Hall daily



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

RESERVATION & PAYMENT INFORMATION

Booth Fees

20' x 20' Booth (based on availability) .....$42 per square foot
(Includes both live and virtual exhibit)

Corner 10' x 10' Booth (up to 10' x 30') ..... $36 per square foot
(Includes both live and virtual exhibit)

10' x 10' Booth ..... $34 per square foot
(Includes both live and virtual exhibits)

Virtual Only $1,000

The price of the booth includes the following:

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

***Note: Does not provide access to conference sessions/programming.**

Booth Reservations

Booth reservations are payable by credit card and payment is due at the time of selection.
To secure your booth, please visit the **Exhibit Portal**.

Cancellation of Space

Notification of an exhibitor's decision to cancel their space must be sent via email to **MDAConference2023@syneoshealth.com**.

Any company that does not notify MDA of its cancellation by Dec. 31, 2022, or does not occupy its space on-site, will forfeit 100% of its exhibit fee.

- 50% of booth fees will be retained by MDA if cancelled before Nov. 1, 2022 before 11:59 p.m.
- 75% of booth fees will be retained by MDA if cancelled between November 2 – December 31, 2022 before 11:59 p.m
- No refunds after January 1, 2023

PATIENT ADVOCACY & NONPROFIT ORGANIZATIONS

To promote greater representation of the NMD community in our 2023 MDA Clinical & Scientific Conference, we are encouraging more representatives from patient advocacy groups. These individuals may or may not be living with a neuromuscular disease and either work or volunteer for 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 receiving 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.

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 Pavilion

MDA's annual professional 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 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.

INVESTOR SUMMIT

MDA Insights in Research Investor Summit (IRIS)

MDA will be hosting the 3rd Annual MDA Insights in Research Investor Summit (IRIS) on Tuesday, March 21, 2023 at the Hilton Anatole in Dallas TX.

The purpose of this summit is to provide an opportunity for companies and investors in the NMD space to showcase investment and licensing opportunities. Throughout the day, a select group of presenters, ranging from academic tech transfer offices to early-stage biotech and pharmaceutical companies, will have the opportunity to present in 10–20-minute sessions, inclusive of Q&A at the end of the presentation. Potential investors will have the opportunity to ask questions during the session and to contact presenters afterwards.

*For more information regarding the IRIS please contact Elizabeth Habeeb-Louks at **ehabeeblouks@mdausa.org**.*

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

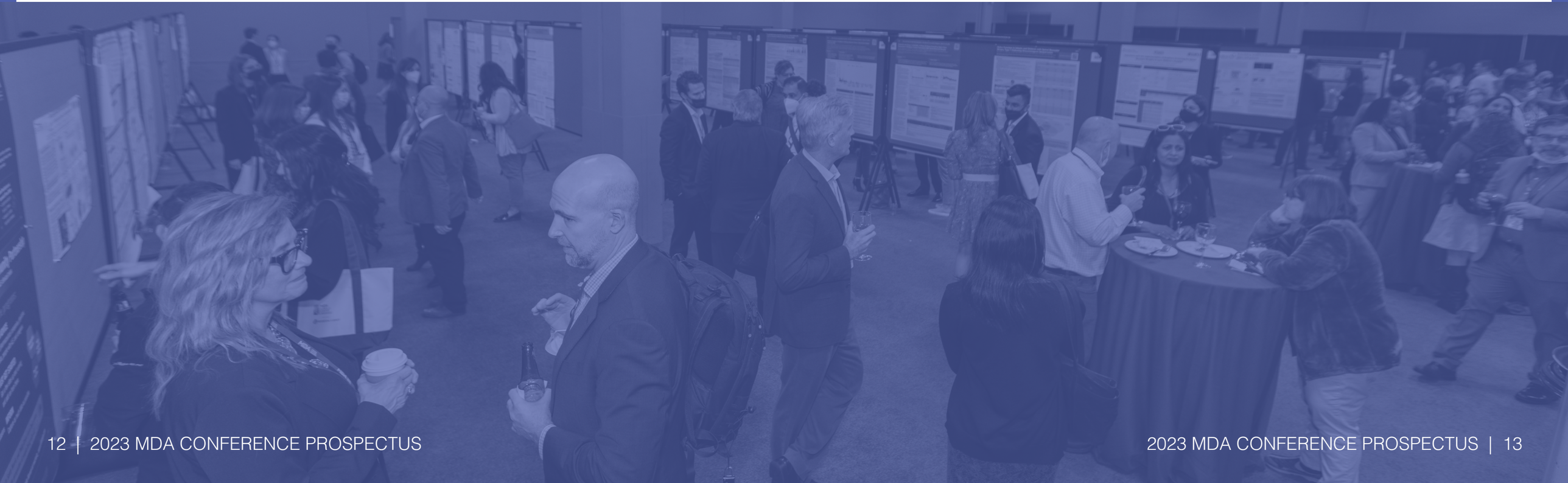
Sponsorship contributions help support MDA's mission through:

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

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

Icon Key

- Hybrid - Both In Person and Virtual Audience Experience
- In Person - In Person Audience Experience only
- Virtual Experience Only



Industry Forum Lunches (4 Monday & 4 Tuesday)

$85,000 HYBRID

SOLD OUT

Industry Forums provide an opportunity to present an educational topic related to NMDs during 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.

Lunch forums must not exceed a 75-minute runtime and must conclude at least 15 minutes prior to start of afternoon sessions. (Any violations to this policy will forfeit opportunity to host a forum at future events)

Industry Forums are available on a first-come, first-served basis and are ***limited to one lunch per sponsor***.

As part of the Industry Forum package, MDA provides the following:

- Access to both our in-person conference audience as well as our virtual audience via live stream
- Ability to host a recording of your Industry Forum on our virtual platform for up to 1 year
- Food and beverage for all in-person attendees (lunch will not be provided by MDA outside of the Industry Forums)
- Standard AV Package (1 screen, 1 LCD projector, 1 wireless remote with laser pointer, 1 podium microphone, 1 tabletop microphone)
- Enhanced AV to support the live streaming of session via our virtual platform
- It is recommended that all forum speakers be present in person for optimal session
- Meeting space for up to 250 people seated in rounds or crescent rounds
- MDA will send 2 emails announcing your sponsorship of an Industry Forum 4 weeks and 2 weeks before the conference to all registered attendees. A PDF version must be provided for approval to MDA no later than Tuesday January 31, 2023.
- MDA does not manage RSVP on behalf of sponsor. While not required it is recommended for logistics planning and event metrics.
- One informational sign (up to 24" x 36") may be placed the night before and/or the day of your event in the conference registration area to increase attendee awareness. Sponsor must provide sign, MDA does not order, print, ship, or place sign in registration area for sponsor.

Industry Forum Breakfast (3 Monday & 3 Tuesday)

$50,000 HYBRID

SOLD OUT

Industry Forums provide an opportunity to present an educational topic related to NMDs during breakfast. 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.

Breakfast forums must not exceed a 45-minute runtime and must conclude at least 15 minutes prior to start of morning sessions. *(Any violations to this policy will forfeit opportunity to host a forum at future events)*

Industry Forums are available on a first-come, first-served basis and are ***limited to one breakfast per sponsor***.

As part of the Industry Forum package, MDA provides the following:

- Access to both our in-person conference audience as well as our virtual audience via live stream
- Ability to host a recording of your Industry Forum on our virtual platform for up to 1 year
- Food and beverage for all in-person attendees (breakfast will not be provided by MDA outside of the Industry Forums)
- Standard AV Package (1 screen, 1 LCD projector, 1 wireless remote with laser pointer, 1 podium microphone, 1 tabletop microphone)
- Enhanced AV to support the live streaming of session via our virtual platform
- It is recommended that all forum speakers be present in person for optimal session
- Meeting space for up to 250 people seated in rounds or crescent rounds
- MDA will send 2 emails announcing your sponsorship of an Industry Forum 4 weeks and 2 weeks before the conference to all registered attendees. A PDF version must be provided for approval to MDA no later than Tuesday January 31, 2023.
- MDA does not manage RSVP on behalf of sponsor. While not required it is recommended for logistics planning and event metrics.
- One informational sign (up to 24" x 36") may be placed the night before and/or the day of your event in the conference registration area to increase attendee awareness. Sponsor must provide sign, MDA does not order, print, ship, or place sign in registration area for sponsor.

Networking & Poster Reception (1 Sunday, 1 Monday & 1 Tuesday)

$40,000 LIVE

Demonstrate your company's commitment to MDA's lifesaving mission in the field of NMDs as we network with clinical and scientific colleagues and industry leaders while showcasing research and clinical posters during the evening receptions.

- 2-hour networking reception hosted within the Exhibit Hall
- Company logo on beverage napkins, drink tickets and signs acknowledging your support
- MDA to select and provide all food and beverage for receptions

Trainee Networking Event (Exclusive – Sunday)

$28,000 LIVE

SOLD OUT

Show your organization's commitment to the NMD professional community by sponsoring the 2023 MDA Scholars Reception on Sunday, March 19, 2023.

This event will provide an opportunity for next generation trainees of neuromuscular-focused clinicians and researchers to connect with colleagues and thought leaders. With this sponsorship, you receive the following:

- Your organization will be allowed to address the Trainees for 5-10 minutes on a topic of your choosing relevant to early career NMD clinicians and researchers
- Your company logo on beverage napkins and signs acknowledging your support (MDA to provide napkins)
- MDA to provide all food and beverage for reception

Meeting Suites (Saturday – Wednesday)

$8,500 per room / per day LIVE

This provides companies with a private meeting space to use for meetings or gatherings. All meetings must abide by MDA Conference rules and regulations (See pg. 25). Price is per day. Rooms will be located within the hotel or and will be furnished with a table and four chairs.

AV, telecom and food and beverage may be special ordered at the expense of the company reserving the room. There are a limited number of rooms available and are reserved on a first come, first served basis. Please note, event attendees/sponsors are not able to reserve rooms directly with the hotel. The rental of a meeting suite alone is not considered as sponsorship but will be included as part of your total conference investment if purchased with either an exhibit booth or other sponsorship offering.

Refreshment Break*

$15,000 (6 available) LIVE

Be in attendees' hands during our refreshment breaks. Your company logo along with the MDA logo will appear on the coffee cups for the refreshment breaks. Six sponsorships available (2 Mon, 2 Tues, 2 Wed).

Snack Break*

$7,500 (~~6 available~~) LIVE

(4 Remaining)

Provide attendees with a little snack to add some energy into the day! This sponsorship includes the sponsor's logo on signage placed in front of the snack station and on signs placed on the snack table, and a conference app alert recognizing the sponsorship. Six sponsorships available (2 Mon, 2 Tues, 2 Wed).

*The refreshment and snack breaks occur at the same time, so this is not an exclusive opportunity unless a sponsor opts to purchase both.

Event Mobile App with Conference (Exclusive)

$85,000 HYBRID

SOLD OUT

The event mobile app will be in the hands of all conference attendees approximately two weeks before the start of the event. This mobile app replaces printed conference materials and will serve as the attendees' primary source for real-time conference information, including agendas, Exhibit Hall maps, and more. Attendees can earn points for completing different conference activities including exhibit visits. As the exclusive event mobile app sponsor, you will have the following:

- Your logo on the home screen that appears when attendees open the app ("splash page")
- Prime real estate for front-and-center impression
- Image displays for up to 5 seconds, depending on connection speed
- Banner ad included in rotation with an extended hang time
- Banner ad can be linked to your choice of URLs
- High-level engagement, seen by virtually all app users
- Tab on sponsorship menu with sponsor name, logo, company description, and link to website

Conference Name Badge (Exclusive)

$85,000 LIVE

SOLD OUT

All attendees are required to wear their conference badges, which can showcase your logo with MDA's Badge Holder Sponsorship. (This is co-branded with MDA conference logo)

Hotel Key Card and Sleeve

$90,000 LIVE

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

Registration Confirmation Email Side Banner Ad (Exclusive)

$50,000 HYBRID

Your logo will be included in the 2 conference confirmation emails: The first is the initial confirmation email and the second includes the conference access instructions shared a few days prior to beginning of the conference.

Patient Advocacy Pavilion (~~up to 2 Sponsors~~)

$75,000 LIVE (1 Remaining)

Your investment in sponsoring the Patient Advocacy Pavilion provides an engaging environment for advocates and industry partners to collaborate in meaningful ways to benefit the NMD community. Your company name and logo will be displayed on a banner above the pavilion in the exhibit hall.

Exhibit Hall Entry Graphics (Exclusive)

$55,000 LIVE

SOLD OUT

This sponsorship provides an opportunity to be front and-center on the doors that lead to both in-person & Virtual Exhibit Halls. You provide the design files and MDA will take care of production and installation of graphics. (The entry graphic is co-branded with the MDA Conference logo.)

Virtual Platform Sponsor (Exclusive)

$100,000 VIRTUAL

Position your branding on the virtual conference platform, where users will logon to the 2023 MDA Clinical & Scientific Virtual Conference platform. The portal is accessed by all conference attendees, exhibitors, sponsors and media representatives during the conference and 12-months after the in-person conference concludes. Sponsor can link their logo to a company website or downloadable document.

Online Conference Registration Platform Sponsorship (Exclusive)

$75,000 LIVE

Position your branding on the portal, where users pre-register for 2023 MDA Clinical & Scientific Conference. Promoted heavily during the MDA marketing campaign, the portal is accessed by visitors, attendees, exhibitors, sponsors, and media representatives to secure their conference passes in the months and weeks prior to the event

Charging Stations (3 stations / Exclusive sponsorship)

$27,000 (2 Available) / $60,000 (Exclusive) LIVE

Help attendees "get a charge" by sponsoring branded free-standing charging stations. Prominent branding on multiple charging stations strategically placed throughout the exhibition. Attendees will appreciate the opportunity to "charge up" and will have extended exposure to your ad while they wait.

Attendee Conference Bag (Exclusive)

$50,000 HYBRID*

SOLD OUT

Be on everyone's mind when you provide the bags for this conference that each attendee will receive at the registration desk. Your logo will appear alongside the MDA Conference logo on the bag. Bags will include other conference promotional materials and giveaways. All you need to do is send us your company logo, and we'll take care of producing the bags!

Virtual Attendee Welcome Bag

$50,000 HYBRID*

Same items as in-person welcome bag minus the door drops, plus a personalized Thank You from MDA & Sponsor in a branded box with MDA and Sponsor logo. Sponsorship fee includes cost of assembly of package, shipping etc. and personalized Thank you from MDA & Sponsor. Distribution of Virtual Bag limited up to 1,000 virtual attendees (professional designations only)

**Items will only be considered "hybrid" if Virtual Attendee Welcome Bag is purchased by a sponsor.*

MARKETING SPONSORSHIPS CONTINUED

Power Bank Phone Charger (Exclusive)

$30,000 HYBRID*

Help charge up the attendees with portable "power up" ability. This pocket-sized extra battery supply keeps everyone connected to the conference, home, and office. A power bank charger with your company logo will be placed in the welcome bag which each attendee receives. Power Banks with imprinted logo provide continual onsite visibility and long-term advertising.

Branded Hand Sanitizer (Exclusive)

$10,000 HYBRID*

SOLD OUT

Your brand name in the hands of every attendee at the conference! Personal-sized hand sanitizers will help promote health and brand, with your company logo printed on the bottle. Item will be placed in the welcome bag, which each attendee receives.

Touchless Key Tag (Exclusive)

$10,000 HYBRID*

A touchless key tag with your company logo will be placed in the welcome bag that each attendee receives. Attendees can use this to push elevator buttons, select items on ATM machines, open cabinet doors and more.

All Conference Wi-Fi Access (Exclusive)

$65,000 LIVE

SOLD OUT

Your company name can be seen by all conference attendees when it's time to connect to the conference Wi-Fi. Your company will have exposure in high traffic/registration areas informing conference attendees of company sponsorship, Wi-Fi username, and password. Your company name and logo will appear in the mobile app under the Wi-Fi button.

Countdown Clock on MDAConference.org Homepage (Exclusive)

$25,000 HYBRID

Highly visible! Get every registrant familiar with your brand by sponsoring the conference countdown clock on the registration webpage. Logo can be linked to URL of sponsor's choosing

Guest Room TV or Mirror Cling (Exclusive)

$35,000 LIVE

SOLD OUT

Exclusive opportunity to advertise your company logo/message on impossible-to-miss location.

Bag Drops

$8,500 HYBRID

Make sure all attendees know you are here! This opportunity allows you to include one print item (to be included to all attendee welcome bags.)

MDA will distribute your "Bag Drop" in 2 ways for maximum exposure. Your printed bag drop will be included in the attendee welcome bag to be distributed to all in-person conference attendees upon registration check and will be sent to all virtual attendees starting Sunday, March 19, 2023.

You will need to deliver 1600 printed copies not to exceed 8.5"x11" in size to MDA Conference offices on site no later than Wednesday, March 15, 2023. A PDF version must be provided for approval to MDA no later than Tuesday January 31, 2023. Price is per bag drop. (Shipping instructions provided to sponsors upon commitment).

Pens (Exclusive)

$7,500 LIVE

SOLD OUT

This is an exclusive opportunity to keep your company top of mind by placing your name directly in attendees' hands. You supply the pens with your company name/logo and MDA will distribute in the Attendee welcome bag. Please note that the sponsoring organization must deliver 1600 pens to MDA Conference offices on site no later than Wednesday, March 15, 2023. (Delivery instructions provided to sponsors upon commitment)

Notepads (Exclusive)

$7,500 LIVE

SOLD OUT

These in-demand customized notepads are always a conference hit. You provide the notepads and MDA will distribute in the welcome bag. Please note that the sponsoring organization must provide 1500 notepads to MDA Conference offices on site no later than Wednesday, March 15, 2023. (Delivery instructions provided to sponsors upon commitment)

Conference Branding Opportunities

Please inquire for pricing

Please inquire for pricing and opportunities. Make sure your organization is recognized at the conference. The Hilton Anatole offers a variety of highly visible branding locations around the conference space. All you need to do is provide the design files and MDA will take care of the production and installation of graphics.

Please contact Cortney Mott at ***clmott@mdausa.org****.*

SPONSORSHIPS LEVELS

Your sponsorship level will be based on your total investment in MDA sponsorship items. As the 2023 Conference will be held both in person and virtually, additional benefits have been added to some of the sponsorship levels that include recognition on the virtual platform as well.

To reach each level of support, please refer to the individual sponsorship items on previous pages.

LEVEL/TITLE	SPONSORSHIP BENEFITS
STRENGTH OF LIFE PARTNER Total Investment: **$210,000+**	Recognition in conference materials as MDA Strength of Life Partner • One rotating 3-second banner ad in the mobile app • Company logo placement on the website, mobile app & virtual event platform • Company branding in in-person conference and general session areas • Logo placement in mobile app, MDA website, and conference rolling PowerPoint for both in-person and virtual attendees • 6 complimentary in-person conference passes • 4 complimentary virtual conference passes • 1 complimentary meeting room (Monday-Wednesday no exceptions) • Social media recognition on Twitter (up to 2 times)
CIRCLE OF STRENGTH Total Investment: **$160-000-$209,999**	Recognition in conference materials as MDA Circle of Strength Sponsor • Company logo placement on the website, mobile app & virtual event platform • One rotating 3-second banner ad in the mobile app • Company logo noted on the website • Company branding in LIVE conference and general session areas • 5 complimentary in-person conference passes • 3 complimentary virtual conference passes • Social media recognition on Twitter (up to 2 times)

SPONSORSHIPS LEVELS CONTINUED

LEVEL/TITLE	SPONSORSHIP BENEFITS
IMPACT SPONSOR Total Investment: **$110,000–$159,999**	Recognition in conference materials as MDA Impact Sponsor • Company logo placement on the website, mobile app & virtual event platform • One rotating 3-second banner ad in the mobile app • 4 complimentary in-person conference passes • 2 complimentary virtual conference passes • 1-time social media recognition on Twitter
EMPOWERMENT SPONSOR Total Investment: **$60,000–$109,999**	Recognition in conference materials as MDA Empowerment Sponsor • Company logo placement on the website, mobile app & virtual event platform • One rotating 3-second banner ad in the mobile app • 1 complimentary in-person conference pass • 1 complimentary virtual conference pass • 1-time social media recognition on Twitter
CHAMPION SPONSOR Total Investment: **$10,000–$59,999**	Recognition in conference materials as MDA Champion Sponsor • Company logo placement on the website, mobile app & virtual event platform • One rotating 3-second banner ad in the mobile app • 1 complimentary in person conference pass
FRIEND OF MDA Total Investment: **$5,000–$9,999**	Recognition in the following conference materials as Friend of MDA: • Mobile app • Website

* Ancillary events or industry suite rentals alone are not considered sponsorship.

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 2023 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.

2023 Registration Rates

Live Conference Registration fees provide access to the in-person conference March 19-22, 2023, at the Hilton Anatole with post event access to our on-demand conference content via our virtual event platform for 12-months. Access to virtual platform will be provided 7-10 days post conference. Early-bird registration ends **Dec. 31, 2022.**

Virtual Conference Registration fees provide access to the live streaming virtual conference, March 19-22, 2023, with access to all on-demand conference content via our virtual event platform for 12-months.

Cancellation/Refunds

There is a $100 cancellation fee, and balance will be refunded until Feb. 3, 2023. There will be no refunds for cancellations received after Feb. 3, 2023, 11:59 PM ET. If you are unable to attend, you may transfer the badge (one time) to another person within the same company/institution before February 28, 2023.

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 3, 2023. 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

2023 Registration Rates

Category	In-Person Attendance			Virtual Attendance
	Early Bird	Standard	On-Site	Standard Rates Only
Scientist/Physician	$720	$870	$1,120	$390
Allied Healthcare Provider	$670	$820	$1,070	$330
Academic Fellow/Trainee	$290	$440	$690	No Charge
Industry (Sponsor)	$1,240	$1,390	$1,640	$620
Industry (Non-sponsor)	$1,300	$1,450	$1,700	$650
Investor	$1,240	$1,390	$1,640	$620
Government	$610	$760	$1,010	$390
Non Profit Organization	$520	$670	$920	$390
Patient/Caregiver	$520	$670	$920	N/C
MDA Care Center Director	No Charge	No Charge	No Charge	No Charge
MDA Care Center Physician	$545	$670	$950	$275
MDA Care Center Allied Healthcare Provider	$490	$700	$890	$215
MDA RAC/MVP Member	No Charge	No Charge	No Charge	No Charge
Exhibitors (per additional badge)	N/A	$200	$300	N/A
One-Day Pass	$350	$400	$650	N/A

RULES & GUIDELINES CONTINUED

Exhibitor/Sponsor Meetings & Events

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

Saturday, March 18

8:00 a.m – 1:00 p.m. CT or after 6:00 p.m. CT

Sunday, March 19

All day until 6:00 p.m. CT and after 8:00 p.m. CT

Monday, March 20

Before 7:00 a.m. CT and after 8:00 p.m. CT

Tuesday, March 21

Before 7:00 a.m. CT and after 8:00 p.m. CT

Wednesday, March 22

Before 7:00 a.m. CT or after 2:30 p.m. CT

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

No sponsor, exhibitor, or attendee may sponsor an event that directly competes with the MDA conference agenda. This includes Industry Forum breakfasts and lunches, the keynote address, general sessions, and evening receptions.

Any participant interested in hosting an ancillary event outside of the blackout dates must complete an ancillary event application. Failure to comply with the policy will result in loss of privileges to host ancillary events.

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

Ancillary events must be requested in writing to Pam Bittner. Fees are $3,500 per event for up to 3 hours, if held within the Hilton Anatole. To secure your ancillary meeting space, **click here** to submit your request.

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

MDA® Muscular Dystrophy Association

JOIN THE COMMUNITY

Twitter: @MDAorg

Advocacy Twitter: @MDA_Advocacy

LinkedIn: Muscular Dystrophy Assocation