

## **Exhibit and Events Rules**

### **Ancillary Events (Meetings/Hospitality Networking Events etc.)**

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, sessions, and evening receptions. Any participant interested in hosting an ancillary event outside of the blackout dates must submit 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 predetermined topic), and social/networking events. Ancillary events may not be a promotional event of any kind for any organization or corporation. Events must be by invitation only.

[Ancillary event applications](#) must be submitted to Pam Bittner ([pbittner@mdausa.org](mailto:pbittner@mdausa.org)) by Wednesday, February 7, 2024. Ancillary event fee of \$3,500 is required for all events and does not include any additional costs to host such event, such as food and beverage or audio visual. Events may not exceed three (3) hours.

### **Sound/Music**

Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound into the booth rather than into the aisle. Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. Exhibitors must comply with existing regulations on music licensing and agree to indemnify and hold harmless MDA against any claims or expenses arising from noncompliance with these regulations.

### **Live/Video Streaming & Photography**

Exhibitors are prohibited from videotaping, video streaming, wireless transmitting, or photographing other exhibitors' booths, events, or activities during the conference without the express written permission of MDA. An exhibit booth may be photographed or videotaped with the permission of the legitimate occupants of that booth, but that permission shall only apply to that exhibitor's booth. Per the exhibit contract, the exhibitor gives consent to MDA to use images of the exhibitor's person(s) and/or display. Booth personnel should immediately notify MDA if they believe their booth, or another booth is being photographed and/or videotaped without permission. Television and/or video cameras, including webcams, are prohibited without prior written approval of MDA.

### **Lighting**

The use of objectionable amplifying or lighting equipment is not permitted. MDA reserves the right to remove any lighting (e.g., strobe lighting) that negatively affects other exhibitors or attendees.

### **Presentations**

Presentations must take place only within the assigned booth space and not cause overflow into the aisle or adjoining exhibitors that would inhibit attendees from walking or exhibitors from conducting business. Excessive noise as part of a presentation is not allowed. Per the Sound/Music section above, sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth.

## Exhibit and Events Rules

### Americans with Disabilities Act (ADA)

All exhibiting companies are required to comply with the ADA and are encouraged to be sensitive and as reasonably accommodating as possible to attendees with disabilities. Exhibitors shall hold MDA, its agents, and employees harmless from any consequences for failure to comply with the ADA. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line, (800) 514-0301, and from the ADA website at [www.usdoj.gov/crt/ada/adahom1.htm](http://www.usdoj.gov/crt/ada/adahom1.htm).

### Exhibit Hall Hours

#### Installation of Exhibits:

- **20x20 booths:** Saturday, March 2 from 12:00 PM – 5:00 PM ET
- **All exhibitors:** Sunday, March 3 from 8:00 AM – 4:00 PM ET

If an exhibit is not set up by 4:00 PM ET on March 3, 2024, MDA reserves the right to cancel the exhibit space, reassign the exhibit space to another exhibitor, or make other use of the space as deemed necessary or appropriate.

#### Exhibit Hall Hours:

The exhibit hall is open to conference attendees during the following times:

#### **Sunday, March 3, 2024**

6:00 pm – 8:00 pm ET – *Welcome Reception in the Exhibit Hall*

#### **Monday, March 4, 2024**

10:30 am – 1:30 pm ET

3:00 pm – 5:00 pm ET

6:00 pm – 8:00 pm ET – *Evening Networking Reception in the Exhibit Hall*

#### **Tuesday, March 5, 2024**

10:30 am – 1:30 pm ET

3:00 pm – 5:00 pm ET

6:00 pm – 8:00 pm ET – *Evening Networking Reception in the Exhibit Hall*

#### Dismantling of Exhibits:

#### **Tuesday, March 5, 2024**

8:00 PM – 11:00 PM ET

#### **Wednesday, March 6, 2024**

8:00 AM – 5:00 PM ET

No packing of equipment, dismantling of booths, or vacating your exhibit space is permitted prior to official close of show on Tuesday, March 5, 2024 at 8:00 PM ET. **Any groups found in violation of these rules risk a loss of the ability to attend and participate in future meetings.** All freight must be removed from the exhibit hall by 5:00 PM ET on Wednesday, March 6, 2024. If exhibits are not removed by this time, MDA reserves the right to remove exhibits and charge expenses to the Exhibitor, and MDA shall have no liability for any loss or damage to Exhibitor's exhibit property caused by such removal.

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MDA reserves the right to modify setup/dismantle times and/or exhibit hall hours; MDA will notify exhibitors prior to the effective date of any changes.

### **Booth Rules**

1. Your booth configuration as sold is not permitted to be altered without written approval by MDA. Exhibitors are not allowed to purchase four (4) 10x10 booths to create a 20x20 booth. Example – *Purchase of (2) booths in configuration that align back-to-back and configure to a 10x20 endcap.*
2. MDA reserves the right to make the final determination of all space assignments in the best interest of the event. No refunds shall be provided in the case of substitution, alteration, or change to the space assignment.
3. No exhibitor shall assign, sublet, or share the allotted space with another business or company unless approval has been obtained from MDA. Exhibitors are not permitted to feature names or advertisements of non-exhibiting companies or agents in the exhibitor's display. Exhibitors must show only services offered and/or goods manufactured by the exhibitor in the regular course of business.
4. No company or organization not assigned exhibit space will be permitted to solicit business within the exhibit hall and any other exhibit areas. Exhibitors shall care for and keep in good order all space occupied. Special cleaning and dusting of booth, display, equipment, and material will be the exhibitor's responsibility and shall be performed at the exhibitor's expense.
5. Entertainment, marketing schemes, or activity outside of the assigned space for the purpose of generating traffic are prohibited. If the exhibitor engages in any conduct in violation of the signed contract and/or applicable laws, MDA reserves the right to cancel the exhibitor's space without further notice and without further obligation to refund monies previously paid, and to re-sell or remove completely from the show floor.
6. Exhibitors may not schedule private functions or events which conflict with the conference. MDA reserves the right to request and enforce cessation of any non-approved activity.
7. Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury, damage, or loss to Exhibitor's displays, equipment, and other property brought upon the premises of the official conference venue, and indemnify and hold harmless MDA, all sponsors of the conference, its agents, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.
8. Exhibitor shall not use MDA's property in a manner that states or implies that MDA endorses the exhibitor or the exhibitor's products and/or services. Exhibitor is the sole owner of all right, title, and interest to all exhibitor information, including exhibitor logos, trademarks, trade names, and copyrighted information, unless otherwise provided. Exhibitor hereby grants to MDA a limited, non-exclusive license to use certain intellectual property of the exhibitor, including names, trademarks, and copyrights (collectively, "Exhibitor Property"), solely to identify exhibitor as an/the exhibitor of the event/item. Exhibitor represents and warrants that it has not previously disposed of any of the rights herein granted to MDA nor previously granted any rights adverse thereto or inconsistent therewith;

## Exhibit and Events Rules

that there are no rights outstanding which would diminish, encumber, or impair the full enjoyment or exercise of the rights herein granted to MDA; and that the Exhibitor Property does not and will not violate or infringe upon any patent, copyright, literary, privacy, publicity, trademark, service mark, or any other personal or property right of any third party. Upon termination or expiration of the Exhibitor Agreement, all rights, and privileges for use of the Intellectual Property shall expire.

9. Exhibitor must comply with all rules and regulations prescribed by the management of the exhibit facilities, meet the requirements of all local authorities, and obtain, at exhibitor's own expense, any necessary permits, licenses, or equipment, should any be required for individual displays or the exhibit of the exhibitor. Failure to conform to all facilities and city rules and regulations may result in the closure of the exhibit by MDA.
10. If you intend to use an exhibitor appointed contractor (EAC), EAC shall provide proof of coverage to MDA with a Certificate of Insurance (COI) in the amount of one million dollars (\$1,000,000.00 USD). Required liability coverage up to \$1,000,000.00 must include MDA as an "additional insured." The COI must include the following:
  - a. The exhibiting company name(s)
  - b. Under Description of Operations, please include: "All activities related to MDA Clinical & Scientific Conference, Orlando, FL, March 3 – 6, 2024"
  - c. Under the Certificate Holder, please include: Muscular Dystrophy Association-USA  
161 N. Clark St. #3550, Chicago, IL 60601As an exhibitor, you understand that you are responsible for the actions of the EAC while completing installation and dismantle services for your exhibit booth. COI must be received no later than Friday, February 2, 2024. Failure to comply may impact ability to assemble your exhibit booth.
11. Security will be provided for perimeter access control beginning on Saturday, March 2, 2024. Booth security and the protection of special valuable items may require additional security at the exhibitor's own determination and expense. It is the responsibility of the exhibitor to secure all booth items when booth is unattended.
12. Deliveries or removal of equipment must be made before or after exhibit hours. Once the exhibit hall opens, a pass must be obtained from MDA Exhibit Management to remove any material or equipment prior to the close of exhibits at 8:00 PM on Wednesday, March 6, 2024. After the exhibit opens Sunday afternoon, nothing may be removed until the exhibit is officially closed.
13. Exhibit hall Badges:
  - a. Exhibitor will be provided with two (2) badges per 100 sq feet of booth space. Exhibitor badges allow access to the exhibit hall during set-up, exhibit hall hours, and dismantle.
  - b. Exhibitor badge does not provide access to conference sessions/programming; to gain full access to the conference, you must be registered as an Industry Sponsor.
  - c. Badges must be worn at all times during the conference.
  - d. 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 the time of purchase. Company name changes will not be allowed on-site.
  - e. Additional Exhibitor badges may be purchased.

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14. Outside catering of any kind is not permitted. Catering must be provided by the hotel food and beverage (F&B) department; outside vendors of any kind are not permitted. Any exhibitors ordering catered food and beverage are required to obtain written approval by MDA via email ([mdaconference2024@syneoshealth.com](mailto:mdaconference2024@syneoshealth.com)).
15. Any Exhibitor providing contests or drawings must comply with all local, state, and federal laws.
16. The use of non-service dogs (ADA, Title II and III) or any animals are not permitted as part of a booth or display.
17. The placement of cars and vehicles inside the exhibit hall is not permitted.
18. Children under the age of 18 are not permitted in the exhibit hall at any time. Any attendees or exhibitors arriving with children under the age of 18 will be denied access to the exhibit hall without any exceptions or refunds.
19. MDA shall have the right at any time to enter and inspect the area occupied by the exhibitor.
20. Exhibitors and their representatives shall always conduct themselves in a professional manner and shall not disparage or defame fellow exhibiting companies, MDA, or the employees of organizations, or engage in other activities detrimental to the conference.
21. In the event the exhibitor fails to comply with any provisions contained in these rules and regulations concerning use of exhibit space, MDA shall have the right to reassign the booth location or take possession of said space and lease same, or any part thereof, to such parties upon such terms and conditions as MDA may deem proper. MDA reserves the right to reject the exhibitor's application for future events.

## Cancellation

Exhibitor is responsible for meeting all requirements and deadlines stipulated by MDA, and full payment must be made upon receipt of invoice. Notification of an exhibitor's decision to cancel their space must be sent via email to [mdaconference2024@syneoshealth.com](mailto:mdaconference2024@syneoshealth.com).

Any company that does not notify MDA of its cancellation by December 15, 2023 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 canceled before November 1, 2023 at 11:59 PM ET
- 75% of booth fees will be retained by MDA if canceled between November 2 – December 15, 2023, at 11:59 PM ET
- No refunds will be issued after December 15, 2023.

## Exhibit and Events Rules

### Booth Layout and Use

#### Inline Booths

Inline (or Linear) Booths are arranged in a series along a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

#### Dimensions

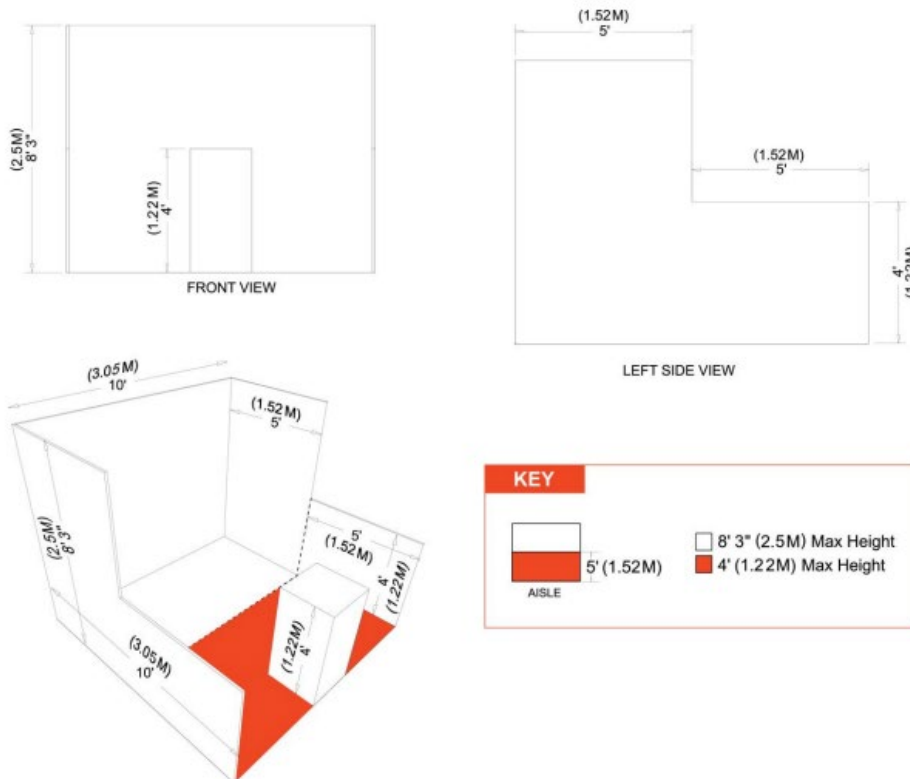
For purposes of consistency and ease of layout and/or reconfiguration, the floorplan design is in increments of 10ft, which is the standard. A maximum back wall height limitation of 8ft is specified.

#### Use of Space

Regardless of the number of Inline Booths utilized (e.g., 10ft x 20ft, 10ft x 30ft), display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft, including signage, is allowed only in the rear half of the booth space, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle.

#### Overhead Signs

Hanging overhead signs are not permitted for Inline or Peninsula Booths; nor may any signage, etc. extend beyond the 8ft height. Overhead signs are only allowed if you have purchased a 20x20 booth.



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### End Cap Booths

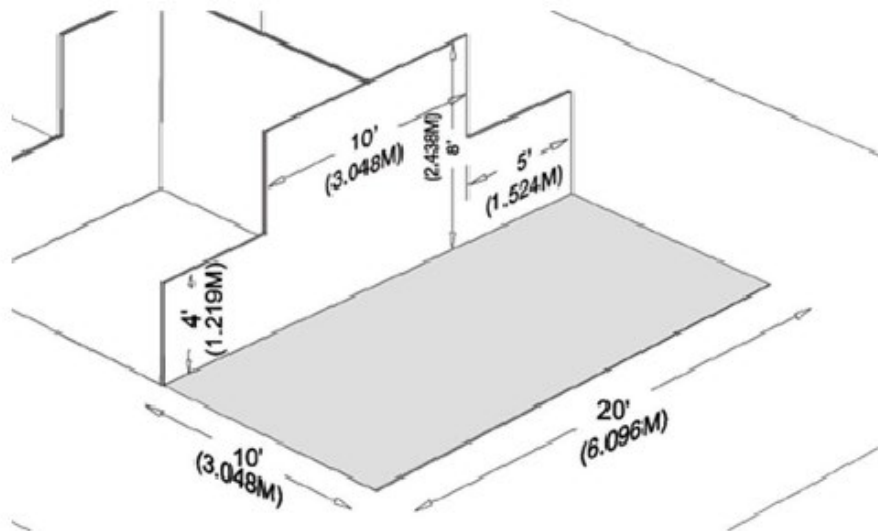
An End Cap Booth is exposed to aisles on three (3) sides and composed of a minimum of two (2) 10ft x 10ft booths. The sets of four (4) 10x10 booths cannot be re-configured and used as a 20x20 island, and wall is required to remain intact. No hanging signs allowed for End Cap Booths.

### Dimensions

End Cap Booths are 20ft wide and a minimum of 10ft deep.

### Use of Space

The maximum back wall height of 8ft including signage is allowed only in the 10ft center portion of the booth. A maximum height of 4ft is allowed on the two (2) 5ft wings, permitting adequate line of sight for the adjoining Inline Booths. No floor signage or displays may extend beyond the 8ft height restriction in the center 10ft or above the 4ft height restriction on the two (2) 5ft wings.



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### Island Booths

Island Booths are freestanding and do not touch any other booth spaces.

#### Dimensions

Island Booths are a minimum of 20ft x 20ft, although they may be configured differently.

#### Use of Space

The entire cubic content of this configuration may be used, up to the maximum allowable height of 14ft. A solid wall on any one side may not consume more than 80% with breaks, or 11ft without a visual break, without written approval from MDA. Structure designs for 20x20 booths must be submitted to MDA for approval a minimum of 90 days in advance of show. Booth layout should remain cognizant to not visually block the flow from other exhibitors and provide sufficient see-through space.

#### Overhead Signs

Overhead signs are permitted for Island Booths 20x20 or larger, with permission/approval from MDA. Hanging signage must be rigged and flown by Encore. Signs cannot be more than 100lbs and not wider than the booth. Flown signs must sit within the booth space. MDA cannot guarantee the centering of hanging signs as this responsibility requires Encore and rigging pic points. For information regarding rigging, please reference the Exhibitor Kit and Encore Rigging standards.

