

## Exhibit and Events Rules

### Independence & Mobility Exhibits

#### **\$3,000 per table**

We are excited to invite Mobility & Assistive Technology companies to showcase their innovative products and services at the 2024 MDA Clinical & Scientific Conference. The new Independence & Mobility Exhibit (I&ME) opportunity offers a unique platform for companies to engage with a diverse audience of physicians, therapists, scientists, and advocates involved in the management and treatment of neuromuscular conditions.

The MDA Clinical & Scientific Conference attracts attendees who are actively seeking the latest advancements in durable medical equipment (DME), assistive technology, mobility aids, and therapeutic equipment to improve the quality of life for individuals with muscular dystrophy and related disorders. Independence Mobility Exhibitors will have the exclusive opportunity to secure prime real estate to showcase their products and engage with attendees in the foyer just outside the main exhibit hall at the conference. .

It is important to note that **space is extremely limited and will be allocated on a first come, first served basis**. The cost for each I&ME table is \$3,000. Please contact Pam Bittner, [pbittner@mdausa.org](mailto:pbittner@mdausa.org), to reserve your spot. Don't miss this exceptional opportunity to position your company at the forefront of neuromuscular care.

#### **Rules and Regulations**

This pilot program will take place in the foyer adjacent to the conference exhibit hall (Orlando Ballroom).

MDA will provide each I&ME exhibitor with a 6-foot draped table , two (2) chairs, and a waste basket.

Considering the placement of these "exhibits," it is crucial for all exhibitors to adhere to MDA's rules and regulations. This compliance ensures a secure and productive event for all.

The foyer area will serve multiple purposes, providing I&ME exhibitors with unparalleled access to conference attendees:

- Entry way to the exhibit hall
- Networking area for all conference attendees throughout the day
- Designated location for food and drink stations during networking breaks and receptions throughout the day

#### **Sound/Music**

I&ME exhibitors may not use sound equipment in their exhibit space.

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

I&ME 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

## **Exhibit and Events Rules**

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 table space and not cause issues with flow into the exhibit hall or egregiously 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; presentation sound and noise should not exceed 85 decibels when measured from the space immediately in front of an I&ME table.

### **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 and Events Rules

### Exhibit Hall Hours

#### Installation of I&ME Exhibits:

- 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:

Conference attendees have access to the exhibit hall during specific designated hours. As an I&ME exhibitor, it is mandatory for you to be present at your table during the designated 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 – 12:00 PM ET

No packing of equipment or dismantling or vacating of your I&ME 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 foyer by 12:00 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.

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.

## Exhibit and Events Rules

### I&ME Rules

1. I&ME Exhibitors are not allowed to purchase more than one (1) table. Your I&ME space configuration as sold is not permitted to be altered without written approval by MDA.
2. Hanging overhead signs are not permitted, nor may any signage, etc. extend beyond the 8ft height. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.
3. Should your organization desire to bring large DME (that does not fit on the tabletop) to showcase at the conference, requests must be made in writing to Pam Bittner at [pbittner@mdausa.org](mailto:pbittner@mdausa.org). Requests will be considered on a first come, first served basis and as space permits.
4. 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.
5. 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.
6. 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 table, display, equipment, and material will be the exhibitor's responsibility and shall be performed at the exhibitor's expense.
7. 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.
8. 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.
9. 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.
10. 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-

## Exhibit and Events Rules

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; 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.

11. 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.
12. 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 I&ME table. COI must be received no later than Friday, February 2, 2024. Failure to comply may impact ability to assemble your exhibit space.
13. Security will be provided for perimeter access control beginning on Saturday, March 2, 2024. I&ME 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 exhibit-space items when booth is unattended. MDA does not provide security for any items in your exhibit area at any time.
14. 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.
15. Exhibit Hall Badges:
  - a. Exhibitor will be provided with two (2) badges per I&ME table. 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.

## Exhibit and Events Rules

- 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.
16. 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)).
  17. Any Exhibitor providing contests or drawings must comply with all local, state, and federal laws.
  18. The use of non-service dogs (ADA, Title II and III) or any animals are not permitted as part of an exhibit or display.
  19. The placement of cars and vehicles inside the exhibit hall or foyer is not permitted.
  20. Children under the age of 18 are not permitted in the exhibit hall or foyer at any time. Any attendees or exhibitors arriving with children under the age of 18 will be denied access to the exhibit hall or foyer without any exceptions or refunds.
  21. MDA shall have the right at any time to enter and inspect the area occupied by the exhibitor.
  22. 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.
  23. 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.