

# 2024

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## CONFERENCE PROSPECTUS



**MDA**<sup>®</sup>



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MDA

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  #MDA2023 #MDAClinicalConference



# A Letter from MDA'S President & CEO

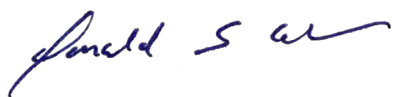
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As we move into what we are calling the “Era of Treatment” for neuromuscular disease, MDA is excited to announce the 2024 MDA Clinical & Scientific Conference, which will be held from March 3-6 at the Hilton Orlando in Florida. We are looking forward to convening, in-person and virtually, an exceptional meeting that brings together leading researchers, clinicians, and industry professionals to share the latest research findings and explore new treatment options, as well as practical considerations for treatment access.

Specifically, the 2024 MDA Clinical & Scientific Conference will provide a comprehensive exploration of pre-clinical, translational, and clinical research and care for individuals with neuromuscular disease (NMD), with particular attention to some of the changes the field is undergoing in response to the approval of new therapies. Alongside our planning committee, session chairs, and speakers we invite you to join us for what promises to be an exceptional conference experience for the NMD community. We look forward to coming together once again to transform the lives of individuals affected by neuromuscular disease.

Steadily, relentlessly, and successfully, the MDA has delivered more and more on the hopes and dreams of those we serve. But one thing has never changed – and never will – that is our commitment to the promise of research and emerging therapies to treat – and one day, cure – neuromuscular disorders.

Sincerely,



**Donald S. Wood, PhD**

President and CEO

Muscular Dystrophy Association



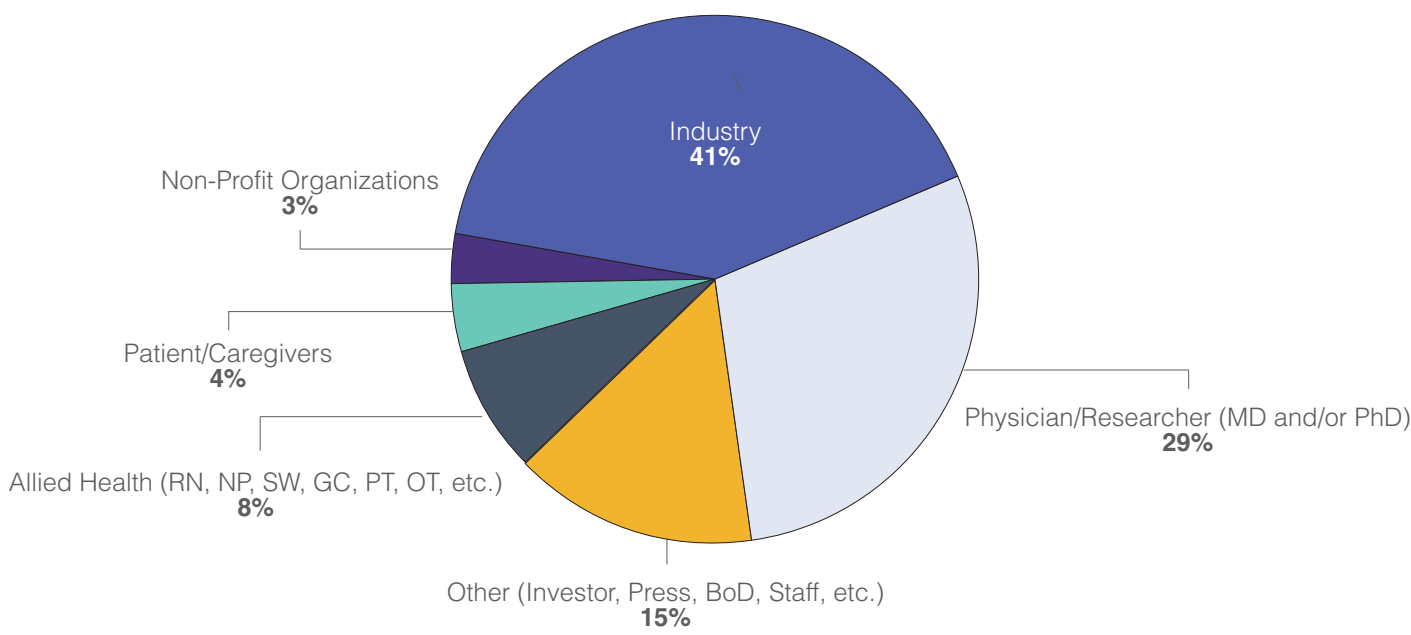
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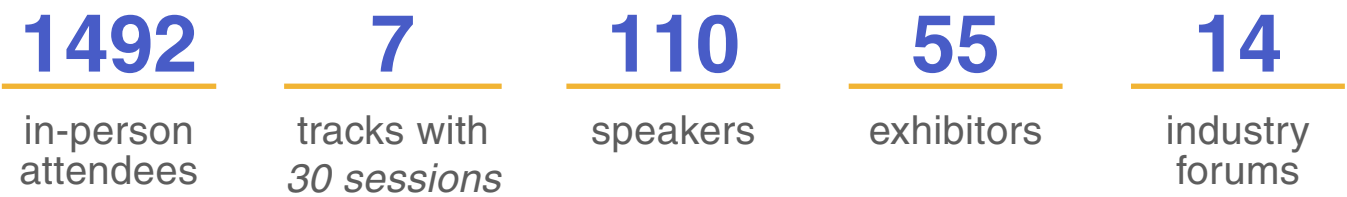
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# 2023 Conference Attendance

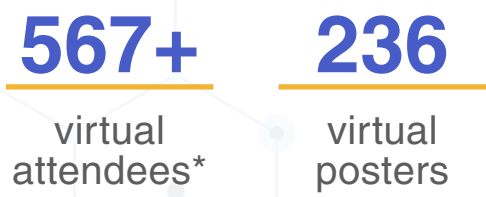
## 2023 Participation By Numbers



### IN-PERSON



### VIRTUAL



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



# General Information



## When:

March 3 – 6, 2024

## Where:

Hilton Orlando | Orlando, FL

## Important Dates to Remember

- Exhibit Booths reservations must be submitted by **December 29, 2023\***
- Housing information and registration information will be available in late summer 2023
- Exhibit Kits will be available in fall 2023

## Hotel Accommodation

MDA is offering special hotel rates for 2024 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 **Friday, February 2, 2024, or until room block is full.**

### Hotel Rates

- Single Occupancy — \$299.00/night
- Double Occupancy — \$299.00/night
- Triple Occupancy — \$324.00/night

*All room rates are quoted exclusive of applicable state and local taxes, which are currently 12.5%, a \$2.00 Destination Fee, and optional resort fee of \$40 per night.*

General Session Location – **Orange Ballroom**

Exhibit Hall Location – **Orlando Ballroom**

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

### Saturday, March 2

2 p.m. – 6 p.m. ET  
(Care Center Directors & Exhibitors ONLY)

### Sunday, March 3

6 a.m. – 8 p.m. ET

### Monday, March 4

6 a.m. – 6 p.m. ET

### Tuesday, March 5

6 a.m. – 6 p.m. ET

### Wednesday, March 6

7 a.m. – 12 p.m. ET

\*All dates and times are subject to change

# Exhibit Information

## Exhibit Hall Schedule\*

### Sunday, March 3

6 p.m. – 8 p.m. ET

*(Welcome Reception in the Exhibit Hall)*

### Monday, March 4

9:30 a.m. – 10:30 a.m. ET

12 p.m. – 1:30 p.m.

3 p.m. – 5 p.m. ET

6 p.m. – 8 p.m. ET

*(Evening networking reception in the Exhibit Hall)*

### Tuesday, March 5

10:30 a.m. – 1:30 p.m. ET

3 p.m. – 5 p.m. ET

6 p.m. – 8 p.m. ET

*(Evening networking reception in the Exhibit Hall)*

\*Times are subject to change





# Exhibit Information Continued

## Installation of Exhibits

**Saturday, March 2nd**

12:00 p.m. – 5:00 p.m.

(20' x 20' only)

**Sunday, March 3rd**

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 5th**

8:00 p.m. – 11:00 p.m.

**Wednesday, March 6th**

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 Orlando Ballroom in the Hilton Orlando. Complete rules and show services will be available in the exhibitor kit. Freeman will be the general contractor for the trade show.



# Exhibit Hall Information

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## Independence & Mobility Exhibits

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**\$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 and Scientific Conference. The Independence/Mobility exhibit opportunity at the 2024 MDA Conference 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.

This event attracts attendees who are actively seeking the latest advancements in DME, assistive technology, mobility aids, and therapeutic equipment to improve the quality of life for individuals with muscular dystrophy and related disorders. Exhibitors will have the exclusive opportunity to secure prime real estate in the foyer just outside the main exhibit hall at the 2024 MDA Clinical and Scientific Conference. Each exhibitor will be provided with a 6-foot exhibit table, two chairs, and a waste basket, to showcase their products and engage with attendees.

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 exhibit 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. Reserve your spot today and join us at the 2024 MDA Clinical and Scientific Conference.

## How we Drive Attendance to the Exhibit Hall

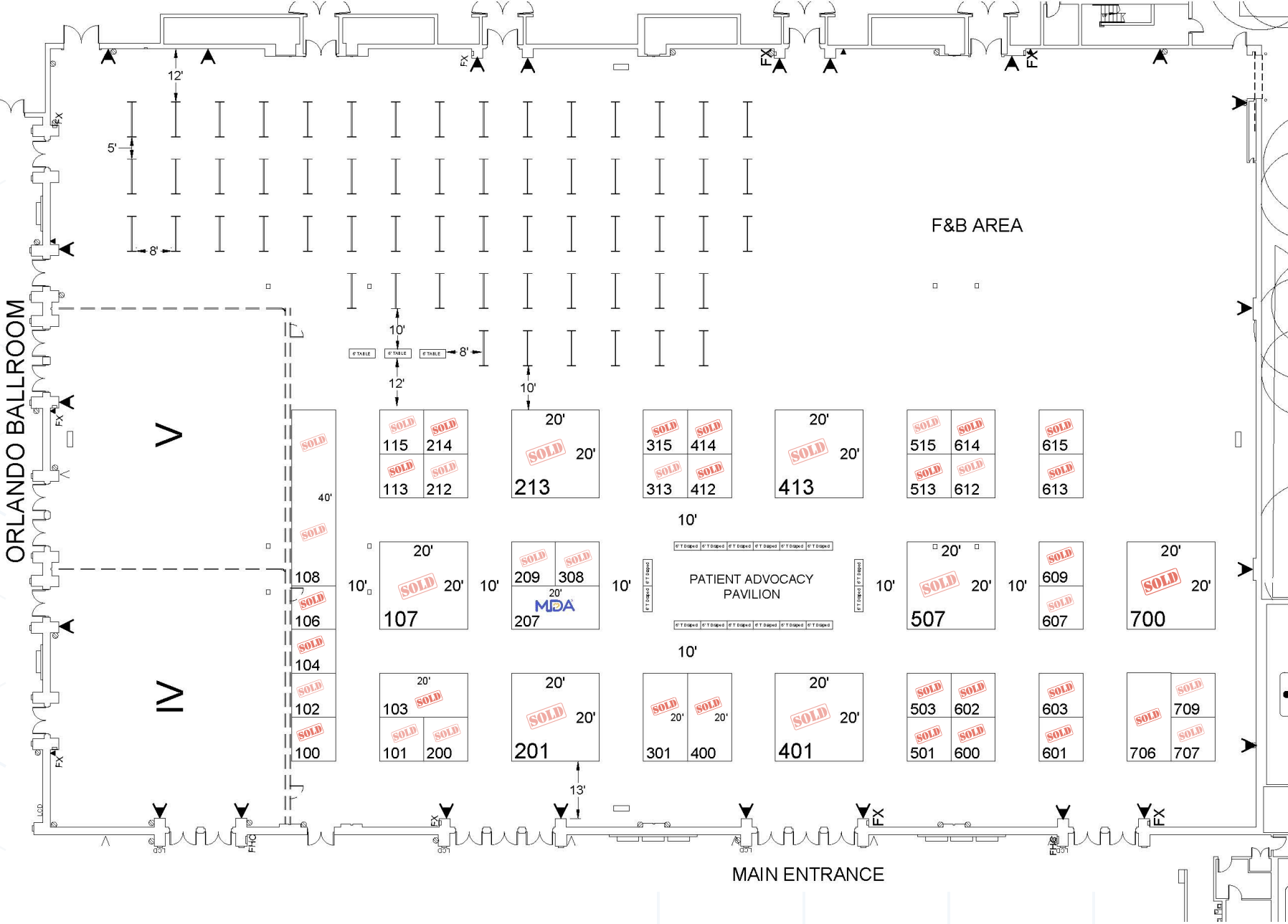
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- **Dedicated exhibit hours** provide you with direct access to our attendees during our exclusive exhibit hours. (In-person conference includes evening receptions within the exhibit hall with complimentary food and beverages).
- **Poster presentations** 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.

## Exhibitor Benefits

- 2 complimentary exhibit hall passes per 10x10 exhibit booth space and each Patient Advocacy table
- Complimentary listing & logo placement in the only conference mobile app
- Dedicated receptions in the exhibit hall daily

# Exhibit Hall Floorplan



# Reservation & Payment Information

## Booth Fees

20' x 20' Booth (based on availability) .....\$44 per square foot (Includes both live and virtual)	
Corner 10' x 10' Booth (up to 10' x 30') ..... \$38 per square foot (Includes both live and virtual)	
10' x 10' Booth ..... \$36 per square foot (Includes both live and virtual)	

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

Kindly be aware that it is not permissible to distribute any external food or beverages within the exhibit hall. If your organization intends to provide items like popcorn or coffee, please ensure direct coordination with the hotel. Failure to adhere to these guidelines may lead to the forfeiture of exhibiting privileges.

All booth design guidelines & deadlines will be available [Fall 2023](#)

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. In order to gain full access to the conference, you must be registered as an Industry Sponsor.**

## 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 [MDAConference2024@syneoshealth.com](mailto:MDAConference2024@syneoshealth.com).

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



# Patient Advocacy & Nonprofit Organizations

To promote greater representation of the NMD community in our 2024 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 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 receiving the patient advocacy rate for in-person attendance and will have access to all sessions.

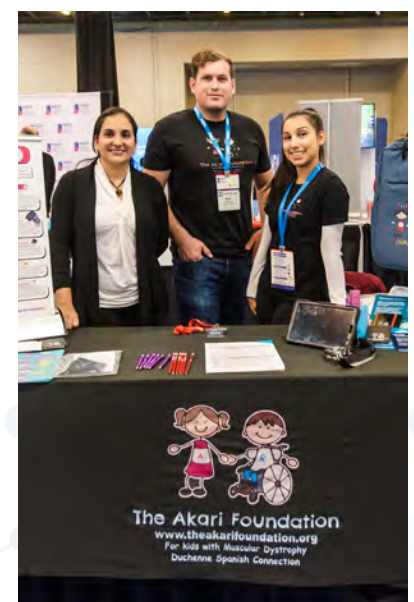
We are also committed to greater community representation in our content and will plan for additional patient advocate speakers and panel members throughout the conference sessions.

## 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.



# 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](mailto:pbittner@mdausa.org).*

## Event Experience Key

■ Hybrid - Both In Person and Virtual Audience Experience

■ Live - In Person Audience Experience only



# Event Sponsorships

## Industry Forums

The 2024 Industry Forums have been updated to reflect updated event capacity and event pricing.

Industry Forums provide an opportunity to present an educational topic related to NMDs 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 Forums are available on a first-come, first-served basis and is limited to one breakfast and one lunch per sponsor.

### **Industry Forum Breakfast (Maximum Capacity of 150 people ~~8 Available~~)**

**\$55,000 | HYBRID**

**(1 Available on Monday)**

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)*

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
- Hot breakfast buffet for all in-person attendees; Breakfast is not provided by MDA outside of the Industry Forums. Should your organization require something other than a hot breakfast buffet, you must notify the MDA Conference team no later than January 2, 2024.
- Standard AV Package: 1 screen, 1 LCD projector, 1 wireless remote with laser pointer, 1 podium microphone. (Should your organization require additional AV, you must work with our contracted AV provider separately on needs and payment)
- Enhanced AV to support the live streaming of session via our virtual platform
- MDA will send 2 emails announcing your sponsorship of an Industry Forum 4 weeks and 2 weeks before the conference to all registered attendees.

Additional Information:

- It is recommended that all forum speakers be present in person for optimal session
- 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 36" x 96") 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.



# Event Sponsorships Continued

## Industry Forum Lunches (5 Monday & 5 Tuesday) <sup>(1 Available)</sup>

- Option 1: \$100,000 (Maximum Capacity of 250 (2 Available) | HYBRID
- Option 2: \$85,000 (Maximum Capacity of 150 (3 Available) | HYBRID

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)

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
- Hot Lunch buffet for all in-person attendees; Lunch is not provided by MDA outside of the Industry Forums. Should your organization require something other than a hot lunch buffet, you must notify the MDA Conference team no later than January 2, 2024.
- Standard AV Package: 1 screen, 1 LCD projector, 1 wireless remote with laser pointer, 1 podium microphone. (Should your organization require additional AV, you must work with our contracted AV provider separately on needs and payment)
- Enhanced AV to support the live streaming of session via our virtual platform
- MDA will send 2 emails announcing your sponsorship of an Industry Forum 4 weeks and 2 weeks before the conference to all registered attendees.
- Seating Capacity will be determined by the Industry Forum Lunch option selected.

Additional Information:

- It is recommended that all forum speakers be present in person for optimal session
- 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 36" x 96") 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 & Lunch Deadlines

### Tuesday, December 19, 2023

- Industry Forum topic due to MDA

### Wednesday, January 17, 2024

- Industry Forum Invitation - 8.5" x 11" PDF ([click here](#) for style guide for PDF)
- Presentation title & speaker name

Failure to comply with deadline will forfeit your announcement.

# Event Sponsorships Continued

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

**\$40,000 | LIVE**

Showcase your organization's dedication to supporting MDA's life-saving mission in the field of neuromuscular disorders (NMDs) by networking with clinical and scientific peers and industry leaders. This will include a 2-hour networking reception held in the Exhibit Hall, where your company logo will be featured on beverage napkins, and signs to acknowledge your support. MDA will be responsible for selecting and providing all food and beverages for the receptions.

## Trainee Networking Event (Exclusive – Sunday)

**\$28,000 | LIVE**

Demonstrate your organization's dedication to the NMD professional community by sponsoring the MDA Trainee Networking Event in 2024, which will be held on Sunday, March 3, 2024. This session will enable up-and-coming neuromuscular-focused clinicians and researchers to network with peers and industry experts. By sponsoring this event, you will be entitled to the following benefits:

- Opportunity to speak for ten minutes to the trainees on a subject of your choice that is important to early-career NMD clinicians and researchers.
- Acknowledgment of your support through signs featuring your company logo and beverage napkins. (MDA will provide the napkins.)
- MDA to provide all food and beverage for reception

## Networking Break

**\$25,000 (2 available) | LIVE**  
**(1 Available on Monday)**

Provide attendees with the pick-me-up they need! This is for the sponsorship of both the AM & PM refreshment breaks. Sponsorship includes the sponsors logo on signage placed in break area we well as napkins branded with sponsors logo. MDA will be responsible for selecting the food and beverage for the breaks. Two sponsorships available (1 Monday and 1 Tuesday).

# Event Sponsorships Continued

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## Meeting Suites (Saturday – Wednesday)

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**\$8,500 per room / per day | LIVE**

This offering provides organizations with a private space to hold 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 situated within the hotel and furnished with a table and four chairs.

Please note that there is a limited number of rooms available, and they will be allocated on a first-come, first-served basis. Also, please be aware that event attendees or sponsors cannot directly reserve these rooms with the hotel. Renting a meeting suite alone does not qualify as sponsorship, but it will be included as part of the total conference investment if purchased with an exhibit booth or other sponsorship offering(s).

The meeting suite's location will be assigned no later than Thursday, January 11, 2024, and any communication with hotels should not be attempted without prior consent from MDA. MDA will furnish the contact information for Food & Beverage and A/V.

### **Deadline:**

Meeting Suites must be reserved by February 7, 2024. MDA cannot guarantee meeting space after deadline.

### **Meeting Suite Guidelines:**

- Internal company meetings are allowed at any time.
- Meetings during conference sessions **MAY NOT** include more than 3 HCPs in attendance at any time. Should you wish to have a meeting with more than 3 HCP's, you must follow the guidelines for approved events days and times. (Referenced below)
  - This rule is to safeguard the integrity of the conference and avoid competing with the main conference sessions. Failure to adhere to this guideline may result in forfeiting the organization's ability to host meetings or events at future conferences.
- For meetings/events with more than 3 HCPs in attendance, it is required to complete an ancillary event application. Additional fees may apply. (Please refer to the criteria and rules specified under Ancillary Meetings.)
- Meeting space is not fork lift accessible; only pallet jacks may be used



# Event Sponsorships Continued

## Ancillary Events

**\$3,500 | LIVE**

An ancillary event refers to a function held in connection with the MDA Clinical & Scientific Conference by an organization other than MDA. Approval from MDA is required for all ancillary events. The requests will be reviewed in the order they are received, and a two-week period is required for approval and issuance of the Letter of Agreement (LOA). If meeting space is available it will be allocated no later than Thursday, January 11, 2024.

If your organization plans to hold an ancillary event, please submit the Ancillary Events Request Form to request the meeting space. Please note that no meeting space is available directly through the hotel.

Please do not attempt to contact the hotels directly without prior consent from MDA. MDA will provide the contact information for food & beverage and A/V services once LOA's have been finalized.

### Ancillary Event Deadline:

Ancillary Meeting Space must be requested by February 7, 2024. MDA does not guarantee meeting space.

### Guidelines:

- Meeting hosted with 3 or more HCPs
- Must not exceed 3-hours
- Approved ancillary events refer to advisory board meetings, moderated roundtables, and social/networking events. These events are invitation-only
- Functions or large meetings may only be held during approved times as indicated in our rules and regulations without exception.
- MDA will enforce these times strictly, and any activity that could potentially negatively impact the attendance of MDA sanctioned events is strictly prohibited.

### Approved Ancillary Event Days and Times:

Approved Ancillary Events, regardless of sponsoring organization, may take place only during the following times. Times are subject to change based upon adjustments to the official MDA Program schedule.

- Saturday, March 2 | 8 a.m. – 6 p.m.
- Sunday, March 3 | 3 - 6 p.m., 8 - 11 p.m.
- Monday, March 4 | 6 - 8 a.m., after 8 p.m.
- Tuesday, March 5 | 6 - 8 a.m., after 8 p.m.
- Wednesday, March 6 | 6 - 8 a.m., 2 - 6 p.m.

Please contact Pam Bittner at [pbittner@mdausa.org](mailto:pbittner@mdausa.org) with questions regarding meeting suites & ancillary events.

# Marketing Sponsorships

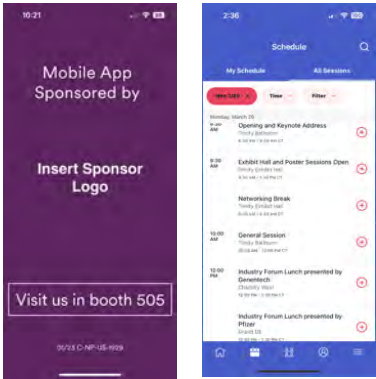
## Event Mobile App with Conference (Exclusive)

**\$85,000 | HYBRID**

The event mobile app will be in the hand of all conference attendees approximately 1 week before the start of conference. This primary source of information for real-time conference info including; 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 app splash page
- Image Displays for up to 5 seconds depending on connection and speed
- Recognition of sponsorship level on app, including link to your choice of URL's.



## Conference Name Badge (Exclusive)

**\$95,000 | LIVE**

Highly visible opportunity to showcase your organization's logo on the 2024 conference badge. All conference attendees are required to wear their conference badge at all times. This badge features the conference agenda on the reverse side and is co-branded with the MDA conference logo.



## Lanyard Sponsorship (Exclusive)

**\$90,000 | LIVE**

A highly visible sponsorship opportunity with exceptional brand recognition beyond the MDA conference. All attendees are required to wear their badges and lanyards throughout the conference and your organization's logo can adorn the neck of them all! This is a co-branded sponsorship with MDA's logo



# Marketing Sponsorships Continued

## Hotel Key Card and Sleeve (Exclusive)

**\$95,000 | LIVE**

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 2024 MDA Clinical & Scientific Conference staying at the Hilton Orlando will receive one of these key cards and holders upon check-in. By displaying your logo on this highly visible item, you can increase brand recognition and make a lasting impression on a targeted audience.



## Guest Room Mirror Cling (Exclusive)

**\$35,000 | LIVE**

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

## Guest Room Door Hanger (Exclusive)

**\$35,000 | LIVE**

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

## Registration Confirmation Email Banner Ad (Exclusive)

**\$50,000 | HYBRID**

Your logo will be included in the two MDA Conference confirmation emails. The first is the initial confirmation email received upon registration and the second is the all-important "What you need to know" email sent to all conference attendees a few days prior to conference. To maximize your investment and reach to the attendees, it is recommended to secure the sponsorship as soon as possible.

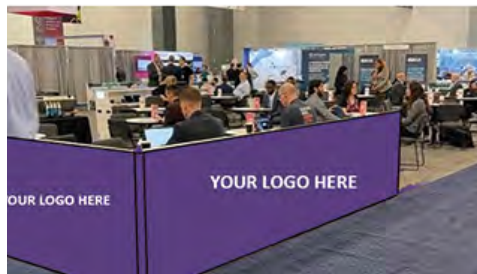


# Marketing Sponsorships Continued

## Patient Advocacy Pavilion (Exclusive)

**\$75,000 | LIVE**

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 and sidewalls around the pavilion in the exhibit hall.



## Exhibit Hall Entry Graphics (Exclusive)

**\$65,000 | LIVE**

By sponsoring the entrance to the in-person exhibit hall, your brand can take center stage and make a lasting impression on all conference attendees. Your company's design files will be used to create custom graphics, which will be produced and installed by MDA on 3 sets of doorway arches leading to the exhibit hall. This entrance graphic will be co-branded with the MDA Conference logo, offering a seamless visual experience for attendees. Don't miss out on this exclusive opportunity to showcase your brand prominently and leave a lasting impression on all conference-goers.



## General Session Entry Graphics (Exclusive)

**\$65,000 | LIVE**

**New in 2024** - Looking to make a big impression at the 2024 MDA Clinical & Scientific Conference? Sponsorship of the 3 sets of doorway arches that lead to the General Session ballroom providing a unique opportunity to showcase your brand to all conference attendees. Your company's design files will be used to create custom graphics, which will be produced and installed by MDA on these door arches, ensuring your brand is front and center throughout the conference. This entrance graphic will remain on the entryway for the duration of the conference, providing maximum exposure for your brand. Don't miss out on this exclusive sponsorship opportunity to make a lasting impression on all attendees.

# Marketing Sponsorships Continued

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## Online Conference Registration Platform Sponsorship (Exclusive)

**\$75,000 | HYBRID**

Maximize the visibility of your brand by positioning it on the conference registration portal for the upcoming 2024 MDA Clinical & Scientific Conference. This portal will serve as a crucial access point for visitors, attendees, exhibitors, sponsors, and media representatives who will secure their conference passes in the months and weeks leading up to the event. With extensive promotion during the MDA marketing campaign, this is an excellent opportunity to reach a wide audience and make a lasting impression.

## Attendee Conference Backpack (Exclusive)

**\$75,000 | LIVE**

Looking for a sponsorship opportunity that extends beyond the conference itself? Look no further than the highly visible attendee backpack sponsorship. Every conference attendee will receive a backpack 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. In addition to your company logo, the welcome backpack will also include other conference promotional materials. To take advantage of this unique opportunity, your company will be responsible for producing and shipping the attendee backpack. Don't miss out on the chance to increase your brand recognition and reach a larger audience through this exciting sponsorship opportunity

## All Conference Wi-Fi Access (Exclusive)

**\$75,000 | LIVE**

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 2024 MDA Clinical & Scientific Conference.

# Marketing Sponsorships Continued

## 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

## Bag Drops

**\$8,500 | 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 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 Sunday, March 4, 2024.

### Bag Drop Deadlines –

- January 17, 2024 – PDF version of your item submitted for approval by MDA
- February 28, 2024 (on or before) – Delivery of 1600 printed copies - no larger than 8.5” x 11”, to the MDA Conference offices at the Hilton Orlando

The price is per bag drop, and shipping instructions will be provided to sponsors upon commitment.

## Care Center Network Seat Drop

**\$15,000 | LIVE**

Interested in dropping the latest information about your company at the MDA Care Center Directors & Network Meetings on Sunday, March 3, 2024? 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 neuromuscular 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.

### Seat Drop Deadlines –

- January 17, 2024 – PDF version of your item submitted for approval by MDA
- February 28, 2024 (on or before) – Delivery of 300 printed copies - no larger than 8.5” x 11”, to the MDA Conference offices at the Hilton Orlando

Price is per seat drop, and shipping instructions will be provided to sponsors upon commitment.

# Marketing Sponsorships Continued

## Pens (Exclusive)

**\$7,500 | 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 offices at the Hilton Orlando by Wednesday, February 28, 2024. If you commit to sponsoring, delivery instructions will be provided to you.

## Notepads (Exclusive)

**\$7,500 | 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 offices at the Hilton Orlando by Wednesday, February 28, 2024. If you commit to sponsoring, delivery instructions will be provided to you.

## Escalator Railing Graphics

**\$25,000 (3 Available) | LIVE**

Escalate your branding! Highly visible opportunity to place your company branding in front of attendees. Escalators transport attendees from the hotel lobby to all conference sessions. Sponsor may brand inside sections of A, B or C which consists of the left and right railing of the escalator.





# Marketing Sponsorships Continued

## Elevator Door Graphics (Exclusive)

**\$25,000 (3 Sets of 2 Available) | LIVE**

Your message meets attendees often as they travel between floors of the Hilton Orlando. Elevator wraps provide a unique way to create instant awareness of a company's product, service, or brand. Create a lasting impression on attendees and maximize ROI. The sponsorship includes the exclusive branding opportunity of two sets of elevator doors facing each other, with the branding prominently displayed on the exterior surfaces.



### Branding Deadlines

- January 17th – Submit high-quality (at least 300 dpi resolution), print-ready PDF file
- Design templates and instructions, will be provided once LOA is signed by both parties.

*Questions/Inquiries - Please contact Cortney Mott at [clmott@mdausa.org](mailto:clmott@mdausa.org).*



# Sponsorships Levels

Your level of sponsorship will be determined by your overall investment in MDA sponsorship items. As the 2024 Conference will be conducted both in-person and virtually, some sponsorship levels have been enhanced to include recognition on the virtual platform as well. To determine the level of support you wish to provide, please refer to the specific sponsorship items listed on the previous pages.

LEVEL/TITLE	SPONSORSHIP BENEFITS
<div>Strength of Life Partner</div> <div>Total Investment:</div> <div>\$210,000+</div>	<div>Recognition in conference materials as MDA Strength of Life Partner</div> <div><ul style="list-style-type: none"><li>Company logo placement on the website, mobile app &amp; virtual event platform</li><li>Recognition of sponsorship level on app, including link to your choice of URLs</li><li>Company branding on in person conference and general session areas.</li><li>6 complimentary in-person conference passes</li><li>4 complimentary virtual conference passes</li><li>Social media recognition on Twitter (up to 2 times)</li></ul></div>
<div>Circle of Strength</div> <div>Total Investment:</div> <div>\$160-000-\$209,999</div>	<div>Recognition in conference materials as MDA Circle of Strength Sponsor</div> <div><ul style="list-style-type: none"><li>Company logo placement on the website, mobile app &amp; virtual event platform</li><li>Recognition of sponsorship level on app, including link to your choice of URLs</li><li>Company logo noted on the website</li><li>Company branding in LIVE conference and general session areas</li><li>5 complimentary in-person conference passes</li><li>3 complimentary virtual conference passes</li><li>Social media recognition on Twitter (up to 2 times)</li></ul></div>

# Sponsorships Levels Continued

LEVEL/TITLE	SPONSORSHIP BENEFITS
<b>Impact Sponsor</b>  Total Investment: <b>\$110,000–\$159,999</b>	Recognition in conference materials as MDA Impact Sponsor <ul style="list-style-type: none"> <li>• Company logo placement on the website, mobile app &amp; virtual event platform</li> <li>• Recognition of sponsorship level on app, including link to your choice of URLs</li> <li>• 4 complimentary in-person conference passes</li> <li>• 2 complimentary virtual conference passes</li> <li>• 1-time social media recognition on Twitter</li> </ul>
<b>Empowerment Sponsor</b>  Total Investment: <b>\$60,000–\$109,999</b>	Recognition in conference materials as MDA Empowerment Sponsor <ul style="list-style-type: none"> <li>• Company logo placement on the website, mobile app &amp; virtual event platform</li> <li>• Recognition of sponsorship level on app, including link to your choice of URLs</li> <li>• 1 complimentary in-person conference pass</li> <li>• 1 complimentary virtual conference pass</li> <li>• 1-time social media recognition on Twitter</li> </ul>
<b>Champion Sponsor</b>  Total Investment: <b>\$10,000–\$59,999</b>	Recognition in conference materials as MDA Champion Sponsor <ul style="list-style-type: none"> <li>• Company logo placement on the website, mobile app &amp; virtual event platform</li> <li>• Recognition of sponsorship level on app, including link to your choice of URLs</li> <li>• 1 complimentary in person conference pass</li> </ul>
<b>Friend of MDA</b>  Total Investment: <b>\$5,000–\$9,999</b>	Recognition in the following conference materials as Friend of MDA: <ul style="list-style-type: none"> <li>• Mobile app</li> <li>• Website</li> </ul>

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

# Rules & Guidelines

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## Photography & Videotaping Policy

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Because of the sensitive nature of many of the sessions and presentations, videotaping and photography are strictly prohibited during all sessions of the 2024 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

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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.

## 2024 Registration Rates

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Live Conference Registration fees provide access to the in-person conference March 3-6, 2024, at the Hilton Orlando 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, 2023**.

Virtual Conference Registration fees provide access to the live streaming virtual conference, March 4-6, 2024, with access to all on-demand conference content via our virtual event platform for 12-months.

## Registration Cancellation/Refunds

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There is a \$100 cancellation fee, and balance will be refunded until January 19, 2024. There will be no refunds for cancellations received after January 19, 2024, 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 7, 2024.

If you must change from in person registration to virtual registration, you may do so one time only for a partial refund up until January 19, 2024. 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.



# 2024 Registration Rates

Category	Early Bird	Standard	On-Site	Virtual Standard Rates Only
Scientist/Physician	\$799	\$949	\$1,199	\$399
Allied Healthcare Provider	\$699	\$849	\$1,099	\$299
Industry (Sponsor)	\$1,299	\$1,449	\$1,699	\$699
Industry/Investor (Non-sponsor)	\$1,399	\$1,549	\$1,799	\$699
Non Profit Organization/ Government	\$499	\$649	\$899	\$399
Patient/Caregiver	\$499	\$649	\$899	No Charge
MDA Care Center Physician	\$599	\$749	\$999	\$299
MDA Care Center Allied Healthcare Provider	\$499	\$649	\$899	\$199
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

## Join the Community

 Instagram: @mdaorg

 Facebook: MDAorg

 Twitter: @MDAorg

 LinkedIn: Muscular Dystrophy Association

 YouTube: YouTube.com/MDA

 Advocacy Twitter: @MDA\_Advocacy

 TikTok: @mdaorg

 Twitch: MDA\_LetsPlay

 Discord: MDA Let's Play