




# Clinical Conference

March 11–14, 2018  
Hyatt Regency Crystal City  
Arlington, Va.

A background image of a male doctor in a white coat using a stethoscope to examine a young child. The image is overlaid with a semi-transparent blue filter. A large, stylized orange heart shape is positioned in the lower-left corner, partially overlapping the text.

**Partner with MDA**  
to Improve Medical  
Outcomes in  
Neuromuscular  
Diseases

Muscular Dystrophy Association  
[mda.org](http://mda.org)

# Applying Scientific and Medical Advances to Improve Clinical Care

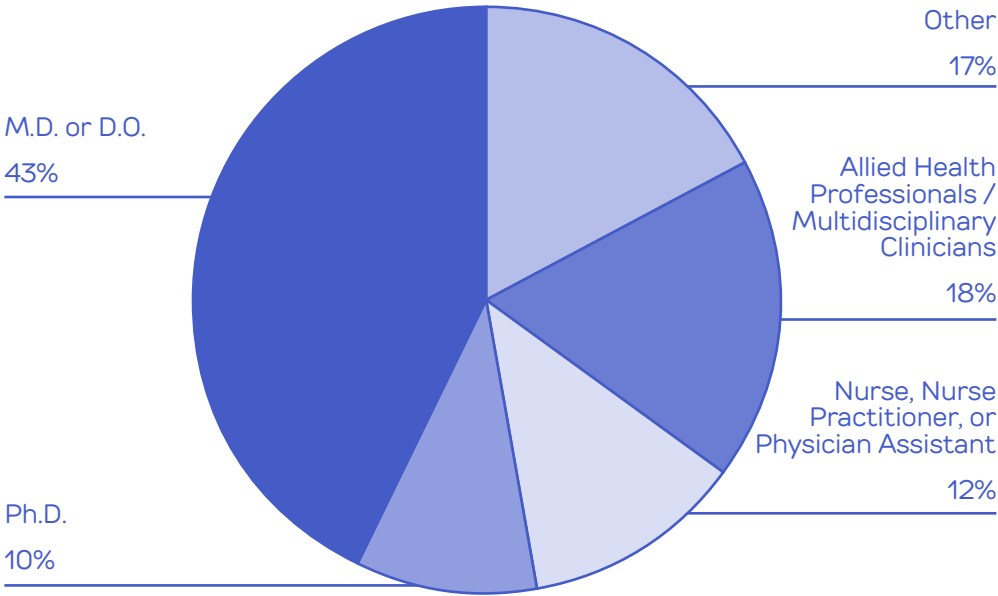
MDA's Clinical Conference is focused on the critical need to optimize medical care for children and adults living with muscular dystrophy, ALS and related life-threatening diseases. The conference will leverage the expertise of clinicians, researchers and allied health professionals across neuromuscular diseases to increase knowledge of emerging diagnostic strategies, discuss best practices for medical management and explore new advances in preclinical and clinical research — all aimed at improving medical outcomes for individuals living with neuromuscular conditions.

Conference presentations and discussions will include the following:



## Who Attends the MDA Clinical Conference?

Our partners reach more than 450 influential professionals in the clinical and scientific arenas who are working to save and improve the lives of individuals with neuromuscular diseases.



## Continuing Medical Education

Continuing medical education credits will be offered to eligible attendees. The MDA Clinical Conference is planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME), including ACCME Standards for Commercial Support, through the joint providership of Emory University's Office of Continuing Medical Education (OCME) and MDA. Continuing education credits also will be available through OCME for nurses who attend the conference.

# Become a Clinical Conference Supporter

The biennial Clinical Conference leverages MDA's extensive reach into the scientific, clinical research and clinical practice communities to bring together the world's leading experts in neuromuscular disease. The conference is designed to spark dialogue, promote cross-functional teamwork and drive advances in research and medical care.

With more than \$1 billion invested to date in more than 40 disease areas, MDA has supported the work of almost every key opinion leader and touched nearly every therapeutic advance. Our extensive network of researchers spans generations and stretches across the globe.

MDA's network of more than 150 Care Centers throughout the U.S. and Puerto Rico, with more than 2,000 physicians and allied health professionals, is leading the advancement of neuromuscular disease clinical care and provides sites for dozens of clinical trials.

The Clinical Conference is a crucial part of MDA's mission to care for children and adults from day one, while accelerating the development of treatments and cures for the more than 100,000 individuals we serve. Please join us as a partner in this fight.

Conference partnership allows you to reach more than

# 450

influential professionals in the



academic, clinical, government and industrial arenas who will gather to help drive



therapeutic advancements and improved medical outcomes.



## A Winning Partnership

Teaming up with MDA for the 2018 Clinical Conference is a positive investment for your company:



Reach and engage an international community of scientific and clinical experts dedicated to accelerating research and improving medical outcomes for individuals with neuromuscular diseases.



Help fight to free individuals from the harmful effects of muscle-debilitating diseases.



Strengthen your brand relevance in the neuromuscular disease community.

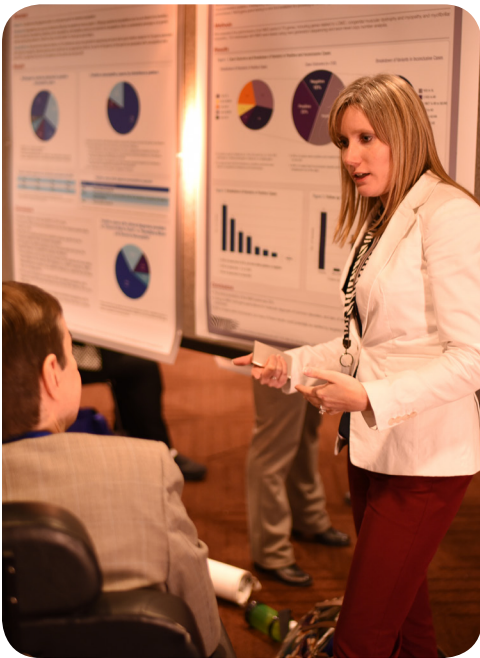


Form powerful connections through a shared purpose.

# Clinical Conference Support Opportunities

There are numerous ways to partner with MDA to reach the influential scientific and medical communities and help us drive progress that will fit your company's needs and goals. Become a Strength for Life, Muscle Champion or Live Unlimited supporter and/or invest in other special opportunities to showcase your company before and during the conference.

## Conference Supporter Packages



### Strength for Life Supporter

Investment: \$90,000

This is an exclusive opportunity for two companies to be a Strength for Life supporter of the 2018 MDA Clinical Conference. Supporters receive strong visibility and high-profile conference benefits. Supporter's profile extends beyond the conference through MDA communications and advertising channels.

Supporter benefits:

- Recognition in conference print materials and on conference website (as permitted by continuing medical education requirements)
- Company name placement on conference welcome packets given to all attendees
- Company logo on Strength for Life supporter signage at entrance of main dining area and in Exhibit Hall
- Company name on the lanyards for attendee name badges
- Opportunity to host one industry forum during breakfast or lunch (no additional investment required — see page 7)
- Opportunity to include two pre-approved items in conference welcome packet given to all attendees
- Verbal recognition as Strength for Life supporter during conference general session
- Large corner exhibit space (16' x 10')
- Recognition on pre-event email sent to all conference registrants
- Opportunity to be featured on MDA's blog Strongly and acknowledged on social media channels
- One full-page color ad in a 2018 issue of Quest Magazine (subject to advance review and approval)
- Six complimentary conference registrations





## Muscle Champion Supporter

Investment: \$65,000

A prime opportunity for your company to showcase a commitment to the treatment of neuromuscular disease and to expand your profile among the neuromuscular clinical community.

Supporter benefits:

- Recognition in conference print materials and on conference website (as permitted by continuing medical education requirements)
- Company logo on Muscle Champion supporter signage at entrance of main dining area and in Exhibit Hall
- Opportunity to include one pre-approved item in conference welcome packet given to all attendees
- Verbal recognition as Muscle Champion supporter during conference general session
- Opportunity to host an industry forum for the first two companies that commit to this support level (additional investment required; see page 7)
- Standard exhibit space (8' x 10')
- Opportunity to be featured on MDA's blog Strongly and acknowledged on social media channels
- Half-page ad in a 2018 issue of Quest Magazine (subject to advance review and approval)
- Four complimentary conference registrations

## Live Unlimited Supporter

Investment: \$35,000

Increase your visibility and reach within the neuromuscular community through this introductory opportunity to support the MDA Clinical Conference.

Supporter benefits:

- Recognition in conference print materials and on conference website (as permitted by continuing medical education requirements)
- Company logo on Live Unlimited Supporter signage at entrance of main dining area and in Exhibit Hall
- Opportunity to include one pre-approved item in conference welcome packet given to all attendees
- Verbal recognition as Live Unlimited supporter during conference general session
- Two complimentary registrations for the conference

# Conference Engagement and Promotional Opportunities

## Industry Forums

Investment: \$25,000

Exclusive opportunity for Strength for Life supporters and up to two Muscle Champion supporters

Industry forums provide an opportunity to present an educational topic related to neuromuscular disease during breakfast or lunch (two of each are available). Industry forums are not eligible for CME credits being offered through the conference. Selection of forum days/times is offered on a first-come, first-served basis as the supporter package is confirmed by your company.\*

Industry Forum package:

- 45-minute presentation time
- Meeting space for up to 125 attendees
- Breakfast or lunch for up to 125 attendees (cost of food is included in package)
- Standard A/V package (one projection screen, one LCD projector, one wireless remote with laser pointer, one podium microphone, one table, microphone)
- Email listing of registered attendees six weeks in advance of the conference for the purpose of sending e-invites and accepting RSVPs. One-time use only.
- Company logo on signage at the forum

\*Note: Strength for Life supporters receive first choice of day and time for their Industry Forum. Up to two Muscle Champion supporters will be able to choose from remaining time options based on the order in which their commitment is finalized. Deadline for selection of forum day and time is January 16, 2018.

## Poster Session Reception Supporter

(exclusive opportunity)

Investment: \$25,000

Showcase your company during the evening poster session on March 12, as attendees tour posters, speak with presenters and exchange ideas. This lively event features cocktails, hors d'oeuvres and plenty of networking time with top health care professionals and scientific experts in the neuromuscular disease field.

Supporter benefits:

- Recognition in conference print materials and on conference website (as permitted by continuing medical education requirements)
- Company logo on signage at the evening poster session and reception
- Recognition on poster abstract program insert provided to all attendees
- Verbal recognition during conference general session
- Two complimentary conference registrations

## MDA Champions Reception Supporter

(two opportunities available)

Investment: \$20,000

Showcase your company's commitment to MDA's lifesaving mission and everyday champions immediately following the opening keynote address on Sunday or Tuesday evening. These lively events feature cocktails, hors d'oeuvres and plenty of networking time with top health care professionals and scientific experts in the neuromuscular disease field.

Supporter benefits:

- Recognition in conference print materials and on conference website (as permitted by continuing medical education requirements)
- Company logo on signage at reception
- Company logo on cocktail napkins for reception
- One complimentary conference registration

## Coffee Break and Snack Exclusive Supporter\*\*

Investment: \$20,000

Throughout the conference, your company will gain enhanced brand visibility among attendees by being the exclusive supporter of the five coffee breaks and two snack stations. Coffee breaks are offered mid-morning and mid-afternoon. Snack stations will be provided at two afternoon coffee breaks.

Supporter benefits:

- Recognition in conference print materials and on conference website (as permitted by continuing medical education requirements)
- Signage at each beverage/snack station table
- Company logo on napkins
- Company name on hot beverage cups
- One complimentary conference registration

\*\* This exclusive opportunity is available until Dec. 22, 2017, after which separate coffee break and snack supporter packages will become available.

## Conference USB Flash Drive Supporter

Investment: \$15,000

As a supporter of the Conference USB Flash Drive, your company has an exclusive opportunity to ensure that abstracts shared at the MDA Clinical Conference, as well as other program materials, are available for attendees. Supporting this resource will keep information close at hand for those interested in the valuable subject matter.

Supporter benefits:

- Recognition in conference print materials and on conference website (as permitted by continuing medical education requirements)
- Company name printed on the USB flash drive provided to all attendees
- One complimentary conference registration

## Wi-Fi and Charging Station Supporter

Investment: \$15,000

Your company name can be seen by attendees when it's time to recharge their laptops and other mobile devices at one of four charging stations located at the conference venue.

Supporter benefits:

- Recognition in conference print materials and on conference website (as permitted by continuing medical education requirements)
- Signage at each charging station
- Acknowledgment on insert in conference welcome packet that provides attendees with the Wi-Fi access information
- One complimentary conference registration

## Interactive Photo Booth Supporter

Investment: \$10,000

The focus will be on your company with a fun, interactive photo booth in the conference Exhibit Hall. Attendees can use props to add some fun to their team or individual photos. Conference participants will be reminded of your company every time they look at their photo(s).

Supporter benefits:

- Recognition in conference print materials and on conference website (as permitted by continuing medical education requirements)
- Company logo on photo booth signage
- Company logo on printed photos
- Company name on a flyer inserted in conference welcome packet given to all attendees

## Conference Wellness Supporter

Investment: \$7,500

Use this exclusive opportunity to promote your company by being the official wellness supporter for conference attendees. During online registration and at the conference, MDA will invite attendees to participate in an MDA Team Momentum fun run and mini MDA Muscle Walk. This opportunity is limited to one exclusive supporter.

Supporter benefits:

- Recognition in conference print materials and on conference website (as permitted by continuing medical education requirements)
- Company logo on table top signage at wellness activities
- Company name on a flyer inserted in conference welcome packet given to all attendees
- A fitness towel with your company logo will be provided for distribution to all attendees

## Circle of Strength Supporter

Investment: \$5,000

Looking for an easy way to support MDA and the 2018 Clinical Conference? Join our Circle of Strength and receive recognition for your support.

Supporter benefit:

- Recognition in conference print materials and on conference website (as permitted by continuing medical education requirements)

## Snack Station Supporter

Investment: \$5,000

Thanks to your company's support of the conference, attendees can refuel with delicious snacks and be energized for more learning, discussion and networking during afternoon conference breaks. Two afternoon snack sessions are offered. This package is available after Dec. 22, 2017.

Supporter benefits:

- Recognition in conference print materials and on conference website (as permitted by continuing medical education requirements)
- Signage at each snack station table

## Hotel Key Card Supporter

Investment: \$5,000

Amplify your support of the conference to all attendees, and show your support for MDA's mission to save and improve lives by proudly displaying your company logo on room keys provided to attendees upon check-in. This is an exclusive opportunity for one supporter.

Supporter benefits:

- Recognition in conference print materials and on conference website (as permitted by continuing medical education requirements)
- Company logo on the hotel room keys provided to conference attendees at check-in



## Conference Pen Supporter

Investment: \$3,000

This is an exclusive opportunity to keep your company top of mind by placing your name directly in the hands of conference attendees. You supply the pens (additional cost) with your company name (no logo), and they will be placed in the conference welcome packet provided to each attendee. Opportunity is limited to one company.

Supporter benefits:

- Recognition in conference print materials and on conference website (as permitted by continuing medical education requirements)
- Your company pen will be provided to all attendees in the conference welcome packet

## Conference Notepad Supporter

Investment: \$3,000

These heavily utilized customized notepads (8½" by 11") are always a hit at the conference. The notepads are provided by you (additional cost) with your company name (no logo), and they will be placed in the conference welcome packet provided to each attendee. Opportunity is limited to one company.

Supporter benefits:

- Recognition in conference print materials and on conference website (as permitted by continuing medical education requirements)
- Your company notepad will be provided to all attendees in the conference welcome packet

## Coffee Break Supporter

Investment: \$3,000/break

Coffee breaks are offered mid-morning and mid-afternoon for all conference attendees. In addition to enjoying coffee, tea and soft drinks, attendees use this time to network and discuss the educational sessions. Three morning and two afternoon coffee breaks are available. Supporting a coffee break gives you the option to add a snack station (two opportunities only; see page 9) at a discounted price of \$3,000. Available after Dec. 22, 2017.

Supporter benefits:

- Recognition in conference print materials and on conference website (as permitted by continuing medical education requirements)
- Signage at each beverage station table

# Exhibit Hall Opportunities

## Exhibit Hall Passport and Prize Supporter

Investment: \$5,000\*

Be part of the buzz and excitement in the conference Exhibit Hall. Attendees are given a passport card with the names of each company in the Exhibit Hall and are asked to have their passport stamped at every booth to be eligible for a special prize drawing. Fully stamped passports are placed in an opportunity drawing jar located at the MDA exhibit.

Supporter benefits:

- Standard exhibit space (8' x 10')
- One six-foot table and two chairs
- Recognition in conference print materials and on conference website (as permitted by continuing medical education requirements)
- Corporate logo on passports given to attendees
- Verbal recognition when the prize is awarded during the general session on March 14

\*Note: Investment includes the purchase of an iPad Pro prize for the passport winner.

## Large Corner Exhibit (16' x 10')

Investment: \$4,500

High-profile exhibit opportunity for up to four companies to anchor each corner of the Exhibit Hall. (Note: Corner exhibit booth is included in Strength for Life package.) Exhibitors will have the opportunity to showcase their products and services to health care professionals and other attendees.

Exhibitor benefits:

- Premium positioning on Exhibit Hall floor
- Two six-foot tables and two chairs
- Recognition in conference program (as permitted by continuing medical educational requirements)
- Recognition on conference website with hyperlink to your company website
- Logo inclusion on the Exhibit Hall passport

## Standard Exhibit (8' x 10')

Investment: \$2,000

Showcase your company/product in the MDA Clinical Conference Exhibit Hall.

Exhibitor benefits:

- One six-foot table and two chairs
- Recognition in conference program (as permitted by continuing medical educational requirements)
- Recognition on conference website with hyperlink to your company website
- Logo inclusion on the Exhibit Hall passport

Note to all exhibitors: Any additional options purchased directly through the exhibition company are the responsibility of the exhibitor.



### Due Dates

**Confirmation of support** (signed Letter of Agreement) for the 2018 Clinical Conference must be received by **Friday, Jan. 26, 2018**.

All **payments** must be received no later than **Friday, Feb. 2, 2018**.

**Logos** in vector format (.eps or .ai file) must be received by **Friday, Feb. 2, 2018**.

# Be a Champion for Strength, Independence and Life

The freedom to walk, to talk, to run and play. To laugh, to hug. To eat. To breathe. Each day across the country, these everyday freedoms are being taken away from children and adults with muscular dystrophy, ALS and related muscle-debilitating diseases.

Together, we can change that.

Thanks to the generous support of partners like you, MDA fights to free individuals and the families who love them from the harmful effects of these life-threatening diseases that take away physical strength, independence and life.

We use our collective strength to:



Find research breakthroughs across diseases to accelerate treatments and cures



Care for children and adults from day one



Empower families with services and support





Muscular Dystrophy Association

[mda.org](http://mda.org)

**To learn more about how your company  
can partner with MDA for its 2018 Clinical  
Conference, please contact:**

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and Partnerships  
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