



EXHIBITOR & SPONSORSHIP PROSPECTUS

JUNE 27-30, 2025

EXHIBITS: JUNE 27-29, 2025

Presented by



THANK YOU TO OUR 2024 SPONSORS

PREMIER SPONSORS



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS

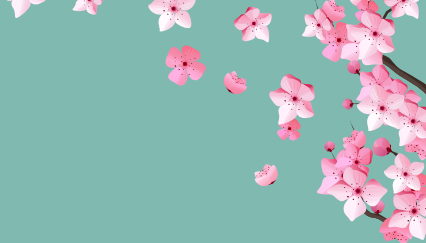


EXHIBITORS

Alliance for Patient Access, Ambu, AMDAPP, AskBio, Boston Scientific, Clinical Neurological Society of America, CND Life Services, Eisai, GE HealthCare, HealthWell Foundation, Lilly USA, Medtronic, NeurologyLive, Praxis, Revance Therapeutics, Rune Labs, Sage Therapeutics, Supernus Medical Affairs, Teva Pharmaceuticals, World Parkinson Coalition



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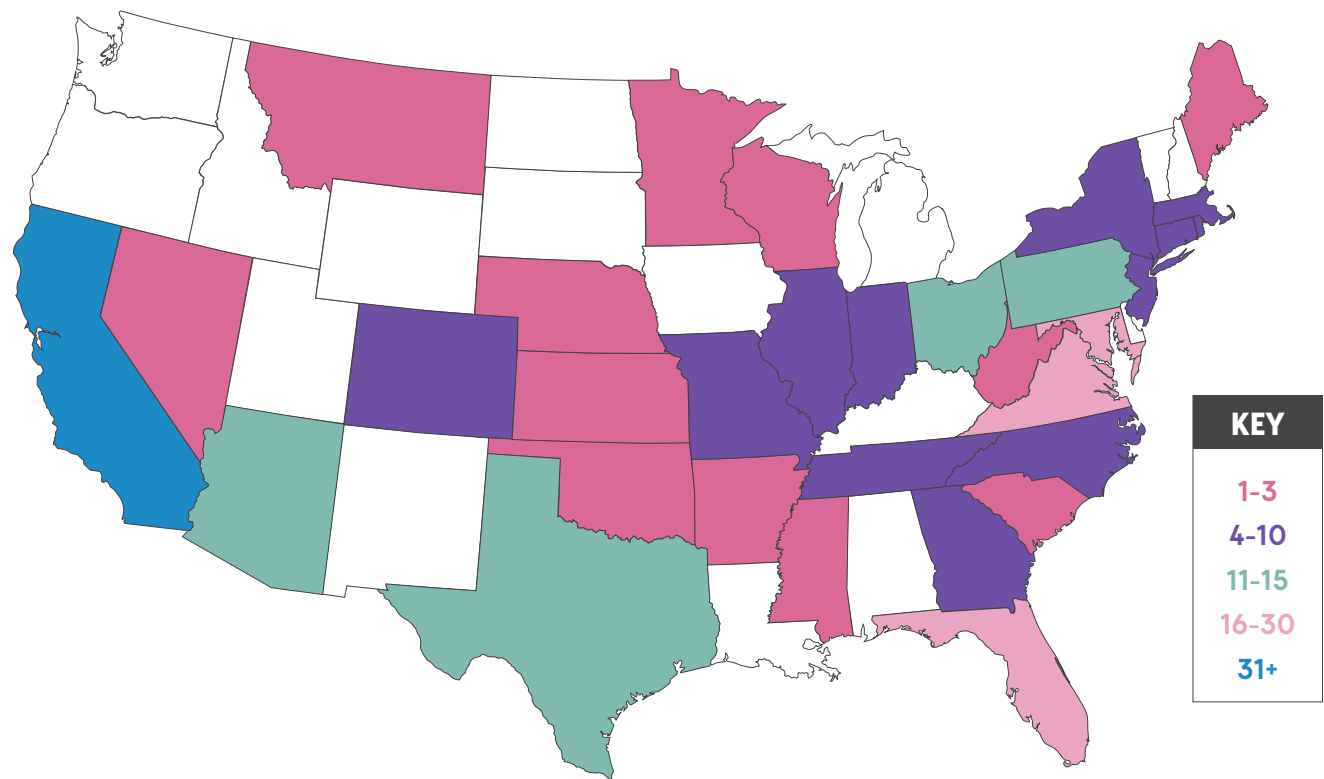
CONGRESS OVERVIEW

The **Advanced Therapeutics in Movement & Related Disorders® (ATMRD) Congress** gathers healthcare providers from around the country, empowering learners to apply new knowledge, tools, and strategies to the diagnosis, treatment, and care of patients with movement disorders. Attendees explore in-depth, evidence-based research focused on real-world patients and engage in hands-on workshops and stimulating discussions of clinical practice case studies utilizing advanced therapeutics.

ATMRD also creates invaluable networking opportunities between healthcare providers, patient advocates, and industry representatives. In 2024, ATMRD hosted 404 attendees from across the US, representing a myriad of academic institutions, community neurology clinics, and other healthcare settings. Our clinician audience includes:

- Movement Disorder Specialists
- Neurology Residents
- Advanced Practice Providers
- Movement Disorder Fellows
- General Neurologists

Attendees' Location Details*

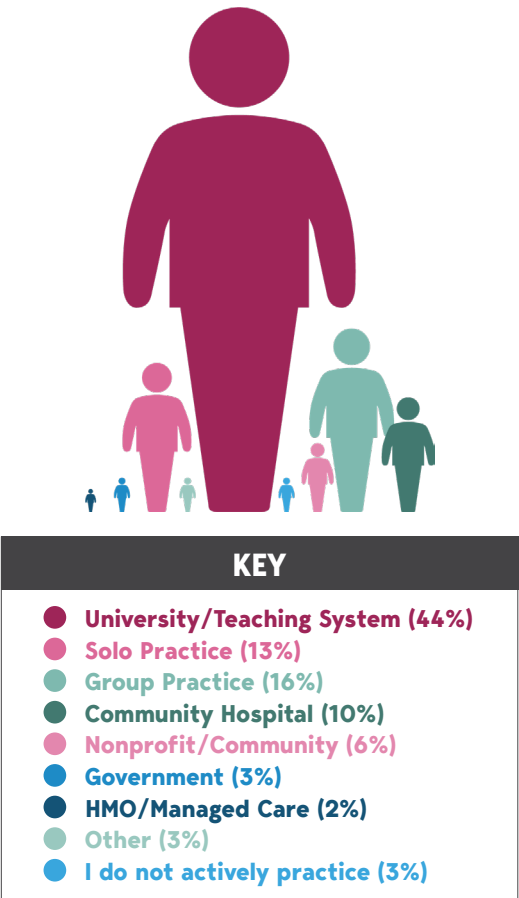


*There were 5 international attendees from Canada, Chile, and Ireland.

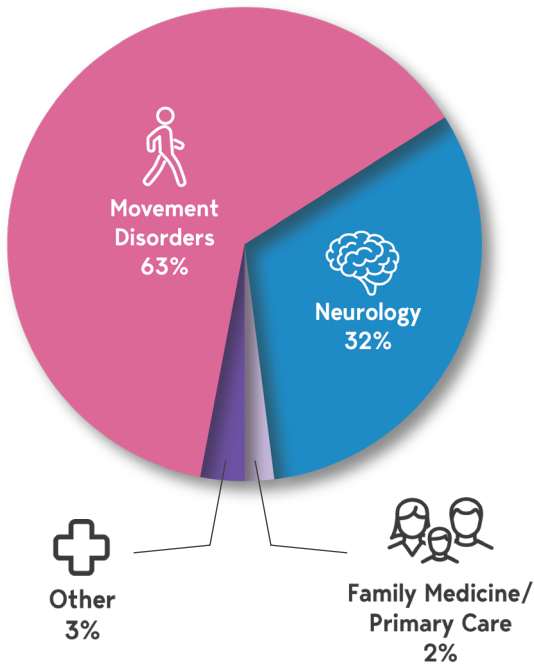


CONGRESS OVERVIEW

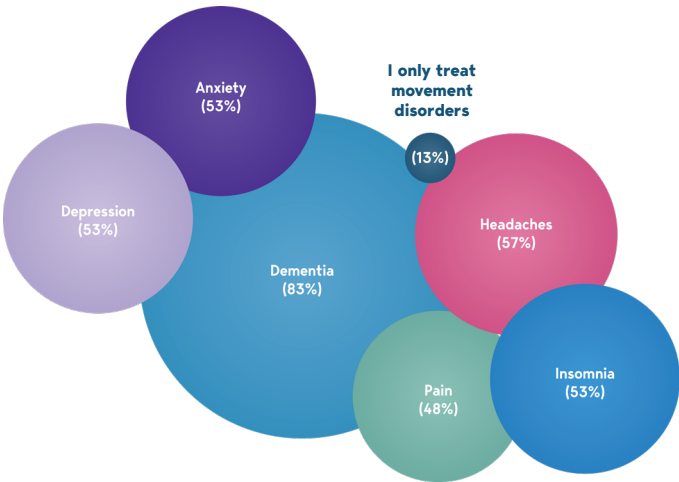
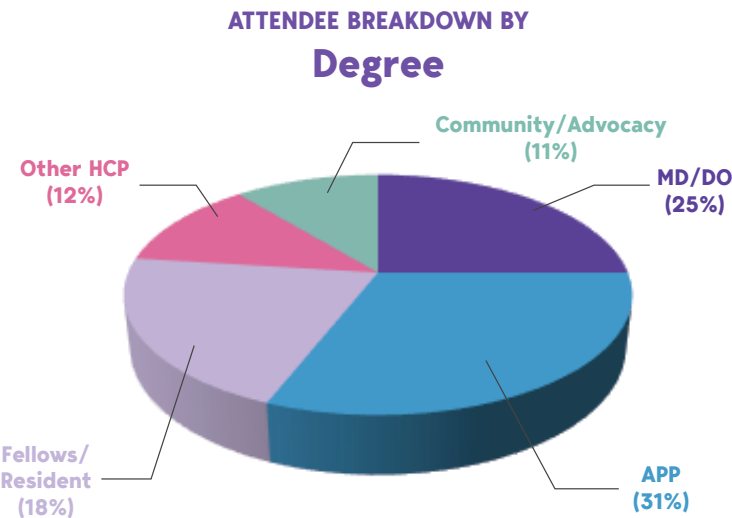
ATTENDEE BREAKDOWN BY
Primary Practice Setting



ATTENDEE BREAKDOWN BY
Specialty



Other than movement disorders, additional conditions attendees treat are:



*Due to multiple selections, percentages do not add up to 100%.



CONGRESS OVERVIEW

BENEFITS OF SPONSORSHIP

We couldn't do it without you! Sponsorship of the 2025 ATMRD Congress will:

- Build awareness of your brand, product, or service among global thought leaders and the next generation of movement disorder providers
- Engage a diverse cohort of clinicians who provide care to millions of patients each year
- Provide the opportunity to share your latest data, as well as gain insight into the clinical applications of your products and services
- Support education, networking, and mentorship in the movement disorder clinician community

IN THEIR WORDS

ATMRD 2024 prioritized patient experiences through the lens of practitioners who are committed to advanced therapies and identifying candidates before disease advances. All too often, patients see these options as last resorts; however, having more treatment options enhances overall care and helps empower our patients to participate in the shared decision-making process.

Priyanka Moondra, MD Mount Sinai Hospital, NY

Absolutely love the emphasis on clinical research data and providing comprehensive care to our patients with their quality of life in mind. This has been such a great experience as a neurology resident pursuing movement disorders!

Sushuma Yarlagadda, MD
Emory University, GA

I really enjoyed the sessions on HD and tardive dyskinesia; they have helped me think of a few difficult patients that have really stumped me. I will be taking this information back to my clinic and reevaluate these patients.

Jackie Murphy, DNP, FNP-BC
Foothills Neurology, AZ



CONGRESS OVERVIEW



ABOUT PMD ALLIANCE

PMD Alliance offers a fresh approach to serving people impacted by Parkinson's and other movement disorders. With a focus on the Movement Disorder Care & Support Ecosystem® developed in 2016, PMD Alliance offers programs that build capacity in the systems interacting with your patients—such as care partners, adult children, support groups, and long-term care facilities. Partnering with more than 150 movement disorder physicians across the country and an additional 30+ internationally, PMD Alliance offers a dynamic roster of online and in-person events.



ABOUT MEDSTAR GEORGETOWN UNIVERSITY HOSPITAL

MedStar Health, in partnership with Georgetown University, is an organization dedicated to advancing health through learning and applying new knowledge while training the next generation of physicians and providing ongoing education and professional development. Committed to the health and wellness of the communities they serve, they strive to make world-class healthcare accessible and convenient while living out the SPIRIT of their values: Service, Patient-First, Integrity, Respect, Innovation, and Teamwork. While science is getting better, MedStar uses the best of their minds and hearts, not forgetting the importance of how they simply treat people.



ABOUT THE VENUE



Standing on the shores of the Potomac River, Gaylord National Resort & Convention Center offers convenient access to many of the Washington DC area's most beloved attractions, some of which are right under this hotel's roof. From the 19-story glass atrium overlooking the river to fountain shows, over 500,000 square feet of total meeting space, distinct restaurants, and signature seasonal attractions, you'll experience it all.

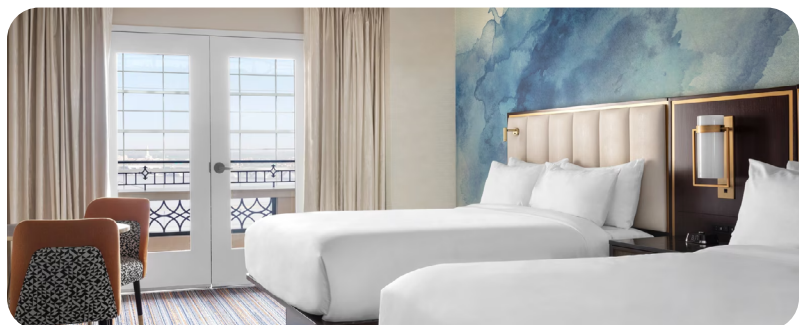
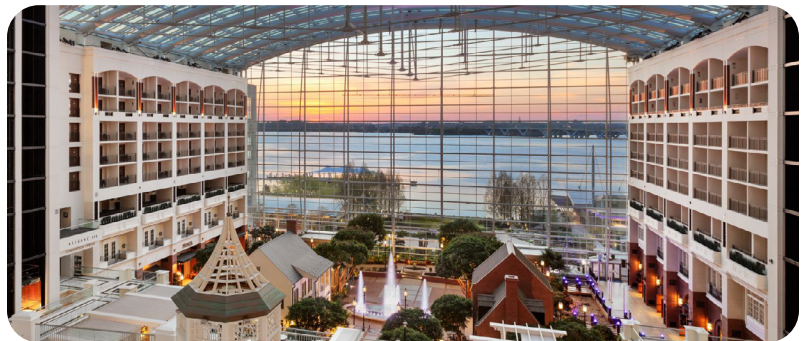


GAYLORD NATIONAL®

RESORT & CONVENTION CENTER

Details:

Gaylord National Resort & Convention Center
201 Waterfront Street
National Harbor, MD 20745



SPONSORSHIP PACKAGES

SUPPORT LEVELS

We offer 4 robust sponsorship packages. Sponsors will be recognized at the Premier, Platinum, Gold, and Silver levels based on their cumulative spend.

Sponsors will be recognized throughout the conference based on their level of investment, which will include:

- » Company logo listed on digital monitors and transition slides throughout the conference
- » Company logo and description in printed conference program guide
- » Company information page on conference mobile app (updated by sponsor)
- » Listing on ATMRD.org including company logo and URL

Additional inclusions are listed below, and more details about the individual sponsorships can be found on Pages 10-12.

SUPPORT TOTALING

LEVEL	PRICE
Premier (10 available)	\$150,000
Platinum (13 available)	\$100,000
Gold	\$75,000
Silver	\$50,000

SPONSOR BENEFITS	PREMIER \$150,000+ SOLD	PLATINUM \$100,000 SOLD	GOLD \$75,000	SILVER \$50,000
Priority Exhibit Space - 10'x10' Booth	3	2	1	1
Opening Comments at Welcome Reception	X			
Attendee Bag Insert	X	X	X	
Hotel Room Door Drop	X	X		
Full-Page Program Guide Advertisement	X	X	X	
Half-Page Program Guide Advertisement				X
Conference Email Blast, Pre-Conference	X	X	X	
Conference Email Blast, Post-Conference	X	X		
Exhibit Hall Passport on the ATMRD Mobile App	X	X	X	X
Unopposed Lunch Industry Innovation Theater (Tier 1)	X			
Unopposed Breakfast Industry Innovation Theater* (Tier 2)		X		
Unopposed 30-Minute Pop-Up Innovation Theater*			X	
Parallel 60- to 90-Minute Hands-On Innovation Workshop†				X
Pre-Conference Registration Attendee List	X	X	X	X
Exhibitor Badges	10	7	6	5

*Industry Innovation Theaters are reserved for Premier and Platinum level sponsors. Premier and Platinum sponsors are guaranteed an Industry Innovation Theater. Your Industry Innovation Theater time slot will be assigned in order by date of signed Letter of Agreement (LOA).

†These sessions will be held in parallel during one afternoon.



SPONSORSHIP PACKAGE BENEFITS

Based on your sponsorship level, please select one of the following opportunities to be included in your package. Details about each option can be found on Pages 11-12.

PREMIER PACKAGE (SELECT ONE)

ATMRD MOBILE APP SPONSORSHIP

The ATMRD mobile app serves as the digital hub for all congress-related information. Attendees can find information about the program, events, faculty, sponsors, and more on the app, attracting 25,000+ pageviews in 2024. Sponsorship includes prominent logo recognition on the home page, login page, and loading screen; primary banner ad with additional text and a call-to-action button; 2 push notifications; and a custom page in the main menu featuring your treatment of choice.

PROFESSIONAL HEADSHOT BOOTH

Sponsor the most sought-after opportunity for attendees, no matter their career stage! The headshot booth will be strategically placed near your exhibit booth, and you will receive a contact list of those who have their photo taken.

LOUNGE WITH CHARGING STATIONS

Provide a space for attendees to have a chat between sessions while they charge their devices. There will be two (2) charging stations equipped with multiple lockable compartments, wrapped with your company-designed graphics, and displayed in the meeting space. ATMRD will manage production and on-site logistics.

CO-BRANDED ATMRD + COMPANY LOGO SWAG ITEM IN ATTENDEE BAG

Keep your company top-of-mind for attendees by sending them home with a high-use item co-branded with your logo.

PLATINUM PACKAGE (SELECT ONE)

HOTEL ROOM KEY CARDS

Personalize the conference hotel room key cards with your logo or advertisement. Electronic artwork must be submitted by the sponsor. ATMRD will manage production and on-site logistics.

NAME TAG LANYARDS

Your company logo will be displayed on lanyards to be offered to all congress participants at registration.

CONFERENCE WI-FI SPONSOR

Increase your visibility throughout the conference venue by sponsoring Wi-Fi internet access to all ATMRD Congress attendees. Sponsorship recognition will additionally appear in the ATMRD Congress program guide. ATMRD will manage production and on-site logistics.

ADDITIONAL OPPORTUNITY NOT CHOSEN BY PREMIER SPONSORS



Name Tag Lanyards

Hotel Room Key Cards



À LA CARTE SPONSORSHIP OPPORTUNITIES

ATTENDEE BAG INSERT

\$3,000

An opportunity to provide each attendee with a company literature piece in the attendee bags that will be distributed upon registration. Bag insert must be pre-approved by ATMRD. Shipping is the responsibility of the sponsor.

EXHIBIT HALL PASSPORT

\$7,500

Receive extra exposure in the Exhibit Hall by being a part of the ATMRD Exhibit Passport! Passports encourage attendees to visit your booth for a chance to be entered into a daily drawing held at the end of each day.

PRE- AND POST-CONFERENCE EMAIL BLAST

\$10,000 EACH

Send a custom email blast to all pre-registered ATMRD Congress attendees. Custom HTML email must be designed and provided by the sponsor. ATMRD will manage distribution on the sponsor's behalf.

GOBO PROJECTION

\$3,000

Project your company logo in a prominent place all attendees will see as they enter the Exhibit Hall. Example below.



PRINTED PROGRAM GUIDE ADVERTISING

AD SIZE	PRICE
Inside Front Cover	\$7,500
Inside Full Page	\$6,000
Half Page	\$3,500

MOBILE APP PUSH NOTIFICATIONS

\$2,500 FOR 2 • \$500 FOR EACH ADDITIONAL

Reach event attendees with external and in-app notifications about your company that continue to appear in the Event Feed and Announcements section within the app after their initial viewing. Companies can request notifications be sent at specific times on a first-come, first-served basis, with the caveat that no notifications will be sent during scheduled learning sessions.



HOTEL ROOM DOOR DROP

\$5,000 EACH

Invite ATMRD attendees to your exhibit booth or Industry Innovation Theater and build brand awareness by having a printed piece delivered to their hotel room. Collateral must be approved by ATMRD prior to printing. Sponsors are responsible for printing and shipping inserts to the venue. Specifications and due dates will be shared upon commitment.

ATTENDEE LIST

\$2,500

Receive a list of opt-in attendee names, email addresses, and practice locations prior to ATMRD. Maximize your networking opportunities and prepare your team for a powerful event.



INDUSTRY INNOVATION THEATERS

Industry Innovation Theaters are industry-sponsored, exclusive (non-competing), non-CME educational sessions on relevant disease state and/or product information topics of interest to attendees. Industry Innovation Theaters are 60 minutes long and take place during meals (breakfast or lunch), which are provided to attendees by PMD Alliance (the sponsor secures the Industry Innovation Theater time slot).

Industry Innovation Theaters are reserved for Premier and Platinum level sponsors. Premier and Platinum sponsors are guaranteed an Industry Innovation Theater. Your Industry Innovation Theater time slot will be assigned in order by date of signed Letter of Agreement (LOA).

INCLUDED IN THE SPONSORSHIP FEE:

- » Ballroom with seating for up to 250 attendees
- » Breakfast or lunch (organized and provided by PMD Alliance. No Sunshine Act reporting necessary)
- » Listing on the website and in the final program guide
- » Full registration badge for each presenter
- » Push notification promoting your session on the ATMRD mobile app
- » Staff to scan attendee badges (attendee list will be sent ~7-10 business days post-conference)
- » Audiovisual equipment
 - » 2 screens, 2 projectors, 1 lavalier microphone per presenter, 2 confidence monitors, 1 speaker timer, 1 technician
 - » Additional audiovisual equipment is available at an incremental cost

SPONSOR'S RESPONSIBILITY:

- » Content and handout material development
- » Digital signage development
- » Speaker travel accommodations
- » Speaker honorarium
- » On-site management of the speaker and presentation
- » Staff to assist with pre-setting materials in the room



POP-UP INNOVATION THEATERS AND HANDS-ON INNOVATION WORKSHOPS

POP-UP INNOVATION THEATERS

Pop-Up Innovation Theaters are short and exclusive (non-competing), non-CME educational sessions on relevant disease state and/or product information topics of interest to attendees. Pop-Up Innovation Theaters are 30 minutes long and take place during a CME break.

Pop-Up Innovation Theaters are reserved for Gold level sponsors. Your Pop-Up Innovation Theater time slot will be assigned in order by date of signed Letter of Agreement (LOA).

INCLUDED IN THE SPONSORSHIP FEE:

- » Meeting room with theater-style seating for up to 75 attendees
- » Listing on the website and in the final program guide
- » Full registration badge for each presenter
- » Push notification promoting your session on the ATMRD mobile app
- » Audiovisual equipment
 - » Screen, projector, 1 lavalier microphone per presenter, 1 laptop on a podium, 1 speaker timer, 1 technician
- » Additional audiovisual equipment is available at an incremental cost

SPONSOR'S RESPONSIBILITY:

- » Content and handout material development
- » Digital signage development
- » Speaker travel accommodations
- » Speaker honorarium
- » On-site management of all aspects of the session

HANDS-ON INNOVATION WORKSHOPS

Hands-On Innovation Workshops are 60- to 90-minute non-CME educational sessions on relevant disease state and/or product information topics of interest to attendees. Two Hands-On Innovation Workshops on different disease states will take place concurrently after the scientific sessions on select days.

Hands-On Innovation Workshops are reserved for Silver sponsors. Your Hands-On Innovation Workshop time slot will be assigned in order by date of signed Letter of Agreement (LOA).

INCLUDED IN THE SPONSORSHIP FEE:

- » Meeting room with seating for up to 75 attendees (setup dependent upon needs)
- » Listing on the website and in the final program guide
- » Full registration badge for each presenter
- » Push notification promoting your session on the ATMRD mobile app
- » Audiovisual equipment dependent upon individual company needs

SPONSOR'S RESPONSIBILITY:

- » Content and handout material development
- » Digital signage development
- » Speaker travel accommodations
- » Speaker honorarium
- » On-site management of all aspects of the workshop



EXHIBITION & LOGISTICS

WHY EXHIBIT?

The exhibition gives ATMRD attendees the opportunity to learn about the latest developments in medical supplies and equipment, pharmaceuticals, and medical publishing. PMD Alliance supports your investment in a variety of ways:

- » Innovative programming, advertising, and promotion drawing over 200 movement disorder providers
- » Commercial exhibit space designed to enhance attendee flow to booth area, ensuring maximum visibility to target audience for multiple days of exhibits
- » Posters and photo booth placed in the Exhibit Hall to ensure repeated exposure
- » Exhibit Hall located in close proximity to meeting rooms, resulting in increased traffic
- » Welcome Reception with refreshments to draw attendees to the Exhibit Hall
- » Limited admission to sessions and workshops
- » An affordable and attractive destination for attendees, supporters, and exhibitors alike

MOVE-IN HOURS

Thursday, June 26

8:00 AM - 9:00 PM

EXHIBIT HOURS

Friday, June 27

Saturday June 28

Sunday June 29

(hours to be released soon)

MOVE-OUT HOURS

Monday, June 30

8:00 AM - 5:00 PM



EXHIBITION & LOGISTICS

EXHIBIT SPACE & SCHEDULE

SIZE	BADGES	PRICE
Tabletop	4 badges	\$10,000
10'x10'	4 badges	\$15,000

**Each additional badge: \$250*

Each badge gives access to the following:

- » Meals and coffee breaks near exhibit area
- » Invitation to Welcome & Poster Reception
- » Access to posters located inside Exhibit Hall

Visibility for exhibitors:

- » 100-word company description and logo in the final program guide
- » Exhibitor name and web link listing on ATMRD.org
- » Listing in ATMRD 2026 Exhibitor & Sponsorship Prospectus as past exhibitor
- » Company listing on ATMRD mobile app (updated by each company)

Included with your exhibit purchase:

- » Materials: 6-foot table and 2 chairs (linens upon request)
- » Pipe and drape (black)
- » Exhibitor badges (based on sponsorship level)

Not included with your exhibit purchase:

- » Electricity (can be purchased through hotel)
- » Labor for installing or dismantling your exhibit display
- » Full conference registration
 - » Exhibitors wishing to receive CME credit must purchase a full conference registration badge and complete the post-conference evaluation

Reduced table fees for nonprofit organizations and start-ups available upon request.

BOOTH TRAFFIC

Strategically scheduled breaks, poster sessions, headshot booth opportunities, and the Welcome & Poster Reception will drive Exhibit Hall traffic. We encourage each exhibiting company to promote its presence at the course through pre-meeting mobile app push notifications and on-site promotions to draw traffic to their booth.



Interested in joining us at ATMRD 2025?

Click here or scan the QR code to email Maureen Simmons to secure your spot today!



CODE OF CONDUCT, EXHIBITOR RULES/ REGULATIONS, & CANCELLATION POLICY

The following rules and regulations are not intended to restrict exhibitors but to provide an environment where all exhibitors can operate efficiently without undue interference from other exhibitors.

- » Customers shall be contacted and all business activities of the exhibitor shall be conducted within the allotted exhibit area
- » Exhibit modules, stands, tripods, and all other exhibit materials will be in good repair so as not to detract from the general aesthetics of the center
- » Booth construction will be limited to eight (8) feet in height. Side dividers will be thirty-six (36) inches in height, and, in general, higher booth construction along the sides should not extend more than three (3) feet from the back
- » All construction must conform to the local fire code. Table drapes, back wall drapes, textile or paper displays, and decorations must be flameproofed. All materials and displays are subject to inspection by the Fire Marshal
- » There will be no smoking in the exhibit area
- » No excessive noise, loud audio, or mechanical equipment will be permitted. The decision of ATMRD is final in determining what noise level is excessive
- » Individuals, manufacturers, dealers, or firms conducting business or attempting to solicit in the exhibit area, hotel property, or immediate vicinity without having secured signed permission from ATMRD will be expelled from the conference
- » Subletting or sharing an exhibit will not be permitted
- » All cylinders containing oxygen, compressed air, or other gases must be secured by strap, chain, stand, or cart to prevent tip-over
- » Each exhibitor must make provisions for the safeguarding of its goods, materials, equipment, and display at all times. Do not leave electronics in your booth overnight
- » ATMRD Congress officials will be in or near the exhibit area but will not be responsible for the loss of any materials
- » Exhibitors not safeguarding their materials do so at their own risk
- » Each exhibitor must keep an attendant in the display booth during the open hours of the exhibition
- » Exhibitors cannot tear down or dismantle their booths before the time designated on posted exhibit hours. Early dismantle is subject to exclusion of participation in future events
- » ATMRD will not be held liable for hazards or accidents caused by early dismantle
- » Exhibitors shall not act in a disruptive manner so as to upset attendees or other exhibitors
- » Exhibitors violating any of the Exhibitor Rules/Regulations will be subject to expulsion from the conference. Determinations of such violations will be made by ATMRD, and no refunds will be given
- » No helium balloons will be permitted in the hall unless permanently attached to a booth. No gum distribution or decals (other than those placed on name badges) will be permitted on the premises. Exhibitors will be responsible for balloon retrieval or cleanup, if necessary
- » No persons under the age of 18 are allowed in the Exhibit Hall area
- » ATMRD reserves the right to accept or deny all exhibitors
- » Liability and Insurance – Each exhibitor assumes full responsibility and liability for losses, damages, and claims arising out of injury or damage, including that by fire and theft, to the exhibitor's displays, equipment, and other property brought upon the premises of conference venue

and to individuals who visit the exhibitor's booth. The exhibitor shall indemnify and hold harmless the conference venue, ATMRD, and their agents, servants, employees, officers, directors, staff, and members against such losses, damages, and claims for such loss, injury, or damage. If ATMRD or the conference venue shall be held liable for any event that might result from the exhibitor's action or failure to act, or the exhibitor's failure to comply with applicable law, the exhibitor shall reimburse and hold harmless ATMRD and the conference venue against any liability resulting therefrom. The exhibitor must adequately insure its materials, goods, wares, and exhibits against loss or injury of any kind and must do so at its own expense. ATMRD and the conference venue are not responsible for any loss (however caused) to any property of any exhibitor. Exhibitors are solely responsible for their own actions and that of their employees, contractors, agents, and representatives during the 2025 ATMRD Congress. The furnishing of such services is in no case to be interpreted by the exhibitor as guaranteeing against loss or theft of any kind

- » Request for cancellation of exhibit space must be presented in writing and emailed to Exhibitor@ATMRD.org by the designated dates to cancel exhibit space rental
 - Before February 3, 2025 - 50% refund
 - After February 3, 2025 - no refund

ATMRD CONGRESS NAME AND LOGO USAGE

The ATMRD Congress name, logo, or other identifying branding may not be used in signs, advertising, or other promotional material without prior written consent from ATMRD. To receive ATMRD approval, all advertisement materials must refer to the conference by the correct name: "2025 ATMRD Congress."

PAYMENT AND CANCELLATION POLICY

EXHIBIT SPACE, ADVERTISEMENT, AND/OR SPONSORSHIP: All exhibit space, advertisement, and/or sponsorship order forms require payment in full in order to fully secure these opportunities. If payment and fully executed agreement are not received with your submission, ATMRD has the right to forfeit the agreement and give the opportunity to the next applicant (in priority order). ATMRD has a zero-tolerance cancellation and no-refunds policy for all exhibit space, advertisement, and/or sponsorship agreements. No refunds will be issued for exhibit space, advertisement, and/or sponsorship cancellations, nor will they be issued to no-shows.

- » Request for cancellation of exhibit space must be presented in writing and emailed to Exhibitor@ATMRD.org by the designated dates to cancel exhibit space rental
 - Before February 3, 2025 - 50% refund
 - After February 3, 2025 - no refund

INDUSTRY INNOVATION THEATER: The final balance for all Industry Innovation Theater sponsorships is due by April 30, 2025. ATMRD has a zero-tolerance cancellation and no-refunds policy for Industry Innovation Theaters. The company shall remain liable to ATMRD for the total sponsorship, and remaining payments will be due within 30 days of cancellation request.

CODE OF CONDUCT, EXHIBITOR RULES/ REGULATIONS, & CANCELLATION POLICY

UNSANCTIONED EVENTS

Companies are not allowed to sponsor any unsanctioned event during the entirety of the 2025 ATMRD Congress that directly conflicts with conference events, before, during, or after. Failure to abide by this requirement will result in a breach of the agreement by the Company and gives ATMRD the right to revoke all exhibitor/sponsor badges and evict any exhibit that violates this policy. See Page 18 for additional information about ancillary events.

FLOOR SALES

The sale of any product on the Exhibit Hall floor is prohibited without the written discretion of ATMRD. Exhibitors in violation of this rule will be removed from the Exhibit Hall and disbarred from exhibiting at any future ATMRD Congress.

GIVEAWAYS AND RAFFLES

Giveaways and raffles are permitted on the exhibit floor when used as a promotion to attract higher attendance at your booth. However, public address announcements of winners on the exhibit floor are not permitted.

USE OF LIST POLICY

It is the fiduciary responsibility of all Companies, supporters, and their agencies to protect the privacy of ATMRD Congress attendees. All attendees have the right to refuse sharing information, and, per that refusal, the Companies, supporters, and their agencies do not have the right to reach out to them. Furthermore, it is a violation to share these lists with third parties other than affiliates, alliance companies, and agents or representatives. The information on the list or any portion thereof may not be copied or extracted in any form. Companies will not at any time permit any ATMRD Congress list information to pass into the hands of another person, association, organization, or company, other than affiliates, alliance companies, and agents or representatives. Any prohibited use by the Company shall constitute a material breach of this contract.

ATTENDEE LISTS

ATMRD does not release pre- or post-conference attendee lists to exhibitors and/or sponsors or third-party vendors who do not purchase this benefit. All attendee information is by opt-in only.

ADVERTISEMENT

It is prohibited to display material or signage of companies other than those that have paid for exhibit space. Canvassing and solicitation of business or other conferences is strictly prohibited. ATMRD appreciates being informed of any infraction of this rule. All signs, flyers, distribution of literature and souvenirs, entertainment, or any other activities must take place directly adjacent to the contracted table only.

EXHIBIT HALL LOCATION

The exhibit area will be located near the General Session room where all CME sessions will be held. All breaks will be served near the Exhibit Hall to generate traffic toward exhibitors.

AUDIO USE

Audio and/or video devices apart from the exhibit must be conducted and arranged so that no noise will disturb adjacent exhibitors or attendees. ATMRD reserves the right to prohibit the use of amplifying devices that it considers objectionable.



CODE OF CONDUCT, EXHIBITOR RULES/ REGULATIONS, & CANCELLATION POLICY

INDUSTRY INNOVATION THEATERS

TIME SLOT ASSIGNMENT

Lunch Industry Innovation Theaters will be assigned to Premier sponsors in order of signed Letter of Agreement (LOA). Breakfast Industry Innovation Theater will be assigned to Platinum sponsors in order of signed LOA. Sponsors will be notified of confirmed date, time, and additional logistics once all details are confirmed. Times are subject to change, and the sponsors will be notified. ATMRD reserves the right to approve all agreements and may restrict inappropriate products/services.

NONCOMPETE WITH CME SESSIONS

Industry Innovation Theaters will be conducted during times that do not conflict with ATMRD's CME sessions. All space and time slots will be scheduled by ATMRD.

INCLUDED WITH EACH INDUSTRY INNOVATION THEATER SPONSORSHIP:

- » **Meals are provided** by ATMRD through attendee registration fees; no Sunshine Act reporting required. F&B orders are at the discretion of ATMRD
- » Industry Innovation Theater timing will comply with ACCME guidelines. ATMRD does not guarantee an audience size, but the room will be set for 250 attendees
- » **Stage with podium and microphone.** A podium with microphone will be provided
- » **Complimentary listing** in conference program guide, online agenda, and on-site signage
- » Staff to scan attendee badges (attendee list will be sent ~7-10 business days post-conference)
- » Access to room 45 minutes prior to session for setup and slide review. If additional slide review time is needed, please purchase stage rehearsal with technician below
- » **Audiovisual equipment and show technician.** ATMRD will provide: one (1) lavalier mic, two (2) screens, two (2) projectors, one (1) wireless slide advancer, one (1) speaker timer, a podium with microphone, and two (2) confidence monitors. Additional A/V equipment can be purchased through the ATMRD organizers. Some options are listed below, but additional equipment may be available upon request
 - Black drape uplighting (in your company or branded colors) - \$750*
 - Slido account for Q&A sessions - \$500
 - Stage rehearsal with technician - \$750
 - Plasma podium with company logo - \$600*

**If uplighting and/or plasma podium with company logo are not purchased, ATMRD logo and/or colors will be utilized*

THE SPONSOR IS RESPONSIBLE FOR THE FOLLOWING:

- » **Content development** of a 60-minute presentation (agencies or third-party providers can assist the company)
- » **Final session topic, title, and presenter** information due to ATMRD by May 16, 2025
- » **All presenter-related costs** (flights, honorarium, accommodations, conference registration, etc.)
- » **The design, development, and production of any promotional material** (subject to ATMRD's approval). Material cannot be left on tables or in the room after the Industry Innovation Theater
- » **Staff to assist** with setting pre-meeting handouts on tables

ATTENDEE REGISTRATION

ATMRD will not facilitate pre-registration for attendees. Industry Innovation Theaters are open to all ATMRD Congress attendees and are available on a first-come, first-seated basis. Accommodations must be provided for conference attendees who wish to attend the Industry Innovation Theater without eating a meal.

SPEAKERS

ATMRD does not allow companies to utilize speakers that have already been confirmed as conference faculty. Please check ATMRD.org prior to securing your speaker and providing the program details to ATMRD organizers.

ON-SITE SIGNAGE

ATMRD will be using digital signage for Industry Innovation Theaters. Please prepare your signage as a PDF to send to PMD Alliance by June 13, 2025. All signage must include the following disclaimer language: PMD Alliance has provided space for this non-CME ancillary event. The program was independently produced, was not subject to review by PMD Alliance, and is not part of the scientific/educational program offered by PMD Alliance.



CODE OF CONDUCT, EXHIBITOR RULES/REGULATIONS, & CANCELLATION POLICY

POP-UP INNOVATION THEATERS AND HANDS-ON INNOVATION WORKSHOPS

TIME SLOT ASSIGNMENT

Pop-Up Innovation Theaters will be assigned to Gold sponsors in order of signed Letter of Agreement (LOA). Hands-On Innovation Workshops will be assigned to Silver sponsors in order of signed LOA. Sponsors will be notified of confirmed date, time, and additional logistics once all details are confirmed. Times are subject to change, and the sponsors will be notified. ATMRD reserves the right to approve all agreements and may restrict inappropriate products/services.

NONCOMPETE WITH CME SESSIONS

Pop-Up Innovation Theaters and Hands-On Innovation Workshops will be conducted during times that do not conflict with ATMRD's CME sessions. All space and time slots will be assigned by ATMRD.

INCLUDED WITH EACH POP-UP INNOVATION THEATER AND HANDS-ON INNOVATION WORKSHOP SPONSORSHIP:

- » **Pop-Up Innovation Theater** timing will comply with ACCME guidelines. ATMRD does not guarantee an audience size, but the room will be set for 75 attendees in theater-style seating
- » **Hands-On Innovation Workshop** timing will comply with ACCME guidelines. ATMRD does not guarantee an audience size, but the room will be set for 75-100 attendees depending on the setup requested by the sponsor
- » **Complimentary listing** including the date, time, title, and speaker in conference program guide, online agenda, and on-site signage
- » **Access to room 30 to 45 minutes prior to session** for setup and slide review. If additional slide review time is needed, please purchase stage rehearsal with technician below
- » **Lead retrieval license** for scanning attendees as they enter the session (scanning to be managed by sponsoring company)
- » **Audiovisual equipment and show technician.** ATMRD will provide: one (1) lavalier mic, one (1) screen, one (1) projector, one (1) wireless slide advancer, one (1) speaker timer, and a podium with microphone. Additional A/V equipment can be purchased through the ATMRD organizers. Some options are listed below, but additional equipment may be available upon request
 - Rehearsal with technician - \$750
 - Confidence monitor and applicable hookups - \$500

THE SPONSOR IS RESPONSIBLE FOR THE FOLLOWING:

- » **Content development** of a 30-minute presentation for Pop-Up Innovation Theaters (agencies or third-party providers can assist the company)
- » **Content development** of a 90-minute presentation for Hands-On Innovation Workshops (agencies or third-party providers can assist the company)
- » **All presenter-related costs** (flights, honorarium, accommodations, conference registration, etc.)
- » **The design, development, and production of any promotional material** (subject to ATMRD's approval). Material cannot be left on tables or in the room after the program
- » **Staff to assist** with setting pre-meeting handouts on tables and scanning attendee badges
- » Food & beverage may be provided to attendees if desired; contact Aimee Bauer at abauer@arborscientia.com for details

ATTENDEE REGISTRATION

ATMRD will not facilitate pre-registration for attendees. Pop-Up Innovation Theaters and Hands-On Innovation Workshops are open to all ATMRD Congress attendees and are available on a first-come, first-seated basis.

SPEAKERS

ATMRD does not allow companies to utilize speakers that have already been confirmed as conference faculty. Please check ATMRD.org prior to securing your speaker and providing the program details to ATMRD organizers.

ON-SITE SIGNAGE

ATMRD will be using digital signage for Pop-Up Innovation Theaters and Hands-On Innovation Workshops. Please prepare your signage as a PDF to send to PMD Alliance by June 13, 2025. All signage must include the following disclaimer language: PMD Alliance has provided space for this non-CME ancillary event. The program was independently produced, was not subject to review by PMD Alliance, and is not part of the scientific/educational program offered by PMD Alliance.



ANCILLARY EVENTS/MEETINGS POLICY

An ancillary event is any function or meeting held adjunct to the Advanced Therapeutics in Movement & Related Disorders® (ATMRD) Congress by a group other than ATMRD. This policy represents the only acceptable method for reserving space and shall be in effect for the day prior to the start of the first educational event through the last ATMRD-programmed activity. Ancillary events planned without the invitation or approval of ATMRD are not permitted during the congress.

Any company or organization interested in hosting an event during ATMRD is asked to carefully review this Ancillary Events/Meetings Policy and complete an online [Ancillary Event Application](#). ATMRD does not charge a fee to apply for event approval; the details shared via the application help to better understand the nature of events happening in conjunction with the congress and allow your request to be routed appropriately.

TYPES OF ANCILLARY EVENTS

All meetings must be invitation-only and must not be promoted in any form prior to or during the congress. If a host company/organization is found to violate the rules governing ancillary events or misrepresents the type of event submitted (eg, requests a social reception and holds a sponsored symposium), the event will be immediately terminated, and the group may be restricted from holding ancillary events at future ATMRD Congresses.

- » **Advisory Board Meetings:** A small gathering of corporate board members, which may also include some related experts in the field for discussion
- » **Focus/User Group:** A small gathering of people selected to participate in a moderated discussion to elicit feedback or perceptions on a specific topic or area of interest
- » **Investigator Meetings/Industry Updates:** A closed (invitation-only) meeting of participating and potential participating investigators concerning clinical trials, either in progress or proposed
- » **Committee Meetings:** A group of people appointed for a specific function by a larger group and typically consists of members of that group
- » **Internal Corporate Business Meetings:** Internal sales, business, or staff meetings, limited in attendance to 30 or less, and closed to other ATMRD Congress attendees
- » **Office:** A room used by corporate staff to conduct business during the meeting
- » **Social Event:** Receptions, dinners, alumni events, reunions, specialty groups, or other hospitality events where there is no educational/scientific program presented. These are restricted to times not conflicting with the ATMRD Congress Scientific Program

Please note: ATMRD does not permit any industry-sponsored or external educational/scientific programs, satellite symposia, and/or any non-ATMRD CME programs outside of purchased Industry Innovation Theater, Pop-Up Innovation Theater, and Hands-On Innovation Workshop sessions.

AVAILABLE SPACE AND FEES

For the ATMRD Congress taking place at the Gaylord National Resort & Convention Center in National Harbor, MD, this policy covers Thursday, June 26, 2025 – Monday, June 30, 2025.

All space for ancillary events will need to be booked directly through the Gaylord National Resort & Convention Center. Once your application is completed, submitted, and approved, Gaylord contact details will be provided.

ANCILLARY EVENT APPLICATION

ATMRD requires all organizations that wish to hold functions of any size or nature during the above dates to submit an ancillary event Application for each individual event. The deadline for Ancillary Event requests is six (6) weeks in advance of the congress start date. Event applications submitted after the deadline will be considered as space allows.

Ancillary Event Applications will be reviewed weekly and approved on a first-come, first-served basis. Please allow 7-10 business days for receipt of confirmation and response. Submitting an application does not guarantee space. Upon approval, ATMRD will provide a listing of hotel/venue contacts, and the group will work directly with the assigned property to plan the event.

Please do not contact the hotel/venue before you receive event approval. Groups must abide by this policy as written. Any groups found contracting directly with the Gaylord National Resort & Convention Center without prior approval by ATMRD or in violation of other event policies may lose their event space or jeopardize the ability to hold future functions in conjunction with the ATMRD Congress. Groups waive any rights to claims of damages arising out of the enforcement of these guidelines.

ATMRD reserves the right to change meeting space assignments to benefit the congress. Changes will be communicated in writing, and comparable space will be assigned.

SUGGESTED EVENT TIMES

To limit disruptions to ATMRD Congress attendees, ancillary events may be scheduled after the conclusion of the last educational session of the day. ATMRD reserves the right to deny applications that compete with designated ATMRD activities, plenary and breakout sessions, and other times as needed for ATMRD business. Ancillary event space is available for use on a daily and per-meeting basis. ATMRD-approved events will be approved and routed to the appropriate party based upon the group's preferences outlined in the Ancillary Event Application. The host organization is responsible for the planning and all costs associated with the ancillary event, including food and beverage, audiovisual equipment services, hotel labor costs, etc. ATMRD is not responsible for payment of any services connected with the event and has no authority of any fees required by the venue.

ANCILLARY EVENTS/MEETINGS POLICY

DAMAGE TO FUNCTION SPACE

The host organization agrees to pay for any damage to the function space that occurs while the host is using it. The host organization will not be responsible, however, for ordinary wear and tear or for damage that it can show was caused by persons other than the group and its meeting attendees.

MARKETING

All names, marks, brands, logos, designs, and other designations of ATMRD are the sole and exclusive property of ATMRD. Use of any ATMRD branding without prior written permission is strictly prohibited, except for use of the ATMRD name as required in the disclaimer for signage and in other materials associated with ancillary events. ATMRD provides opt-in attendee lists of congress registrants 4 weeks and 1 week prior to the start of the congress for the purpose of marketing and invitations. The lists are sold for a one-time use only. Samples of the mailing (including invitations to ancillary events) must be submitted and approved by ATMRD prior to an organization receiving the list. For more information on membership and attendee lists and/or to purchase a list, email Exhibitor@ATMRD.org.

SIGNAGE

Signage for ancillary events/meetings taking place in the Gaylord National Resort & Convention Center is not permitted in public spaces of the meeting venue except for immediately outside of the designated room where the event is to occur. Meeting signage may NOT include the ATMRD name, logo, or name of the ATMRD Congress unless expressly approved in writing. In addition, no marketing pieces, invitations, communications of any kind, advertising, or other written or spoken descriptions of the event may use the ATMRD name or logo or otherwise suggest or imply that ATMRD has endorsed or sponsored the event.

- » The following statement must be included on all advertisements, marketing pieces, invitations, meeting materials, etc. for the event: "Not an official event of the Advanced Therapeutics in Movement & Related Disorders® Congress"
- » The name of the Advanced Therapeutics in Movement & Related Disorders® Congress may be mentioned one time in each communication for identification purposes, in a reasonably sized, neutral font
- » ATMRD or the name of the congress may not be part of a title or heading of the ancillary event, be prominently featured, or listed first in print materials
- » ATMRD slide templates, color schemes, logos, meeting graphics, or other means of confusing the ancillary event with an ATMRD-sponsored event may not be used

THIRD-PARTY PLANNERS

The host company/organization will be held responsible for the activities of any third-party agency appointed on its behalf. It is the responsibility of the host company/organization to disseminate the rules and regulations for ATMRD Congress ancillary events among its staff and affiliates. Any violations by a third party will be considered a violation by the company.

LIABILITY

All matters not covered in the above policy are subject to the discretion of ATMRD. These policies may be amended at any time by ATMRD, and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these guidelines, written notice will be given by ATMRD to such parties. For all activities, the group will take full responsibility for the event or meeting and hold harmless ATMRD, its officers, agents, contractors, and employees from any and all liability and costs associated with the activity. By completing the online request form, ATMRD is released from any and all liability.

QUESTIONS?

Please contact Exhibitor@ATMRD.org.



Interested in holding an ancillary event?

Click [here](#) or scan the QR code to complete the required Ancillary Events Application.

