



ALL IN!TM

Community & Support Group Leader Summit

October 22-25, 2022
Washington, D.C.

**EXHIBITOR & SPONSOR
PROSPECTUS**



PMD Alliance

Parkinson & Movement Disorder Alliance

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ALL IN!TM

The ALL IN!TM Community & Support Group Leader Summit will gather group leaders and allies from across the country, convening prospective leaders, newbies, and veterans to connect, collaborate, and learn the practical application of innovative strategies to build leadership in the movement disorders community.

Here's why you—our partners—will want to be here.

The #1 topic at support groups is medications and therapies. Support group leaders are on the frontlines with the movement disorders community; they're the mediators. They're sharing experiences about different therapeutic options in their groups and they're hungry for the education you can provide for them. By attending ALL IN!TM, you will make valuable connections with leaders who need to know the right questions to ask about your resources and therapeutics and who will share this information with their networks. Every connection is powerful, putting you in touch with entire communities.

A convening like this has never happened before and it comes at a vital moment. For the past two years, community & support group leaders have felt like they're summiting a mountain and now they're at the peak with us: the precipice of a new world. After two years of isolation, we're peering over the edge toward the horizon, and we know: we need new solutions and fresh perspectives on how to support our communities. It's time for us to create space for leaders to come together to gain the tools and practices to build sustainable communities that positively impact the quality of life of everyone affected by a movement disorder, no matter who they are in the Ecosystem[©].

Did you know?

We lost nearly 30% of all support groups during the pandemic.

This is important work. We're inviting leaders into authentic conversation and will help them explore meaningful, innovative, hands-on tools they can use in their communities. People impacted by movement disorders need courageous spaces to express themselves, connect, learn about symptoms and potential therapies, and gain the tools to navigate complexity and uncertainty. This summit will equip them to be at the leading edge of this work.

We're **ALL IN** for the movement disorders community so that, together, we can build the tools and resources to recover, heal, re-envision, and thrive.

THE ROLE OF COMMUNITY & SUPPORT GROUPS

AN OVERVIEW

Support groups are the lifeblood of people living with movement disorders and their care partners. Many group leaders take up the mantle not out of professional training or experience, but out of a commitment to public service. They are often grappling with a movement disorder diagnosis themselves, or taking care of a loved one who is. These dedicated individuals became group leaders because they saw a need and took action. They hold a tremendous amount of influence over their community and are often the first person contacted during challenging times.

Serving an equally important role are community group leaders. Whether hosting boxing classes, choir practice, walking clubs, art therapy, or a myriad of other reasons to convene, these groups act as de facto peer communities of support. These groups and programs are not only essential for physical exercise and therapeutic outlets, which are critical to wellbeing, but in and of themselves are supportive in nature. By engaging with these leaders and integrating community and support group leaders in one space, we broaden and fortify the collective network that holds and strengthens the movement disorder community.



ABOUT THE SUMMIT

We know the efforts of group leaders ripple out into the community, impacting thousands. This Summit is an unprecedented chance for leaders to connect with peers in a vibrant atmosphere that combines skill-building and curiosity as the fertile grounds for learning and growth. PMD Alliance embraces the inspiration awakened when we come together to learn and uplift.

This one-of-a-kind conference will take place on October 22 - 25, 2022 at the Grand Hyatt hotel in Washington, DC.

The Summit provides a multi-day curriculum with a focus on practical growth and discovery; integrating knowledge for new, innovative group programming and topics; and energizing and bringing joy to leaders who have supported their communities through a very challenging two years.

HIGHLIGHTS OF THIS LIVE, IN-PERSON CONFERENCE:

- » Three days of dynamic programs.
- » Unique and spirited delivery by leading experts.
- » Opportunities to network and engage with other community and support group leaders from across the country and around the world.
- » An unpacking of the impact of COVID-isolation on people affected by movement disorders, including people with the disease and their care partners.
- » Chances to explore in-depth therapeutics that accessibly address progressing symptoms to deepen leaders' comfort when these topics come up in their groups (educational not clinical training).
- » Networking opportunities to build long-lasting connections and enduring inspiration with other support group leaders from around the country.

We anticipate 150 leaders will attend the inaugural ALL IN!™ Community & Support Group Leadership Summit. Considering that each group has an average reach of 150 households, the attendance will represent more than 45,000 people impacted by movement disorders.

We hope you will join us for this enriching conference that will not only add to your knowledge base about the needs and opportunities with these essential influential leaders in the community, but also refuel your energy as we all come out of a long 24+ months of COVID.



ABOUT PMD ALLIANCE

PMD Alliance offers a fresh approach to serving people impacted by Parkinson's & other movement disorders. With a focus on the entire Movement Disorder Care & Support Ecosystem[®], PMD Alliance offers programs that build capacity in the systems interacting with your patients: care partners, adult children, support groups, long-term care facilities, and more.

PMD Alliance is not affiliated with any institution. We enjoy the engagement of over 500 movement disorder physician advisors and advance practice providers from various healthcare centers and private practices.

We provide more than 32 in-person educational programs as well as more than 150+ livestream educational programs each year. Programs are provided free of charge to participants, and our physician and APP providers offer facilitation at no cost to PMD Alliance.

With a network in all 50 states, we are the only national organization with a systems-thinking based service model. We focus on serving not only the person with the movement disorder but the whole network and system that supports them. We know that if we support and build capacity in the systems around the people with a movement disorder, like support group leaders, everyone benefits.

Our support group leader network reaches more than 6,400 support and community group leaders across the country. During the last two years we have expanded the network of leaders to include leaders from more than 34 countries.

SCHEDULE AT A GLANCE

Educational sessions will be a combination of interactive small group activities, presentations, discussions, and skill-building exercises to add tools to their convening toolboxes. Leaders will return home with a mix of inspiration, information, and concrete tools to use in their own groups. Examples of tools: vocal warm-up exercise taught by speech therapist, mirroring exercise taught by dance therapist, mini stretch routine taught by physical therapist.

Saturday, October 22 • ALL IN!™

8:00 AM – 11:00 AM	Brunch Buffet & Landing Zone (sponsorship available) - Resource Runway Exhibit Hall opens
11:30 AM – 1:00 PM	Conference room opens for Lunch
1:00 PM – 3:30 PM	Educational sessions with 1 coffee/snack break
3:30 PM – 5:00 PM	Down time*
5:00 PM – 6:00 PM	Happy Hour
6:00 PM – 7:30 PM	Dinner Program

Sunday, October 23 • ALL IN!™

8:00 AM – 9:00 AM	Breakfast & Resource Showcases (2)
9:00 AM – 11:30 AM	Educational sessions with 1 coffee/snack break
11:30 AM – 12:00 PM	Exhibits
12:00 PM – 1:00 PM	Lunch & Resource Showcases (2)
1:00 PM – 3:00 PM	Educational sessions with 1 coffee/snack break
3:00 PM – 5:00 PM	Down time
5:00 PM – 6:00 PM	Happy Hour
6:00 PM – 7:30 PM	Dinner Program

Monday, October 24 • ALL IN!™

8:00 AM – 9:00 AM	Breakfast & Resource Showcases (2)
9:00 AM – 11:30 AM	Educational sessions with 1 coffee/snack break
11:30 AM – 12:00 PM	Exhibits
12:00 PM – 1:00 PM	Lunch & Resource Showcases (2)
1:00 PM – 3:00 PM	Educational sessions with 1 coffee/snack break
3:00 PM – 5:00 PM	Down time
5:00 PM – 6:00 PM	Happy Hour
6:00 PM – 7:30 PM	Dinner Program

Tuesday, October 22 • ALL IN!™

8:00 AM – 10:45 AM	Launchpad Farewell Brunch (sponsorship available)
10:45 - 11:00 AM	Closing remarks and official goodbye. A final dash of inspiration and commitment to keep the connection going when everyone returns home to their groups.

*We intentionally offer this period to accommodate attendees who need to rest, exercise, meet up with friends, or explore Washington, D.C.

THE RESOURCE RUNWAY

RESOURCE RUNWAY EXHIBIT HALL

Table	\$5,000
Table (nonprofit rate)	\$2,500

Not just another expo! The Resource Runway will be located just outside the seated conference area. The goal of the ALL IN! Resource Runway is to feature the resources your organization has for group leaders such as talks, literature, guest speakers, and more.

RESOURCE RUNDOWN

Exhibitors will be asked to complete a Resource Rundown form that outlines the specifics of the resources you offer to group leaders. PMD Alliance will turn your information into a matrix worksheet which we will provide for you to distribute and explain at your exhibit table. Attendees will circulate around the Resource Runway over the course of the conference and compile the Resource Rundown Worksheets into their Summit Toolbox. Upon returning home, they'll have a one-stop-shop of everything they need to set up a branded talk, host a guest speaker, order literature, and more! Exhibitors will receive 1 Resource Rundown, and if your organization has more than 1 product or a complex lineup of resources, additional Resource Rundown Worksheets can be purchased.

EXHIBIT TABLES

Table placement will be based on a first come first basis. Each exhibitor will receive 2 badges. Additional badges are \$150 each.

Each badge gives access to the following:

- » Access to all educational sessions.
- » Access to meals and coffee/snack breaks.
- » Access to happy hours.
- » Access to dinner programs.

Activities planned in the Exhibit Runway:

- » All Happy Hours
- » All snack/coffee breaks



THE RESOURCE RUNWAY

EXHIBIT TABLES, continued

Visibility for Exhibitors:

- » 50-word company description in the program.
- » Exhibitor listing and web link by sponsorship level on PMD Alliance website.
- » Resource Rundown worksheet to hand out at program.
- » Resource Rundown matrix to be added to a new www.pmdalliance.org website section launching October 26, 2022.

Included with your exhibit purchase:

- » Materials: table, linens, carpet, chairs, and wastebasket
- » Wireless internet access
- » 2 conference badges

Nonprofit rate:

- » 501c3 nonprofit organizations are offered an exhibit table for a discounted rate.
- » Nonprofit organizations assisting with conference content or promotion can receive additional discounts.

Not included with your exhibit purchase:

- » Electricity (can be purchased through hotel).
- » Pipe and drape (not available).
- » Additional furniture or equipment rentals (space restrictions apply).
- » Labor for installing or dismantling your exhibit display.
- » Security: We ask that you do not leave any valuable items unattended at your exhibit table at any time. Anything you leave in the exhibit area will be left at your own risk. Neither the hotel nor PMD Alliance will accept liability for any items in the exhibit area at any time.

SPONSORSHIP INQUIRIES

If you have questions regarding sponsorships, please contact:
Maureen Simmons, Chief Advancement Officer
at Maureen@PMDAlliance.org



SPONSORSHIP OPPORTUNITIES

RESOURCE SHOWCASE - \$15,000

Resource Showcases are sponsored, exclusive presentations on product information, resources, and topics of interest to group leaders and their members. These sessions are 20 minutes long and take place during meals (breakfast or lunch), which are provided to attendees by PMD Alliance. Using a Showcase is the perfect way to draw additional attention to your exhibit table and garner undivided group attention to the offerings on your Resource Rundown Worksheet. PMD Alliance is happy to assist in the creation of Showcase content using our extensive experience with what group leaders want to know. PMD Alliance also provides basic session audiovisual support for the presentation. Resource Showcase sponsors are responsible for providing presentation content, speaker(s), and on-site management of the speaker and presentation.

Available Resource Showcase Spots:

Sunday, October 23	Breakfast (2)
Sunday, October 23	Lunch (2)
Monday, October 24	Breakfast (2)
Monday, October 24	Lunch (2)
Tuesday, October 25	Breakfast (1)

LANDING ZONE BRUNCH

\$10,000 • **EXCLUSIVE**

To take place 8-11 am Saturday, October 22. As leaders arrive from around the country, our Landing Zone will help transition attendees from their lives outside the conference to the mission at hand. We'll set the stage for the next 3 days of learning and connecting with small group activities designed to rekindle pre-pandemic friendships, convert Zoom friendships to real life, and foster new friendships. Featuring a healthy brunch buffet.

LAUNCH PAD FAREWELL BRUNCH

\$10,000 • **EXCLUSIVE**

To take place 8-11 am Tuesday, October 22. This farewell capstone will hold space for attendees to say goodbye to friends new and old, set next steps and action items, solidify and process conference learnings, and get ready for their travel home.

REFRESH & RENEW LOUNGES

\$8,000 each

One room to relax & unwind, and another to refresh & renew, these lounges will offer attendees an opportunity to find time to relax and refresh in a quiet place away from the sessions. Have ideas about customizing with aromatherapy, massage, music, or more? Let's talk!

EXHIBIT RUNWAY PASSPORT

\$2,000 • **LIMITED**

Ensure traffic and exposure at your exhibit table by being a part of the passport program. Passports designate featured exhibit tables, where upon visiting, attendees get their passports stamped. Passports that are full will be entered into a drawing for one of two free mini iPads. Drawings will be held during the final session of the conference. Attendees must be present to win.

SPONSORSHIP OPPORTUNITIES

SUMMIT TOOLBOX

\$8,000 • **LIMIT 2**

Our goal for the summit is for attendees to go home with both inspiration and concrete tools to put into practice at their groups. The Summit Toolbox will be the physical container (a 3 ring padfolio with handle) that collects all the tools and resources shared at the conference, including the Resource Rundown Worksheets handed out on the exhibit runway.

ADDITIONAL RESOURCE RUNDOWN

\$1,000

If your organization offers more than 1 product, or a complex lineup of resources, you may purchase additional Resource Rundown Worksheets to distribute at your exhibit table.

DINNER PROGRAM SPONSORSHIP

\$8,000

After a full day of learning, gathering tools, and assimilating new and exciting information, attendees will be ready for each evening to culminate not only with good food, but inspiring and entertaining speakers.

CONFERENCE T-SHIRT

\$5,000 • **LIMIT 4**

Our Summit T-shirts are a high-profile item that will draw attention to your organization long after the conference wraps up. Your logo and branding will be printed on each T-shirt along with the Summit logo. Attendees will receive a T-shirt, and volunteers and event staff will wear the shirt during the conference.

ATTENDEE BAG

\$8,000 • **LIMIT 2**

Our attendee bags are a high-profile, much sought-after item. Your logo and branding will be printed on each bag along with the Summit logo.

NAME TAG LANYARDS

\$4,000 • **EXCLUSIVE**

Organization name/logo, along with the Summit logo, will be displayed on the lanyards, to be distributed to all conference attendees.

CHARGING STATION

\$7,500 • **EXCLUSIVE**

The use of tablets and smart phones is greater than ever, requiring attendees to power up during the conference. Charging stations come equipped with 10 lockable compartments for attendees to securely charge their devices. The charging station will be wrapped with your company designed graphics and displayed in the meeting space.

COFFEE/SNACK BREAKS

\$2,500 per break

Saturday, Oct. 22	Afternoon
Sunday, Oct. 23	Morning
Sunday, Oct. 23	Afternoon
Monday, Oct. 24	Morning
Monday, Oct. 24	Afternoon

Help attendees stay focused with morning and afternoon coffee breaks! A sign thanking your organization will be prominently displayed on each break station.

SPONSORSHIP OPPORTUNITIES

HAPPY HOUR

\$3,000 each - Saturday, Sunday, Monday

A pre-supper time chance to mingle and network, to discuss learnings from earlier sessions, and to get excited about the dinner speaker. Light passed appetizers will be served and a cash bar will be open.

PHOTO BOOTH

\$7,500 • **EXCLUSIVE**

Located in the exhibit hall, the Photo Booth will feature a backdrop so attendees can take photos with peers they have not seen in more than a year, or maybe whom they just met.

FINAL PROGRAM ADVERTISEMENT

In addition to the print copies distributed to all registrants, digital copies will be available for download online at the start of the conference. Your company ad will be displayed on the inside back cover of the final program. Advertisement privileges are not exclusive, other advertisements permitted on inside pages.

FULL COLOR ADVERTISING

Inside Back Cover Exclusive to Premier Package	\$5,000
Inside Full Page	\$3,000
Half Page	\$2,000
Quarter Page	\$1,000

HOTEL ROOM KEY CARD/WRISTBAND

\$2,500 • **LIMIT 2**

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

ATTENDEE BAG INSERT

\$2,000

The attendee bag insert is an opportunity to provide each attendee with a company literature piece in the bags that will be distributed to all attendees. Bag insert must be pre-approved by PMD Alliance. Final copies of literature item must be supplied by Supporter two months prior to the conference. The specifications of the item must be provided upon reservation. Shipping is the responsibility of the Supporter.

CONFERENCE WI-FI SPONSOR

\$7,500 • **EXCLUSIVE**

Increase your visibility throughout the conference venue by sponsoring free Wi-Fi internet access to all attendees with speeds up to 5 Mbps. The Wi-Fi sponsorship includes 2 branded Wi-Fi information display signs, a custom landing page, and a customized Wi-Fi network name and password.

SUPPORT LEVELS

PMD Alliance is grateful for your generous support and partnership enabling a successful launch of the inaugural ALL IN! Summit. Supporters can obtain a level by selecting from the package options below or choosing items a la carte.

SUPPORT TOTALING

LEVEL	PRICE
Premier (Limit 2)	\$75,000
Platinum (Limit 2)	\$35,000
Gold	\$12,000

SPONSOR BENEFITS	PREMIER	PLATINUM	GOLD
Exhibit Table 3 Days	X	X	X
Exhibitor Badge (two included, additional available for purchase)	X	X	X
Exhibit Runway Passport	X	X	X
Attendee Bag Insert	X	X	X
Resource Showcase	2	X	X
Logo on Summit T-Shirt	X	X	
Attendee Summit Toolbox Padfolio Logo	X		
Attendee Bag logo	X	X	
Landing Zone Brunch or Launch Pad Brunch	X		
Happy Hour or Coffee Break	2		X
Final Program Inside Back Cover Full Page Ad	X		
Final Program Inside Full Page Ad		X	
Final Program Inside Half Page Ad			X
Sign recognition at registration	X	X	X
Company Recognition in Transition Slides in Main Conference Room	X	X	X
Conference Email Blast, Pre-Conference	X	X	
Conference Email Blast, Post-Conference	X		

There are two ways to achieve a support level:

1. Supporters can be recognized by paying an amount associated with one of the levels listed above. They will benefit from the visibility associated with that level.
2. Supporters can also obtain a level cumulatively by selecting a variety of items listed in the prospectus. In this case, the supporter will earn recognition at the appropriate support level title, as well as all visibility and privileges associated with each item supported.

ALL IN! SUMMIT PROSPECTUS ORDER FORM & AGREEMENT



SPONSORSHIP FEES

Item	Fee
<input type="checkbox"/> Resource Showcase (20 min)	\$15,000
<input type="checkbox"/> Landing Zone arrival lounge and activities	\$10,000
<input type="checkbox"/> Launch Pad departure lounge and activities	\$10,000
<input type="checkbox"/> Summit Toolbox	\$8,000
<input type="checkbox"/> Dinner Program	\$8,000
<input type="checkbox"/> Attendee bag	\$8,000
<input type="checkbox"/> Refresh and Renew lounges	\$8,000
<input type="checkbox"/> WiFi	\$7,500
<input type="checkbox"/> Photo Booth	\$7,500
<input type="checkbox"/> Charging Station	\$7,500
<input type="checkbox"/> Exhibit Table	\$5,000
<input type="checkbox"/> T-Shirts	\$5,000
<input type="checkbox"/> Program Ad - Inside Back Cover	\$5,000
<input type="checkbox"/> Program Ad - Inside Full Page	\$3,000
<input type="checkbox"/> Program Ad - Half Page	\$2,000
<input type="checkbox"/> Program Ad - Quarter Page	\$1,000
<input type="checkbox"/> Nametag Lanyard	\$4,000
<input type="checkbox"/> Happy hour	\$3,000
<input type="checkbox"/> Coffee/snack break	\$3,000
<input type="checkbox"/> Keycard	\$2,500
<input type="checkbox"/> Nonprofit Exhibit Table	\$2,500
<input type="checkbox"/> Passport	\$2,000
<input type="checkbox"/> Attendee Bag Insert	\$2,000
Total Sponsorship Fees	\$ _____

Please include this page with application submission.

EXHIBITOR/SPONSORSHIP APPLICATION



COMPANY NAME (PLEASE TYPE OR PRINT NAME AS IT SHOULD APPEAR ON SIGN, PROGRAM, AND BADGES)

COMPANY NAME

FIRST NAME

LAST NAME

COMPANY MAILING ADDRESS (THIS IS THE ADDRESS TO WHICH ALL CORRESPONDENCE WILL BE SENT)

CITY

STATE

ZIP

PHONE/EXT.

EMAIL

EXHIBIT CONFLICTS: _____

COMPANY DESCRIPTION

Submit a company/product description of no more than 50 words for inclusion in the program guide. Paragraphs with more than 50 words may be edited. Please send descriptions to _____ no later than _____.

SUPPORT LEVELS

- Premier..... \$75,000
- Platinum..... \$35,000
- Gold..... \$12,000

- Total Sponsorship Fees (from previous page)..... \$_____

PAYMENT METHOD (Please print clearly)

- Check
- Credit Card
- Wire Transfer

Note: Credit Card use will incur a 3% transaction fee

TABLE ASSIGNMENT (Premier sponsors are afforded first choice of space through February 1, 2022)

Tables will be assigned on a first-come, first-served basis. PMD Alliance reserves the right to reconfigure the Exhibit Hall floor plan, with the provision that all exhibitors shall be advised of any such changes.

ELIGIBILITY FOR EXHIBITING

All products and services exhibited must be relevant to the summit mission. PMD Alliance reserves the right to refuse acceptance of the contract and/or entrance/setup to exhibitors not meeting required standards or in competition to PMD Alliance, as well as the right to curtail or close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, the conduct of persons, etc. PMD alliance will not make any refunds or otherwise be responsible for expenses associated with such refusal, restriction, or eviction. Please email PMD Alliance with any questions about eligibility to exhibit.

SIGNATURE: _____

Photo Release—Any attendee of the All in! Summit gives the event photographer the absolute right and permission to publish, copyright, and use pictures that may include attendees.

All In! reserves the right to accept or deny any application.