Support & Exhibition Prospectus

OCTOBER 1-4
2013
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Dear Friend:

On behalf of the 3rd World Parkinson Congress (WPC) 2013 Steering Committee and Fundraising Committee we invite you to support the WPC 2013, to be held in Montréal, Canada, October 1 – 4, 2013.

The third WPC will once again unite the global Parkinson community for a high-level scientific and educational program organized into four days of plenary sessions, workshops, and discussions on the most recent and cutting edge basic science and clinical research as well as advances in treatments designed to improve care and quality of life for people living with Parkinson’s disease.

We expect to see delegates from over 60 countries that represent people with Parkinson’s disease (PD), care partners, neuroscientists, clinicians, nurses, rehabilitation specialists, policy makers and others. The WPC 2013 follows on the success of the WPC 2006 in Washington, DC, and WPC 2010 in Glasgow, Scotland, which each attracted over 3,000 delegates. The triennial World Parkinson Congresses have proven to be an effective forum, providing a unique opportunity for the PD community to learn about the latest developments in the field of neurodegenerative and movement disorders and to network with others sharing common interests.

We value our partnership with Parkinson Society Canada as the host organization for the WPC 2013 and look to our partners in the pharmaceutical industry, corporate world, and nonprofit community to ensure the success of this very important meeting through contributions and partnerships.

Please review the following prospectus and consider supporting the WPC 2013. We look forward to seeing you in Montréal and thanking you in person for your generous support.

Sincerely,

Joseph Jankovic, MD
Chair, Fundraising Committee

Stanley Fahn, MD
Co-Chair, Steering Committee

Jon Stoessl, CM, MD, FRCP(c)
Co-Chair, Steering Committee
The World Parkinson Congress is an international forum for the latest scientific discoveries, medical practices and care initiatives related to Parkinson’s disease. Organized by the World Parkinson Coalition Inc., a New York-based nonprofit organization, the Congress brings physicians, neuroscientists, neurologists, nurses, rehabilitation specialists, care partners, family members and people with Parkinson’s together under one roof, for a worldwide dialogue to help expedite the discovery of a cure and best treatment practices for this devastating disease.

The official language of the Congress is English. World Parkinson Congresses are open to citizens of ALL countries. The WPC is working closely with Parkinson Society Canada, our local hosts, to ensure success and a meaningful experience for all delegates.

CONGRESS OBJECTIVES

- To enable the WPC to leave its legacy in the host country and city to allow for better awareness of Parkinson’s and better care for people living with the disease
- To provide a forum for the presentation of high quality and original basic and clinical scientific research
- To promote the exchange of clinical, practical and scientific information and ideas
- To provide an educational program appropriate for all those interested in Parkinson’s disease
- To offer continuing education opportunities for health professionals
- To give delegates the opportunity to network with colleagues from the global PD community
- To allow those living with Parkinson’s disease the opportunity to interact with and influence those involved in the treatment of or research into PD, and conversely, to give clinicians and scientists an insight into the perspective of someone living with the disease
- To allow participants to keep up-to-date with industry research and developments
- To create a better networked and more energized global Parkinson’s community

The Congress website contains all details relating to the WPC 2013. It is continually being updated, so please visit it regularly at www.worldpdcongress.org.

Be sure to download our Congress app once it’s available in September 2012.
STEERING COMMITTEE
Stanley Fahn, MD, Co-Chair
A. Jon Stoessl, CM, MD, FRCP, Co-Chair
Judy Blazer, MS, CCMEP
David Burn, MD, FRCP
Patrick Davies
Günther Deuschl, MD
Robin Elliott
Marian Emr
Joyce Gordon
Tom Isaacs
Joseph Jankovic, MD
Knut-Johan Onarheim
Ryuji Kaji, MD, PhD
Anne-Louise Lafontaine, MD, MSC
Warren Olanow, MD
Michel Panisset, MD, Dea
Gianni Pezzoli , MD
Werner Poewe, MD
Serge Przedborski, MD, PhD
Amy Rick, JD
Matthew Stamm, MD
Erik Wollen, MD, PhD
Marjle Zacks

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Beth-Anne Selber, PhD
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Victor Fung, MBBS, PhD, FRACP
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Irene Litvan, MD
Laura Marsh, MD
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Kapil Sethi, MD, FRCP
Louis Tan, MBBS, MRCP, FAMS
Eduardo Tolosa, MD

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Terry Ellis, PT, PhD
Sandra Funk, BSW, RSW
Monique Giroux, MD
Ruth Hageman, RN
Robert Jankov, BMEdSc, MBBS, PhD
Lucie Lachance, RN
Margarita Makoutonina, OT
Linda Morgan, RPh
Marten Munneke, PT, PhD
Barbara Snegirov
Jon Stamford, PhD
Alice Templin, BSc (PT)

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Fulvio Capitanio
Hayley Carpenter
Tom Isaacs
Linda Morgan, RPh
Sara Riggare

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Pat Davies
Peter Davison
Anders Leines
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Eduardo Tolosa, MD

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Joe Lynch
Sandra McPherson
Deirdre O’Sullivan
Diane Robinson
Daryl Smeaton

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Joyce Gordon, Co-Chair
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Steve Ford
Sara Lew
Shannon MacDonald
Tanith Muller
Karen Northrop
Amy Rick, JD
John Silk, OAM
Ryan Tripp
Stefanie van Vliet
Greg Wasson, JD
Karim Willenese
Liz Wolstenholme, OBE

WPC 2013 AMBASSADORS
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Steven DeWitte (US)
Jin Kyoung Choe (South Korea)
Robert Kuhn, JD (Canada)
Margarita Makoutonina, OT (Australia)
Tim Oneskow (Germany)
Sara Riggare (Sweden)
Israel Robledo (US)
Jon Stamford, PhD (UK)
Yvon Trepapier (Canada)
Ryan Tripp (Canada)

AUDIT COMMITTEE
Jim Horwich, CA
Robert J. Gardino, MBA
Legal Counsel: Jerry Terrill, Esq.

Executive Director: Elizabeth Pollard
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ATTENDANCE PROFILE

Demographics from Second World Parkinson Congress, Glasgow, Scotland, 2010

ATTENDEES BY COUNTRY OF ORIGIN

- UK (38%)
- Europe – non UK (34%)
- US/Canada (17%)
- East Asia, Central Asia & Russian Federation (4%)
- Southern Asia/SE Asia/Australia/South Pacific (3.5%)
- Central/South America & Caribbean (2%)
- Africa/Middle East (1.5%)

ATTENDEES BY OCCUPATION

- Doctors, Researchers (1318)
- Nurse, Rehab Specialists, Non-profit Workers (472)
- People with Parkinson’s (400)
- Sponsors & Exhibitors (314)
- Students (202)
- Caregivers (160)
- Press, Volunteers, Congress Staff, Committee Members (111)
- Accompanying Persons (48)
A leading center for medical research, Montréal is home to four world-class universities, some 200 research centers, and more than 70 international organizations. With a history of pioneering scientific discoveries, Montréal is known today for its significant contributions to medical research breakthroughs. Moreover, its status as a leading center for research, technology, and knowledge make Montréal Canada’s top host city for international events.

AN ATTRACTIVE DESTINATION FOR CONVENTIONEERS

Vibrant, safe and affordable, Montréal is one of the most exciting destinations in Canada. Located in the province of Québec along the St. Lawrence Seaway, and founded by French settlers over 360 years ago, Montréal is one of the oldest cities on the North American continent. Cosmopolitan and accessible, Montréal enjoys a solid reputation for innovative gastronomy, outstanding galleries and museums, as well as an exciting calendar of sports and cultural events throughout the year. A city of contrasts, where history meets the future, Montréal showcases its European ancestry in a new world setting; towering glass and steel skyscrapers stand beside neo-gothic cathedrals, and the two official languages, French and English, are used interchangeably by its diverse population. Home to many international festivals, Montréal is also proud of its gorgeous parks both in and around the metropolitan center. Eleven million tourists visit every year, and almost 150,000 students are enrolled in its four universities. Whether strolling along the cobblestone streets of Old Montréal, wandering through the network of boutiques, businesses and services, of the underground city, cruising on the mighty St. Lawrence River or cycling in picturesque Mont-Royal Park, visitors are sure to enjoy the joie de vivre for which this city is famous.

THE VENUE: THE PALAIS DES CONGRÈS DE MONTRÉAL

The Third World Parkinson Congress will be held in Montréal’s state-of-the-art convention center, the Palais des congrès de Montréal. Strategically located in downtown Montréal, the Palais des congrès connects the business center of the city with the Quartier international, the Quartier des spectacles, Chinatown, and Old Montréal. With facilities that are attractive, flexible, multi-functional, and above all, user friendly, the Palais is fully equipped to meet the needs of international conventions and exhibits. The commercial exhibition segment of the Congress will consist of approximately 7,600 sq. m. (81,000 sq. ft.) of exhibition space, which will be integrated with scientific poster sessions and catering areas. Exhibits will be open for three days. To find out more about the Congress location, please visit www.congresmtl.com.
DESTINATION MANAGEMENT SERVICES

JPdL’s in-house destination management team has been giving the Montréal touch to the ordinary for 30 years. Sleek VIP transportation, private functions at top venues, exquisite dining, booth staffing, and guided tours to the city’s gems are just some of the possibilities that JPdL is equipped to create. Planning an industry event for your guests or clients? Contact JPdL to see how they can help: jpdl@jpdl.com

HOUSING

A large number of rooms, within a broad range of categories, have been booked throughout the city of Montréal for Congress participants and their guests. Online room reservations will open in January 2013 along with the registration site. Be sure to book your hotel room online as soon as possible to secure your accommodation at preferred rates. Most hotels are within a 10-minute walking range from the Palais des congrès. Please note that all housing requests must go through WPC’s website and secretariat. For further assistance with your hotel booking, please contact:

JPdL
Congress Secretariat
1555 Peel Street, Suite 500, Montréal, QC H3A 3L8 Canada
Tel.: +1-514-287-9898, ext. 300  Fax: +1-514-287-1248  housing@worldpdcongress.org
**Educational Grant**

This is an opportunity to support a Continuing Professional Development organizer for the creation of educational activities, learning resources and/or tools. Educational grants can be given by companies for any desired amount, and visibility can be discussed on a case-by-case basis.

**Support an existing Educational Session**

Associate your company name and brand with any one of a range of education sessions, as listed below. To optimize visibility, supporters can select the session topic of their choice once the Preliminary Program is available.

- Support a Plenary Session (2 hr duration) .................................................. $12,500
- Support a Parallel Session (1.5 hr duration) ................................................. $7,500
- Support a Workshop (1.5 hr duration) ......................................................... $5,000
- Support entire French Track ......................................................................... $10,000

Supporter Recognition: Announcement in Final Program and Mobile App, and on signage at the session door. Email sent to all delegates prior to the WPC to promote your support of this session.

**Pre-Congress Courses**

These full-day pre-congress courses touch on a variety of relevant and current PD-related issues. Supporter Recognition: Announcement within the Final Program and mobile application, a reminder on the mobile application 12 hours prior to the course, 4 tickets for the session for your staff, mention on signage at the symposium door, and on screen between sessions and during refreshment breaks.

**Fundamentals of PD Supporter**

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<th>Amount</th>
<th>Maximum</th>
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<tr>
<td>$25,000</td>
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<tr>
<td>$40,000</td>
<td>Exclusive</td>
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The sessions in this course are aimed at those interested in learning about the clinical aspects of PD and to better understand the daily issues facing people with PD. It promises to cover a broad range of topics including, but not limited to: explaining PD and its pathology, and possible causes of the disease; looking at non-motor symptoms and the possible diagnosis of PD before onset; current and future therapies; and clinical trials. Two coffee breaks, and a boxed lunch will be served to attendees.

**Interdisciplinary Care and PD Supporter**

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<tr>
<td>$40,000</td>
<td>Exclusive</td>
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This course is for those interested in learning about interdisciplinary care and PD. It will cover a broad range of topics including, but not limited to: leading models of team care, roles of various team members, and steps on implementing interdisciplinary care in one’s clinic. Two coffee breaks, and a boxed lunch will be served to attendees.
Preliminary Program

$20,000 Exclusive

Distribution: 3,000 hard copies and wide electronic exposure. Recognition on inside front cover and full-page ad; Ads restricted to company ads only, not products; advertisement privileges not exclusive.

Final Program

$30,000 Exclusive

Distribution: 3,500 hard copies remitted on site. Company ad on outside back cover (cover4). Ads restricted to company ads only, not products; advertisement privileges not exclusive.

Joining Instructions

$5,000 Exclusive

Instructions and helpful hints on journeying to Montréal will be distributed electronically to some 3,000 registered delegates six weeks prior to the Congress. Supporter Recognition: Logo at the top of the email and hyperlink to company site.

WPC 2013 Toolkit

$10,000 Exclusive

Making its debut at the 2013 Congress, and designed for delegates who are new to scientific congresses, this toolkit is brimming with tips on how to promote the WPC and possibly build a delegation to attend, planning tips for traveling and preparing for such a congress, and tips on how to participate to the fullest as an individual or as an organization. This piece will be disseminated in phases with the Promotion and Planning sections coming out first electronically and the final part, on how to participate fully, coming out electronically in 2013 before the Congress as well as in hard copy onsite.

Supporter Recognition: Logo at the top of the page of each section (Promotion, Planning, and Participation) and hyperlink to company site. Toolkit ready one year prior to the Congress allowing for tremendous exposure to the community leading up to and while at the Congress.
ADVERTISING

Full Color Advertising (no product ads permitted)

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<tr>
<th>Style</th>
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<tr>
<td>Full inside back cover</td>
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<td>Maximum 1</td>
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<tr>
<td>Inside full page</td>
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<tr>
<td>Half page</td>
<td>$2,000</td>
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Delegate Bag Insert

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<tbody>
<tr>
<td>$3,000</td>
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An opportunity to provide each attendee with a company literature piece in the delegate bags that will be distributed to all attendees. Note: You must be an exhibitor/supporter to have a Congress bag insert and it must be pre-approved by the WPC. Literature item must be supplied by Supporter, the specifications of which will be provided upon reservation.
Mobile App Branding Opportunities

Event Pilot is a customizable mobile app for conferences and events of any size. Faster than the Web, greener than paper, and loaded with innovative new features.

Event Pilot is a combined native and web-based application. The Native apps allow the information, once downloaded, to be stored on the mobile device. This allows attendees to navigate the app, consult session information, read speaker bios, and much more. The web-based functionalities allow the app to be updated and dynamic without interfering with the attendee experience.

The combination of Native and web-based technology allows the attendee to always have access to all of the important convention information regardless of internet access. Exhibitors and supporters will always be visible and accessible!

Event Pilot is available for Blackberry, Android, IOS (iPhone, IPod touch, IPod,) and is fully Tablet (IPad) compatible and includes many features that increase the interactions between the attendee and the convention including exhibitors and supporters.

DYNAMIC ‘NOW’ PAGE

The Dynamic “NOW” front page is the first page that attendees will land on once inside the application; as a Home page, it gives attendees the information they need when they need it. The “NOW” view allows supporters to display ads with a link to a webpage or other media. The ads/images are displayed on the Home screen of the application for a specific period of time.

**Displayed for full day on Oct. 1**
12:30 AM (midnight) to 12:00 AM (midnight)

$1,000

**Displayed for 1/2 day (12 hrs) on Oct. 2, 3 or 4**
12:30 AM (the night before) to 12:30 PM (lunch time) OR
12:30 PM (lunch time) to 12:30 AM (midnight)

$500

**Displayed for 2 full weeks prior to Congress**

$1,500

**Displayed for 2 full weeks after the Congress**

$500

Prices are in Canadian dollars.
**PREMIUM App Sponsorship**

Exhibitor package price

$500 Maximum 5

1- Your corporate logo will have priority placement at the top of the exhibitor listing, along with your organization name and booth number. This will provide additional visibility and increased attendee interaction for your organization with a highlighted presence in this section instead of the regular alphabetical listing. Your corporate logo will also be displayed inside your exhibitor section along with an interactive placement of your booth location on the exhibit floor plan (standard information), and you will benefit from a longer company description.

2- This premium package will allow you to display an email address and a URL link permitting attendees to browse your website and interact with your designated representative from within the application.

3- You will also have the opportunity to add a Media Banner under your exhibitor description. Media Banners are fully interactive banners allowing attendees to explore the attached media without leaving the app. Media banners can point to a customized mobile webpage, a video, a PDF document such as a sales sheet or other type of media. All Media banners will appear in their designated spot for the duration of the conference.

**FEATURED App Sponsorship**

Exhibitor package price

$350 Maximum 15

1- Your exhibitor banner with your organization name and booth number will have priority placement at the top of the exhibitor listing. This will provide additional visibility and increased attendee interaction for your organization with a highlighted presence in this section instead of the regular alphabetical listing.

2- Your corporate logo will be displayed inside your exhibitor section along with an interactive placement of your booth location on the exhibit floor plan (standard information), and you will benefit from a longer company description.

3- This feature package will allow you to display an email address and a URL link permitting attendees to browse your website and interact with your designated representative from within the application.
Delegate Badge Lanyards (Supplied by supporter)

$15,000

Supporters will have the opportunity to provide lanyards displaying their name along with the Congress logo which will be distributed to delegates with their delegate badges.

USB Key (Supplied by supporter)

$30,000

Put your company logo and preloaded information on a premium chip flash drive. Something delegates will take home and continue to use well after the Congress.

CD-ROM for Abstracts (Supplied by WPC)

$18,000

Company logo on CD and mention in the Final Program. Something delegates will take home and continue to use well after the Congress.

Delegate Gift (Supplied by supporter)

$5,000

Supporters can provide items to enhance the delegates’ Congress experience. Supporter logo must be accompanied by the Congress logo on each item. You must be an exhibitor/supporter to insert an item into the Congress bag and the item must be pre-approved by the WPC. Specific items for which we guarantee exclusivity:

1- Pens (Supplied by supporter, supporter logo must be accompanied by the Congress logo)

Distributed in the delegate bag, this is a unique opportunity to highlight your company name and logo on an item that will see continuous use throughout the Congress.

2- Luggage Tags (Supplied by supporter, supporter logo must be accompanied by the Congress logo)

You can travel with our delegates long after the Congress ends by sponsoring luggage tags featuring your company name and logo, which will be attached to the bags given to all attendees on arrival.

3- Highlighter (Supplied by supporter, supporter logo must be accompanied by the Congress logo)

This handy item will be included in the delegate bag and will prove invaluable throughout the Congress, as delegates use it to make their program favorites stand out. Now you can too, with your name and logo on each highlighter.

Hotel Room Key Cards

$30,000

Supporter name and logo will be printed on each hotel room key distributed to delegates across all official Congress hotels, thereby enjoying optimal exposure to a wide audience.
**Delegate Bag (Supplied by WPC)**

$45,000

Our delegate bags are a high-profile, much sought after item. The supporter’s logo and branding will be printed on each bag along with the Congress logo.

**Parkinson’s Policy Day**

$10,000

WPC leadership will be hosting a high-level government meeting looking at health care policy and the economic burden of Parkinson’s disease. Health Ministers and Finance Ministers globally are beginning to see the future burden of chronic degenerative disease’s on health care system and they will be able to come together at the WPC 2013 Parkinson’s Policy Day to talk about the specifics of effective care models and how to address this looming economic burden head on.

Support this Policy Day and receive: recognition at the event signage, from the podium, two seats to attend the full day, and recognition within the Final Program.

**Webcast**

$50,000

$180,000

Get maximum exposure by supporting the webcasting of key WPC sessions, including the Opening Ceremony, three morning plenary talks and six plenary talks over the course of the Congress. Webcast sessions will be accessible to the global Parkinson’s community for two full years after the WPC 2013 ends, meaning your support of the WPC will be seen for more than two years by the international community.

There will be a mention within the Final Program.

**Internet Café (2 separate locations on exhibit floor - each Café has 5 workstations)**

$20,000 per station

$40,000

Located within the exhibit hall, the Internet Café can either be a part of the supporting company’s stand or in a nearby location. The supporter is entitled to posters, complete with logo and branding, within the Café area, company home page as the default home page, and logo as the screen saver. Optional branded mouse pads and other items in this area are also possibilities.

**Wireless Network Service**

$20,000

Congress Wi-Fi service is a popular choice for delegates wishing to access the Internet via their own laptop. Supporter Recognition: Logo within the program where this service is mentioned, and upon accessing the welcome page.
Mail and Message Center

$10,000 Exclusive
Located in a high-traffic location right next to the registration area, the mail and message center is always a popular stop and will be used daily by all participants.
Supporter Recognition: Logo on screen and within the program where this service is mentioned.

Congress T-Shirt for Volunteers and Staff

$10,000 Exclusive
Let others do your promotion for you, with our Congress t-shirts. Sported by our volunteers and staff these tees will be walking the Convention Centre floor throughout the Congress, for all eyes to see. Take advantage of this exclusive opportunity and be seen like never before.
Supporter Recognition: Logo within the program where volunteers are mentioned; logo on t-shirt, along with WPC branding.

Notepad (provided by supporter)

$10,000 Exclusive
Your logo imprint will appear on the item alongside the WPC 2013 logo.

Speaker Ready Room

$10,000 Exclusive
Supporter Recognition: In the Final Program, signage at the door, logo on splash screen, and on the water station in the room.

Sustainability Program
Help the WPC 2013 leadership reduce the Congress’s environmental footprint and enjoy our thanks through several visibility support items. For any of the following options, your logo will appear next to triage/recycling stations and badge boxes (to collect badge holders for recycling) and you will be listed in the Sustainability section of the Final Program.

- Water stations throughout the Convention Center with logo display
- Logo on the t-shirts worn by our “Green Team”, who, for the first 3 days of the Congress will educate/inform delegates on how to use recycling stations and other green measures put in place by the WPC.
- Reusable water bottle (250 ml max): one per participant - must be ecological product, subject to Organizing Committee’s approval- to be provided by supporter. Quantity: 4,000, bottles to be provided by supporter.
Refreshment Breaks

<table>
<thead>
<tr>
<th>Amount</th>
<th>Max for 3 breaks</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$20,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$25,000</td>
<td>Exclusive</td>
<td></td>
</tr>
<tr>
<td>$50,000</td>
<td>Exclusive</td>
<td></td>
</tr>
<tr>
<td>$80,000</td>
<td>Exclusive</td>
<td></td>
</tr>
</tbody>
</table>

Supporters can have a one-day display of their logos at the catering points located within the exhibit area. There will also be opportunities to provide additional branded items, i.e. overprinted napkins, cups, bottled water, etc.

Renewal Room

<table>
<thead>
<tr>
<th>Amount</th>
<th>Max for 3 breaks</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$8,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$20,000</td>
<td>Exclusive</td>
<td></td>
</tr>
</tbody>
</table>

For the enrichment and fun of our delegates, the Renewal room will feature interactive sessions such as yoga, dance, singing, drumming and other musical activities. The supporters’ logos will be included on banners outside the Renewal Room, and also on the Congress website.

Supporter Recognition (throughout the Congress): Logo within the program where this room is mentioned; logo on signage at the door, as well as on the water station in the room.

Relaxation Room

<table>
<thead>
<tr>
<th>Amount</th>
<th>Max for 3 breaks</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$12,000</td>
<td>Exclusive</td>
<td></td>
</tr>
</tbody>
</table>

A place to relax and unwind, the Relaxation Room will offer massage chairs and trained massage therapists at select times each day for complimentary 10-minute massages to ease the stresses of the day.

Supporter Recognition (throughout the Congress): Logo within the program where this room is mentioned; logo on signage at the door, as well as on the water station in the room.

Quiet Room

<table>
<thead>
<tr>
<th>Amount</th>
<th>Max for 3 breaks</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$12,000</td>
<td>Exclusive</td>
<td></td>
</tr>
</tbody>
</table>

Because we all need quiet time, this room will be a space for some delegates to rest between sessions and to interact with each other, or to let their medications kick in while reflecting on earlier sessions of the day. Comfortable chairs and couches will be available along with a water station.

Supporter Recognition (throughout the Congress): Logo within the program where this room is mentioned; logo on signage at the door, as well as on the water station in the room.
Creativity & PD Theater

$7,500  Maximum 5
$32,000  Exclusive

Signage will say “Creativity & PD Theater supported by______”

Welcome to the modern world where videos tell the real story about Parkinson’s. The very successful video competition held at the WPC 2010 yielded some of the most talked-about videos in the Parkinson’s community. The 2013 Congress will feature two video competitions, one on Parkinson’s and another on the influence of creativity on Parkinson’s. Top videos will be shown in the Creativity & PD Theater during the day along with a chance to meet the creators behind each video. Showing times will be predetermined, seating will be comfortable for eating lunch or resting and popcorn will be served. Don’t miss this chance to support and mingle with some of the most creative members of the Parkinson’s community today.

Supporter Recognition: Within the program alongside the description of the Creativity & PD Theater as well as on signage outside the theater. Supporters will also receive recognition in promotional literature leading up to the Congress and on the invitations with details on filming schedules, which are inserted in each delegate bag.

Parkinson’s Quilt Display

$5,000  Maximum 3
$12,000  Exclusive

The Parkinson’s Quilt, organized and created by the US-based Parkinson’s Disease Foundation, was designed by and for people with Parkinson’s from the global PD community. Comprised of 41 blocks that are each 8 feet high by 8 feet wide, it will be displayed for the second time only on the 5th floor of the Convention Center for all to see. For those who missed it at the WPC 2010, this is a must-see display.

Supporter Recognition: Logo within the program where the Quilt is mentioned; logo in the area where the quilt is displayed.
Welcome Reception

$30,000  

To take place on the evening of Tuesday, October 1 in the exhibit hall. This event will give delegates the chance to mingle with their colleagues in a relaxed atmosphere, with drinks and hors d’oeuvres provided by the Congress. Approximately 2,000 participants will attend.

Supporter Recognition: The supporter’s logo will appear on the Congress website next to details of the Welcome Reception, within the Final Program, and on the event signage. You may also provide cups, napkins and other items bearing your company logo for use at the event.

WPC Leadership Reception (invitation only)

$30,000  

This reception puts the spotlight on the more than 100 health professionals, researchers, and leading Parkinson advocates that have worked tirelessly to bring the 3rd World Parkinson Congress to fruition. See WPC leadership on page 5.

Supporter Recognition: supporter’s logo on the event invitation, and verbal acknowledgment during the Reception. Six tickets will be allocated to the supporting company.

Partners Reception (invitation only)

$20,000  

The World Parkinson Congresses are only as strong as the partners behind them; the more than 150 non-profit organizations, associations, and societies from over forty countries, form the support network that helps drum up awareness about the WPC and encourages people to attend, submit abstracts, videos and get involved in other ways. The reception is a one-of-a-kind opportunity to network with the leaders of the world’s major Parkinson’s organizations under one roof, and you can be at the heart of the action as the exclusive supporter.

Supporter Recognition: Supporter’s logo on the event invitation and tickets, and on signage at the event, along with a verbal acknowledgment during the Reception. Eight tickets will be allocated to the supporting company.

WPC Partner Luncheon

$5,000  

This luncheon brings together the Executive leadership of the WPC partners that work directly with and for people living with Parkinson’s. These patient-centric organizations come together at this luncheon from all over the world to meet, network, exchange ideas and discuss strategic plans for how to more effectively work together to advance the science and care for the people living with Parkinson’s today. This is the best way to get to know the influential leaders in the field.

Supporter Recognition: Supporter’s logo on the event invitation, and on signage at the event, along with a verbal acknowledgment during the Luncheon. Two tickets will be allocated to the supporter.
There are two ways to achieve a level: Supporters can be recognized by paying an amount associated with one of the levels listed below, and will benefit from all privileges associated with that level, both level-exclusive as well as cumulative.

Supporters can also obtain a level cumulatively, through “cross-supporting” a variety of items chosen from those listed on pages 10-20. In this case, the supporter will earn recognition at the appropriate support level, as well as all privileges associated with each item supported. Please note that values associated with exhibit floor space cannot count towards the cumulated items to achieve a level.

<table>
<thead>
<tr>
<th>SUPPORT LEVELS</th>
<th>SYMPOSIUM</th>
<th>COMPLIMENTARY EXHIBIT SPACE</th>
<th>COMPLIMENTARY FULL CONGRESS REGISTRATION</th>
<th>MOBILE APP (Refer to Legend below for description)</th>
<th>HOSPITALITY SUITE</th>
<th>ADVERTISEMENT</th>
<th>CUMULATIVE PRIVILEGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIAMOND</td>
<td>Support totaling $250,000</td>
<td>maximum 1</td>
<td>One 2 hour symposium during congress, CME compliant, designed by WPC Program Committee but fully supported by contributor. Includes: Announcement in Final Program and Mobile App. 12 entrances for the sponsored section only, Signage at the symposium door.</td>
<td>40x40 ft (approx. 144 sqm) with 10 addl exhibit floor only badges</td>
<td>12</td>
<td>Splash page6 Own app section3 Additional visibility2 Rotating banner1 (ratio 40%)</td>
<td>4 days</td>
</tr>
<tr>
<td>PLATINUM</td>
<td>Support totaling $200,000</td>
<td>maximum 2</td>
<td>One 90-minute unopposed symposium during congress lunch break on Day 1, Day 2, or Day 3, CME compliant, designed by WPC Program Committee but fully supported by contributor. Includes: Announcement in Final Program and Mobile App. 10 entrances for the sponsored section only, Signage at the symposium door.</td>
<td>20x20 ft (approx. 360 sqm) with 8 addl exhibit floor only badges</td>
<td>10</td>
<td>Own app section2 Additional visibility2 Rotating banner1 (ratio 30%)</td>
<td>3 days</td>
</tr>
<tr>
<td>GOLD</td>
<td>Support totaling $100,000</td>
<td>maximum 4</td>
<td>One 75-minute symposium on pre-congress day OR during congress as space permits, CME compliant, designed by WPC Program Committee but fully supported by contributor. Includes: Announcement in Final Program and Mobile App. 8 entrances for the sponsored session only, Signage at the symposium door.</td>
<td>10x20 ft (approx. 180 sqm) with 6 addl exhibit floor only badges</td>
<td>8</td>
<td>Rotating banner1 (ratio 10%)</td>
<td>2 days</td>
</tr>
<tr>
<td>SILVER</td>
<td>Support totaling $50,000</td>
<td>maximum 6</td>
<td>One 60-minute symposium on pre-congress day, CME compliant, designed by WPC Program Committee but fully supported by contributor. Includes: Announcement in Final Program and Mobile App. 6 entrances for the sponsored section only, Signage at the symposium door.</td>
<td>10x10 ft (approx. 90 sqm) with 4 addl exhibit floor only badges</td>
<td>6</td>
<td>Rotating banner1 (ratio 10%)</td>
<td>1 day</td>
</tr>
<tr>
<td>BRONZE</td>
<td>Support totaling $25,000</td>
<td>unlimited</td>
<td>None</td>
<td>None</td>
<td>4</td>
<td>Rotating banner1 (ratio 10%)</td>
<td>Half a day</td>
</tr>
</tbody>
</table>

1Rotating Banner
Rotating banner ads are located at the top of each session or event activity description. Ads are fully interactive pointing to a webpage of your choice. A click on your banner ad will permit attendees to explore your website without leaving the app. The support level will determine the frequency of appearance of your banner in the rotation.

2Additional visibility for supporter
Your corporate logo will have priority placement at the top of the contributor listing, along with your organization name and booth number. Your corporate logo will also be displayed inside your exhibitor section and you will benefit from a longer company description. You may also display an email address and a URL, linking permitting attendees to browse your website and interact with your designated representative from within the application.

3Personalized app section
You will be offered your own app section (tab) for the duration of the conference, which will redirect to any online content that you wish. The name of your section will be displayed as an item in the application menu, and when attendees click on this menu item they will be redirected to a customized section of your website, an interactive form, a media file, or any other more elaborate content of your choice.

4Splash page
Display a prominent full-screen ad of your organization at app startup. Your full-screen page will take bids right after the conference launch page.

*Subject to receipt by publishing deadline

*Mailing list is for one-time use only (printable)
The Standard Booth measures 9 sq. m. (10 ft x 10 ft). Spaces are sold at this minimum.

**BEFORE October 1st, 2012:**
Space Only Rental: $3,015 for basic floor space or $335 per sq.m.

**AFTER October 1st, 2012:**
Space Only Rental: $3,510 for basic floor space or $390 per sq.m.

**Price includes:**
- Exhibitor Manual (on-line)
- Exhibitor badges (2 per 9 sq. m. booth: 1 full registration, 1 exhibitor badge only)
- 50-word company profile in the Final Program and Mobile App
- Listing on the WPC website
- Cleaning in public areas of exhibition
- Access to tea/coffee breaks for registered Congress delegates
- Invitation to Welcome Reception for registered Congress delegates

Exhibitors may rent turn-key booth package which measures 9 sq. m. (10 ft X 10 ft).

**BEFORE October 1st, 2012:**
Rental of turn-key booth package for $3,330 or $370 per sq.m.

**AFTER October 1st, 2012:**
Rental of turn-key booth package for $3,825 or $425 per sq.m.

**This turn-key booth option includes:**
- All the standard enclosures of space only, plus
- Pipe and drape structure; 8ft high at the back and 4 ft high on the sides (10 ft x 10 ft);
- Identification signage with standardized lettering, black/white artwork only (logo if requested)
- Basic carpeting

Up to eight (8) additional “exhibitor only” badges are available for CAD $200 per badge.

**Charity/Nonprofit Stands**
A 50% discount is offered to nonprofit organizations.

**Organizational Partners**
WPC 2013 OPs will be offered complimentary half table space for exhibiting. This entitlement requires exhibitor registration and is only offered to OPs. Space is limited and will be offered on a ‘first come, first served basis’. OPs that wish additional space will be required to purchase the Charity/Nonprofit stand space as detailed above.
The exhibition gives WPC Congress delegates the opportunity to learn about the latest developments in medical supplies and equipment, pharmaceuticals, and medical publishing. WPC supports your investment in a variety of ways:

- Innovative programming, advertising, and promotion drawing more than 3,500 PD specialists and people with Parkinson’s from throughout the world;
- Commercial exhibit space designed to enhance delegate flow to booth area ensuring maximum visibility to target audience for three days of exhibits;
- Posters, catering, and tea/coffee breaks placed in the exhibit hall to ensure quality traffic and repeated exposure;
- Exhibit hall located in proximity to meeting rooms;
- Limited admission to plenary sessions, workshops, poster sessions, and welcome reception
- An affordable and attractive destination for delegates, supporters, and exhibitors alike.

COMPANIES AND ORGANIZATIONS ELIGIBLE TO PARTICIPATE ARE:

- Medical supplies or equipment manufacturers
- Pharmaceutical companies
- Laboratory equipment or instrument manufacturers
- Medical software companies
- Biology kits and reagents
- Publishers of medical books and journals
- Home care and/or hospice facilities
- Parkinson research centers
- Parkinson-focused non-profit associations, organizations and other advocacy groups

EXHIBITOR SET-UP
Further details to come in the Exhibitor Manual

EXHIBITION HOURS
Tuesday, October 1st, 2013
19:00 – 22:00
WELCOME RECEPTION

Wednesday, October 2nd, 2013
11:00 – 18:45
EXHIBITION OPEN

Thursday, October 3rd, 2013
11:00 – 18:45
EXHIBITION OPEN

Friday, October 4th, 2013
11:00 – 14:00
EXHIBITION OPEN
Application for Sponsorship and Exhibition
Companies wishing to participate as supporters or exhibitors of the Congress should complete and return the attached Enquiry Form. The Organizers will then contact you to discuss your individual needs and requirements. Tailor-made packages can be offered.

Terms and Conditions
Terms and conditions relating to support and exhibition will be sent with your confirmation. A support agreement will be issued upon acceptance of the terms and conditions; the Exhibitor Form will serve in lieu of an agreement.

Terms of Payment
Support invoices will be issued as follows: 20% with confirmation of Support, 30% December 2012 and 50% in April 2013. Exhibition invoices will be issued as follows: 50% with confirmation of booth space and 50% in April 2013.

Guidelines and Code of Ethics – Canada
In order to meet the needs of industry wherever possible, the Code of Ethical Practices, as produced by Canada’s research Based Pharmaceutical companies – RXBD, the CMA Policy - Code of Ethics, produced by the Canadian Medical Association, MEDEC (Canada’s Medical Technology Companies) Code Of Conduct, Health Canada Guidelines and the PAAB (Pharmaceutical Advertising Advisory Board) Code of Advertising acceptance; have been taken into consideration in this prospectus.

Taxes
The WPC 2013 is an international congress event. The Canadian Goods and Services Tax and Québec Sales Tax do not apply on supporter and exhibit fees.

Cancellation
All cancellations must be made in writing. The Organizers shall retain 10% of the contract price if the cancellation is accepted more than 12 months prior to WPC 2013 and 50% of the contract price if the cancellation is accepted after that time. Refunds cannot be made for any cancellations received within three months of WPC 2013.
WPC 2010 CORPORATE SUPPORTERS

PLATINUM
Abbott Laboratories (formerly known as Solvay Pharmaceuticals)

GOLD
Boehringer Ingelheim
Orion Pharma
Novartis
Teva Pharmaceutical Industries Ltd.
Lundbeck

SILVER
Chelsea Therapeutics
GlaxoSmithKline
Medtronic

BRONZE
MerckSerono

WPC 2010 GOVERNMENT,
ASSOCIATION & FOUNDATION SUPPORTERS

DIAMOND
US Department of Defense’s Telemedicine and Advanced Technology Research Center (TATRC)

PLATINUM
National Institutes of Health

GOLD
Parkinson’s Disease Foundation
Parkinson’s UK
The Michael J. Fox Foundation for Parkinson’s Research
The Movement Disorder Society
Melvin Yahr International Parkinson’s Disease Foundation

SILVER
American Physical Therapy Association
Edmond J. Safra Philanthropic Foundation
Israel Neurological Association
National Parkinson Foundation
Fondazione Grigioni
As of February 2012, the following 137 organizations from 40 countries have formerly partnered with the WPC:

- AGILE: Chartered Physiotherapists Working With Older People
- Agrupacion Amigos de Parkinson
- Albanian Society of Neurology
- Alliance for Aging Research
- American Association for Geriatric Psychiatry
- American Association of Neuroscience Nurses
- American Brain Coalition
- American Neurological Association
- American Parkinson Disease Association, Inc.
- American Society of Neuroimaging
- American Speech-Language-Hearing Association
- Antiparkinson Association
- Argentine Neurological Society Movement Disorders Group
- Asociacion Civil Enfermedad de Parkinson
- Asociacion Provincial Parkinson Jaen
- Associaçao Brasil Parkinson
- Associacio Catalana per al Parkinson (Parkinson Catalunia)
- Association of Physiotherapists in Parkinson’s Disease Europe
- Australasian Neuroscience Nurses Association
- Austrian Parkinson Society
- Austrian Society for Neurology
- Booth Gardner Parkinson’s Care Center
- Brazilian Movement Disorders Group, Brazilian Academy of Neurology
- British & Irish Neurologists’ Movement Disorders Group
- British Association for Neuroscience Nurses
- British Geriatrics Society Movement Disorders Section
- Brooklyn Parkinson Group
- Bulgarian Neurological Society
- California Institute for Regenerative Medicine
- Central Ohio Parkinson Society
- Courageous Steps for Parkinson’s
- Croatian Organization of Patients with Movement Disorders
- Cyprus Parkinson’s Disease Association
- Danish Movement Disorder Society
- Davis Phinney Foundation
- Delta Hungarian Parkinson Association
- Deutscher Parkinson Gesellschaft (German Parkinson Society)
- Dreptau Trepetikla, Parkinson’s Disease Society of Slovenia
- Dutch Movement Disorders Study Group
- Edmond J. Safra Philanthropic Foundation
- Epikurou - Kinisis
- European Foundation for Health and Exercise
- European Parkinson’s Disease Association
- Federation Francais des Groupements de Parkinsoniens
- Focus on a Cure for Parkinson’s
- Fondazione Grigioni
- German Parkinson Study Group
- Hong Kong Parkinson’s Disease Foundation
- Houston Area Parkinson Society
- International Parkinson Fonds Netherlands
- Internationale Parkinson Fonds Deutschland
- Italian Association for Parkinson’s Disease and Extrapyramidal Disorders (LIMPE)
- Japan Parkinson Disease Association
- Korean Movement Disorder Society
- Light of Day Foundation
- Lithuanian Parkinson’s Disease Society
- Litvan Neurological Research Foundation
- LSIT Global
- Malaysian Parkinson’s Disease Association
- Mazowieckie Stowarzyszenie Osob z choroba Parkinsona
- Melvin D. Yahr International Parkinson’s Disease Foundation
- Melvin Weinstein Parkinson’s Foundation
- Michael J. Fox Foundation for Parkinson’s Research
- Michigan Parkinson Foundation
- Movement Disorders Program-Kingston Centre-Southern Health
- Movers & Shakers Inc.
- Muhammad Ali Parkinson Center
- National Alliance for Caregiving
- National Parkinson Foundation
- Negeri Sembanian Parkinson’s Society, Malaysia
- Neuro Challenge Foundation
- Neuroscience Nursing Foundation
- NIH National Institutes of Neurological Disorders and Stroke
- Norges Parkinsonforbund (Norwegian Parkinsons Disease Association)
- Northwest Parkinson’s Foundation
- Pakistan Parkinson’s Society
- ParkLife Australia Pty Ltd
- Parkinson Association of the Carolinas
- Parkinson Association of the Rockies
- Parkinson Educational Program of Greater Cleveland
- Parkinson Foundation of the National Capital Area
- Parkinson Hasitaligi (Turkish Parkinson’s Disease Society)
- Parkinson Pipeline Project
- Parkinson Selbsthilfe Österreich Dachverband
- Parkinson Society British Columbia
- Parkinson Society Canada
- Parkinson Society of Southern Alberta
- Parkinson Study Group
- Parkinson Support Center of Kentuckiana
- Parkinson Switzerland
- Parkinson Vereniging
- Parkinson Young On Set Support Group of CT, Inc.
- Parkinson’s ACT Inc.
- Parkinson’s Action Network
- Parkinson’s Association of Ireland
- Parkinson’s Association of San Diego
- Parkinson’s Australia
- Parkinson’s Awareness Association of Central Indiana
- Parkinson’s Disease & Related Disorders Association of South Africa
- Parkinson’s Disease and Movement Disorder Society - India
- Parkinson’s Disease Foundation
- Parkinson’s Disease Nurse Specialist Association
- Parkinson’s UK
- Parkinsons New South Wales Inc.
- Parkinsons Queensland Inc
- Parkinson’s Western Australia
- PDPlan4Life
- People Living with Parkinson’s
- Peruvian Neurological Society
- Project Spark Foundation
- Society of Indian Neurosciences Nurses
- SOLAMA
- Southeast Parkinson Disease Association, Inc.
- Southland Multiple Sclerosis Society Inc.
- Struthers Parkinson’s Center
- ParkinsonForbundet (Swedish Parkinson’s Disease Association)
- Taiwan Neurological Society
- Taiwan Parkinson Association
- The Cure Parkinson’s Trust
- The Movement Disorder Society
- The Parkinson Alliance
- Unidos contra el Parkinson
- VA Parkinson’s Disease Research, Education and Clinical Centers (PADRECCs)
- and National VA PD Consortium
- WE MOVE
- Well Spouse Association
- WFN Research Group Parkinsonism and Related Disorders
- Wilkins Parkinson’s Foundation
- Wisconsin Parkinson Foundation
- World Federation of Neuroscience Nurses
- World Parkinson Disease Association

For more information on these organizations, please refer to the WPC 2013 website at www.worldpdcongress.org
All inquiries regarding support and exhibition opportunities, including customized support packages, should be directed to:

**JPdL**  
Congress Secretariat  
1555 Peel Street, Suite 500, Montréal, QC H3A 3L8 Canada  
Tel.: +1-514-287-9898, ext. 300 — Fax: +1-514-287-1248  
sales@worldpdcongress.org

The World Parkinson Coalition wishes to thank you for your support of the WPC 2013.