

About the Myotonic Dystrophy Foundation

The Myotonic Dystrophy Foundation (MDF) announces a request for proposals from event planners to help advance MDF's mission by supporting our annual conference. We envision a world with treatments and a cure for myotonic dystrophy (DM). The MDF mission is Community, Care, and a Cure:

- We support and connect the myotonic dystrophy community.
- We provide resources and advocate for care.
- We accelerate research toward treatments and a cure.

Founded in 2007, MDF is the leading global advocacy organization helping families and professionals understand DM, a rare, genetic, multisystem, highly variable neuromuscular disease. MDF helps constituents identify resources and support, improve quality care, and advance research for management and cures. MDF has a global reach, assisting families and championing other advocacy organizations in more than 80 countries around the world. As many as 150,000 individuals may be at risk for the most common form of DM in the United States alone. Tens of thousands of affected families as well as providers, industry partners, researchers, and donors, together, form the MDF.

About the 2022 MDF Annual Conference

The 2022 MDF Annual Conference will be held Friday, September 9 through Saturday, September 10 at the Paradise Point Hotel in San Diego, CA with pre-conference activities beginning Thursday, September 8 and post-conference events Sunday, September 11. This will be the first in-person conference held in two years. In 2020 and 2021, MDF held virtual conferences, and it is expected that some component of the conference will be livestreamed to increase accessibility for those who cannot travel.

The MDF Annual Conference is the largest gathering of individuals living with myotonic dystrophy, their families, and providers in the world. Between 300 and 400 individuals gather for a two-day educational and networking experience that includes plenary sessions, meals, four simultaneous learning track sessions, an exhibitor showcase, research and industry updates, and other activities. Tailored programming engages every interest group of the myotonic dystrophy ecosystem, from individuals living with all forms of the disease diagnosed at every age to biotech researchers.

The Foundation also holds important organizational events before, during, and after the conference, such as key meetings, award ceremonies, and volunteer recognition and training.

Scope of work

MDF requires an event expert or team to:

- Act as the primary point of contact with the hotel. This will include remaining in regular communication about any changes/needs of MDF, including about any updates or information related to COVID-19 and pandemic protocols either set by the hotel or MDF; understanding, monitoring, negotiating changes to, and enforcing the hotel contract; managing the room block including general attendee rooms and MDF specially assigned rooms such as those for staff, speakers, and the Board of Directors; coordinating meals, including advising the hotel of special dietary requirements of attendees; and convey important hotel/event information to MDF for use in marketing and promotion.
- Act as the chief customer service representative for prospective registrants, registrants, and attendees. This includes responding to all questions related to the hotel and city, meeting spaces, meals, flights and travel, rooms and accommodations (e.g. ADA rooms). Note: questions about conference programming, such as topics and speakers, should be directed to the MDF Program Director.
- Manage staging, audio/visual, and production for events at the conference, including managing livestreaming of select sessions.
- Manage exhibitor showcase and poster hall needs, including establishing the floorplan, coordinating with hotel and third-party exhibits vendor handling materials storage and setup, providing customer and direct service to exhibitors.
- Oversee registrant check-in/registration and other onsite event coordination.

Milestones and deadlines

- TBD online registration opens
- TBD early bird registration discounts end
- TBD online registration ends; onsite registration offered
- August 8 room block closes (special MDF rates no longer available, remaining inventory returned to hotel, rooms still available directly through hotel)
- TBD exhibitors ship materials to exhibits vendor

- TBD exhibitor setup
- Sept. 6 staff and events team arrive at Paradise Point
- Sept. 8 pre-conference meetings take place
- Sept. 9 conference opens
- Sept. 10 conference closes
- Sept. 11 post-conference meetings take place

Tools and resources

- MDF website, social media, and communication tools
- Eventbrite
- GoToWebinar & Zoom
- Branded event materials (e.g., banners)
- MDF staff

Key metrics

- Registration numbers
- Online streaming viewers
- Post production video views
- Evaluation survey feedback

Contact information and submission requirements

In your submission, please include information about

- 1) Experience with events of the size and scope described above
- 2) Expertise working with special populations, especially those with disabilities, and medical professionals
- 3) Experience coordinating hybrid or virtual events in addition to in-person events
- 4) Any tools, resources, software, or other materials you can contribute to meet any of the needs described above
- 5) Number of additional onsite staff or help you/your firm will provide
- 6) A proposed budget
- 7) Three references for events/conferences of similar size

Please submit your proposal by Friday, February 11 to Michael.Knaapen@Myotonic.org, the MDF Program Director and project lead.