

MSToronto2026

10th Joint ACTRIMS-ECTRIMS Meeting

OCTOBER 21-23, 2026 | TORONTO, CANADA

Industry Showcase Manual

Welcome

Dear Industry Supporter,

Thank you once again for your commitment to organizing an Industry Showcase at MSToronto2026.

MSToronto2026 marks the 10th triennial joint meeting of ACTRIMS andECTRIMS, taking place October 21–23, 2026, at the Metro Toronto Convention Centre in Toronto, Canada. Returning to North America for the first time in 12 years, the meeting will convene a global audience of researchers, clinicians, and healthcare professionals focused on advancing care in multiple sclerosis and related demyelinating diseases.

Themed “Unifying Multiple Sclerosis,” this CE-accredited meeting will feature curated scientific and educational sessions, including platform, oral, and poster presentations highlighting the latest discoveries and clinical applications.

Delivered in a hybrid format, MSToronto2026 ensures seamless participation for both in-person and virtual audiences, expanding global access and engagement.

This Industry Showcase Manual answers key questions that may arise throughout the planning process and includes guidelines and technical details to ensure a smooth presentation.

We appreciate your partnership and look forward to making MSToronto2026 a success!

Brittany Marsala Olson

Industry Engagement Director

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Key Contacts

MEETING ORGANIZER

ACTRIMS

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(608) 310-8960
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www.MSToronto2026.org

INDUSTRY SUPPORT

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INDUSTRY SUPPORT AND MEETING ROOM REQUESTS

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GROUP HOUSING

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FACULTY REGISTRATION

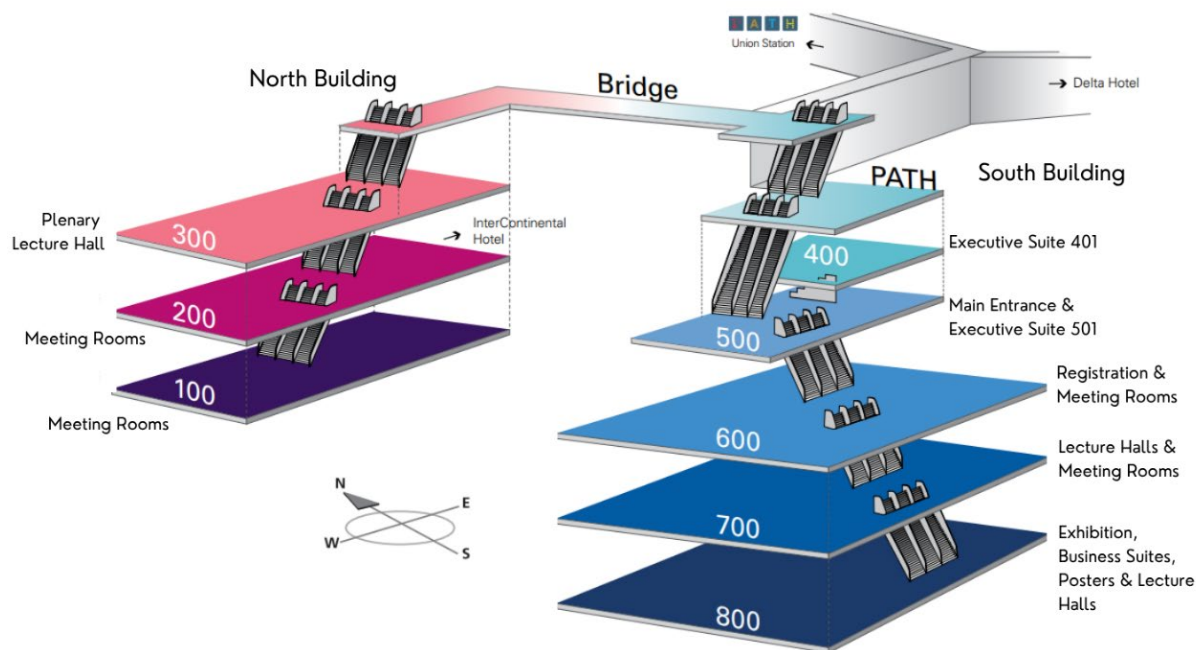
registration.mstoronto@congrex.com

MEETING VENUE

All MSToronto2026 programming, except for the plenary lectures and select Non-CE Presentations, will take place in the South Building.

Metro Toronto Convention Centre

South Building
222 Bremner Blvd
Toronto, ON 5V2W6
Canada



PROGRAM STRUCTURE

The complete Program Schedule is available [online](#). Please note the following key points:

- There will be up to eight parallel scientific session rooms.
- All Industry Supported Satellite Symposia and Non-CE Presentations will be 60 minutes. Slots will be offered Wednesday, October 21 and Thursday, October 22 during lunch. Additional slots will be offered Thursday, October 22 and Friday, October 23 during breakfast.
 - Up to four slots may run in parallel during lunch
 - Up to three slots may run in parallel during breakfast
- Industry Showcases are 20-minute presentations which will take place during coffee and lunch breaks in the Industry Showcase Theater in the exhibition hall.
- Brain Exchange Community Discussions are 45 minutes during lunch in convention center meeting rooms

Key Dates

Subject to change at the discretion of ACTRIMS

June 12, 2026	Deadline to submit Industry Showcase final agenda, noting any faculty or agenda changes since the April 10, 2026, submission. ACTRIMS will review faculty across all sessions to confirm there are not any scheduling conflicts.
August 20, 2026	Deadline to complete Industry Session Enhancement Online Order Form to receive the Advance Order Rate.
August 21, 2026	Late fees apply to Industry Session Enhancement orders
August 26, 2026	Deadline to redeem two complimentary Delegate registrations included with Industry Showcase sponsorship
September 15, 2026	Run of Show submission deadline
September 21, 2026	Final deadline to submit any Industry Session Enhancement orders
October 19, 2026	Final Industry Showcase Slides due to industry.mstoronto@actrims.org via a link to a Dropbox folder (or another file-sharing service). Ensure download access is enabled.
October 21-23, 2026	Joint ACTRIMS-ECTRIMS Meeting

Guidelines

Industry Showcase guidelines will be enforced to ensure that there are no disruptions to the program and are subject to change at any time without notice. Failure to adhere to these guidelines may result in [Sanctions](#).

ORGANIZATION

- All Industry Showcase presentations must be tasteful, appropriate, and professional in nature while providing significant educational value.
- Industry Showcases are organized and entirely supported by third-party organizations with sponsorship contracts to be established between ACTRIMS and the sponsoring organization.
- The 20-minute time limit, including audience Q&A, must be strictly followed.
- Content may not include information or abstracts scheduled for presentation during the MSToronto2026 program.
- Due to the promotional nature of Industry Showcases, continuing education (CE) is prohibited.
- Faculty are to be invited by the Industry Showcase organizer. All faculty are required to present in-person at MSToronto2026 and must be present for the entire duration of the Industry Showcase. Virtual participation is not permitted. MSToronto2026 is not responsible for honoraria, registration fees, hotel accommodations, or travel expenses.
- If an Industry Showcase has more than one presenter, ideally an equal amount of female and male faculty is included. Diverse faculty representation regarding race and ethnicity must also be considered.
- Preliminary Industry Showcase information including session title, description, and faculty information that is provided at the time of application will not be published and is for ACTRIMS' review purposes only.

PRESENTATION

- Product brand names may not appear in the title of an Industry Showcase. Generic brand names are acceptable. Scientific names are also preferred in any advertising materials, presentation slides, or materials presented or distributed.
- The materials presented during the Industry Showcase are the full responsibility of the organizers, including obtaining all appropriate copyright permissions and licenses for materials presented or distributed.
- The number of Industry Supported Satellite Symposia, Non-CE Presentations, or Industry Showcases in which any one participant may be involved as a speaker or chair is limited to two. If a participant is a chair and a speaker at the same symposium, non-CE presentation or showcase, it will be considered as only one activity. Organizers are responsible for communicating policies to their faculty at the time of their first invitation to ensure compliance.
- Organizers are required to submit final agendas by **Friday, June 12, 2026**, and note any faculty or agenda changes from the program information submitted on Friday, April 10, 2026. ACTRIMS will review faculty across all MSToronto2026 sessions to confirm there are not any scheduling conflicts.
- In cases where three or more sponsors feature the same speaker or chairperson, the first invitation from each organizer to the faculty member must be shared with ACTRIMS to verify that the rules have been followed. If so, preference will be given to the organizers that submitted their final agendas first.
- Industry Showcases will take place in the Industry Showcase Theater within the exhibition hall. Organizers must use the existing layout and AV. Any additional AV equipment requires pre-approval from ACTRIMS and must be ordered through the MSToronto2026 exclusive AV provider. Approved additional equipment and labor will be at the expense of the Industry Showcase organizer.

- Industry Showcase participants will receive headsets to eliminate sound amplification to surrounding exhibit booths and throughout the exhibition hall.

DISCLOSURES

- All materials developed by the Industry Showcase organizer require ACTRIMS review and approval and must state: *“This independent Industry Showcase is not included in the MSToronto2026 accredited program. No CE credit provided.”*
- MSToronto2026 will include the following statement on all program materials: *“This activity is an independently supported presentation, not included in the MSToronto2026 accredited program. No CE credit provided.”*
- Organizers will be provided with a slide to display at the start of their presentation that includes the above statement.
- Any pre- and post-event web, email, or social media campaigns developed by Industry Showcase organizers require ACTRIMS’ pre-approval. The applicable disclosure statement must be included as well as: *“MSToronto2026 registration is required to attend this independent Industry Showcase. Register online at MSToronto2026.org.”*

Final Program Submission

Final Industry Showcase agendas, including any updates to faculty or program details since the April 10 deadline, must be submitted no later than **Friday, June 12, 2026**. A separate form will be provided as this deadline approaches.

ACTRIMS will review faculty participation across all sessions to identify and resolve any scheduling conflicts.

All session information must be submitted in American English. Titles must be provided in title case (e.g., “Safety of New MS Therapies”). ACTRIMS reserves the right to edit titles and content to ensure consistency with the MSToronto2026 style guide for use in the digital platform.

Presentation Logistics

ACCESS TO THE INDUSTRY SHOWCASE THEATER

The Industry Showcase Theater will be located in the Exhibit Hall on the 800 Level of the Metro Toronto Convention Centre.

Industry Showcase organizers, staff, and speakers will have access to the presentation space 10 minutes prior to their scheduled start time. Industry Showcases are limited to 20 minutes, and all start and end times must be strictly adhered to.

Please note: During the Wednesday and Thursday lunch Industry Showcases, only 15 minutes are scheduled between each of the three sessions. To ensure a smooth transition, all sponsors, faculty, and attendees must exit the Showcase Theater promptly at the conclusion of each session.

INDUSTRY SHOWCASE THEATER LAYOUT

The Industry Showcase Theater seats approximately 200 attendees in a flexible, open-concept setting. A mix of soft seating — including ottomans, lounge chairs, and high-top tables in the rear — supports both seated and standing engagement.

Dual entrances on the left and right sides allow for continuous attendee flow. Industry Showcase schedules will be prominently displayed on the exterior walls.

STAGE SET & AUDIOVISUAL EQUIPMENT

The standard stage set is a podium with a microphone plus soft seating for faculty.

The Industry Showcase Theater will be provided with the following:

- Large display monitors
- Podium with microphone
- Confidence tablet/monitor
- Timer
- Lavalier microphone for speaker(s) (if preferred)
- Q&A floor microphones
- Attendee headsets for quality audio
- Operating technician

Due to time constraints, Industry Showcase organizers are required to use the existing audiovisual equipment and state set. *AV modifications are generally not permitted and will only be accommodated in limited circumstances.* Organizers are responsible for all costs associated with any additional AV equipment or labor. All additional AV requests are subject to ACTRIMS pre-approval, and any approved equipment must be ordered through the MSToronto2026 exclusive AV provider. For specific inquiries, please contact industry.mstoronto@actrims.org.

These sessions will not be live-streamed; they will only be held live in the Industry Showcase Theater within the exhibition.

Additionally, complimentary bottled water will be provided for Industry Showcase faculty.

DISCLOSURE SLIDE

Organizers must display the Industry Showcase disclosure slide at the start of their presentation. The disclosure slide is available via the [Industry Supporter Portal](#).

RUN OF SHOW SUBMISSION

To ensure a seamless and well-coordinated session, all Industry Showcase organizers are required to submit a detailed run of show. This document serves as a minute-by-minute guide for the production team, outlining timing, speaker flow, content cues, and technical elements.

Please return the completed template by Tuesday, September 15, 2026, to industry.mstoronto@actrims.org. Early submission is strongly encouraged to allow adequate time for review. Failure to submit by the deadline may impact your session readiness.

SUBMISSION OF PRESENTATION SLIDES

All slide decks must be created in PowerPoint using 16:9 format.

Final Industry Showcase slide decks are due by Monday, October 19, 2026. Please provide a link to a Dropbox folder (or another file-sharing service) containing your final slide deck. After generating the link, email it to industry.mstoronto@actrims.org and ensure download access is enabled.

Promotion

INDUSTRY SESSION ENHANCEMENTS

Maximize your impact at MSToronto2026 with the following optional session enhancements designed to elevate Industry Showcase advertising and capture leads.

- **Advertising Opportunities**
 - Promotional Email
 - Event App Push Notification
 - Virtual Briefcase Insert
- **Add-On Service**
 - Lead Retrieval (onsite)
 - MP4 Session Recording

Lead Retrieval Notice: Industry Showcase organizers are responsible for providing personnel to scan attendee badges upon entry to the Industry Showcase Theater. Industry Supporters who are required to report U.S.-licensed medical doctors participating in their events or activities must purchase a lead retrieval package and ensure appropriate staffing is in place.

To secure your selections and take advantage of discount pricing, please complete your order using the [Online Order Form](#). An invoice will be issued by ACTRIMS upon submission.

Important Dates

- **Advance Order Rate Deadline:** Thursday, August 20, 2026
- **Late Orders:** Beginning Friday, August 21, 2026 (additional fees will apply). All orders must be received by Monday, September 21, 2026.

SIGNAGE

The exterior of the Industry Showcase Theater will be branded with the Industry Showcase schedule, and all Showcase supporters will be acknowledged here.

All additional signage, including posters and banners promoting a session, is permitted only within the Industry Supporter's assigned exhibit booth, Business Suite, or Executive Suite. Promotional activities outside of these parameters – including the distribution of leaflets, placement of signage, or display of materials throughout the meeting venue – are not permitted.

Failure to comply with these guidelines may result in removal of materials and may impact eligibility for participation in future meetings.

ORGANIZER PROMOTION

- Organizers may promote their program to their own networks, including via websites, email campaigns, and social media.
- All organizer-developed communications must include the required disclaimers (see below) and receive ACTRIMS pre-approval prior to distribution.

PROGRAM SCHEDULE LISTINGS

- Titles, dates, times, and appropriate disclaimer information will be listed on the [Program Schedule webpage](#). Where applicable, listings may include a link to the organizer's website for additional session details.
- Industry Showcase information will also be accessible on the MSToronto2026 digital platform.

EMAIL COMMUNICATIONS

MSToronto2026 will send one informational email to all pre-registrants outlining the full Industry Showcase schedule including session titles, required non-CE disclaimer information, and, where applicable, a link to the organizer's approved website.

REQUIRED PROMOTIONAL DISCLAIMERS

All pre- and post-event web, email, and social media promotions developed by Industry Showcase organizers must receive ACTRIMS' pre-approval prior to distribution. All promotional materials must include the following statements:

- *"MSToronto2026 registration is required to attend this independently supported Industry Showcase. Register online at MSToronto2026.org."*
- *"This activity is an independently supported presentation, not included in the MSToronto2026 accredited program. No CE credit provided."*

MSTORTONTO2026, ACTRIMS, & ECTRIMS LOGO & NAME USE POLICY

Use of the MSToronto2026, ACTRIMS, and ECTRIMS names and logos on Industry Supporter communications is strictly controlled and subject to ACTRIMS approval. Permitted use is determined by the type of promotional content.

MSToronto2026 Name and Logo

- **Pharmaceutical products or branded drug promotions:**
May not reference MSToronto2026 or use the MSToronto2026 logo under any circumstances.
- **Exhibit booths, Business Suites, or Executive Suites:**
May reference MSToronto2026 and use the MSToronto2026 logo.
- **ACTRIMS-approved Industry Showcases:**
May reference MSToronto2026 and use the MSToronto2026 logo only if all required promotional disclaimers (see above section) are included.
- **ACTRIMS-approved Industry Supported Satellite Symposia and Non-CE Presentations:**
May reference MSToronto2026 and use the MSToronto2026 logo only if all required promotional disclaimers (see above section) are included.

ACTRIMS and ECTRIMS Name and Logo

- Use of the ACTRIMS and ECTRIMS logos is prohibited in all Industry Supporter materials unless explicitly approved in writing by the respective organization.
- Industry Supporters may reference the full meeting name (MSToronto2026 or 10th Joint ACTRIMS-ECTRIMS Meeting) in an informational context only and without implying endorsement.
- The ACTRIMS and ECTRIMS names and logos may not be used in connection with product promotion, marketing claims, or any activity that suggests endorsement.

Unauthorized use of MSToronto2026, ACTRIMS, or ECTRIMS names or logos may result in immediate removal of materials and additional sanctions.

Please contact industry.mstoronto@actrims.org to request logo permission and files.

Registration

Up to two complimentary Delegate registrations for faculty or Industry Supporter staff are included.

MSToronto2026 will provide each Industry Showcase organizer with custom registration code(s) to redeem the complimentary registrations. Individual registrations can be made online and must be completed by **Wednesday, August 26, 2026**.

Group and third-party registration instructions are available [here](#).

Contact registration.mstoronto@congrex.com with any registration questions.

Housing

The most up-to-date housing information, including hotel options, rates, and all applicable deadlines is [available online](#). For assistance with your hotel booking, please contact the MSToronto2026 Accommodation Team at hotel.mstoronto@congrex.com.

Industry Supporter Policies

All Industry Showcase organizers are required to comply with the [MSToronto2026 Industry Supporter Policies](#) and all supporting documentation, including the Industry Showcase Manual.

ACTRIMS reserves the right, at their sole discretion, to refuse or revoke participation, including exhibits, sponsorships, meetings, or related activities that do not comply with established policies and guidelines. This includes the authority to curtail or shut down any activity, in whole or in part.

All Industry Supporter activities will be actively monitored. ACTRIMS will review announcements, promotions, and onsite execution for compliance. Any non-compliant or unprofessional activity may be immediately suspended without notice.

Each Supporter is fully responsible for understanding and adhering to all applicable policies. **Supporters are solely responsible for reviewing and complying with the Regulatory and Compliance Requirements outlined in the Participation and Promotion Policy.**

For complete details, refer to the [MSToronto2026 Industry Supporter Policies](#), including:

- Cancellation & Impossibility Terms
- Guidelines for Participation & Promotion
- Sanctions