



The 16th International Congress of the
Society for Melanoma Research
Salt Lake City, Utah



November 20 - 23, 2019

PROSPECTUS

Sponsorship & Exhibitor Opportunities

For additional information, please contact: LisaC@sswmeetings.com

About SMR

The Society for Melanoma Research (SMR) is a diverse organization of scientific and medical investigators devoted to alleviating the suffering of people with melanoma.

The SMR was founded to unify the field by increasing communication among researchers and building bridges of collaboration between basic, translational and clinical investigators.

The Society for Melanoma Research's principal goal is bringing together members who vary widely in their professions—from basic researchers to translational researchers to clinicians. Each shares an abiding devotion to improving the lives of those suffering from melanoma through research.

About the Congress

The Society for Melanoma Research (SMR) is a group of scientists working to find the mechanisms responsible for melanoma and, consequently, new therapies for this cancer. SMR contributes to advances in melanoma research by bringing together researchers in a non-competitive way to unite the scientific community.

This congress brings together the leaders in the field of basic and translational melanoma research and melanoma clinical trialists from around the world. The conference will be three and one half days of educational and informative sessions related to the growing field of melanoma research as well as pathway-targeted, immunotherapy and other novel approaches to melanoma treatment.

Congress History

2018
Manchester, England

2017
Brisbane, Australia

2016
Boston, Massachusetts, USA

2015
San Francisco, California, USA

2014
Zurich, Switzerland

2013
Philadelphia, Pennsylvania, USA

2012
Hollywood, California, USA

2011
Tampa, Florida, USA

2010
Sydney, Australia

2009
Boston, Massachusetts, USA

2008
Royton, Sapporo, Japan

2007
New York City, New York, USA

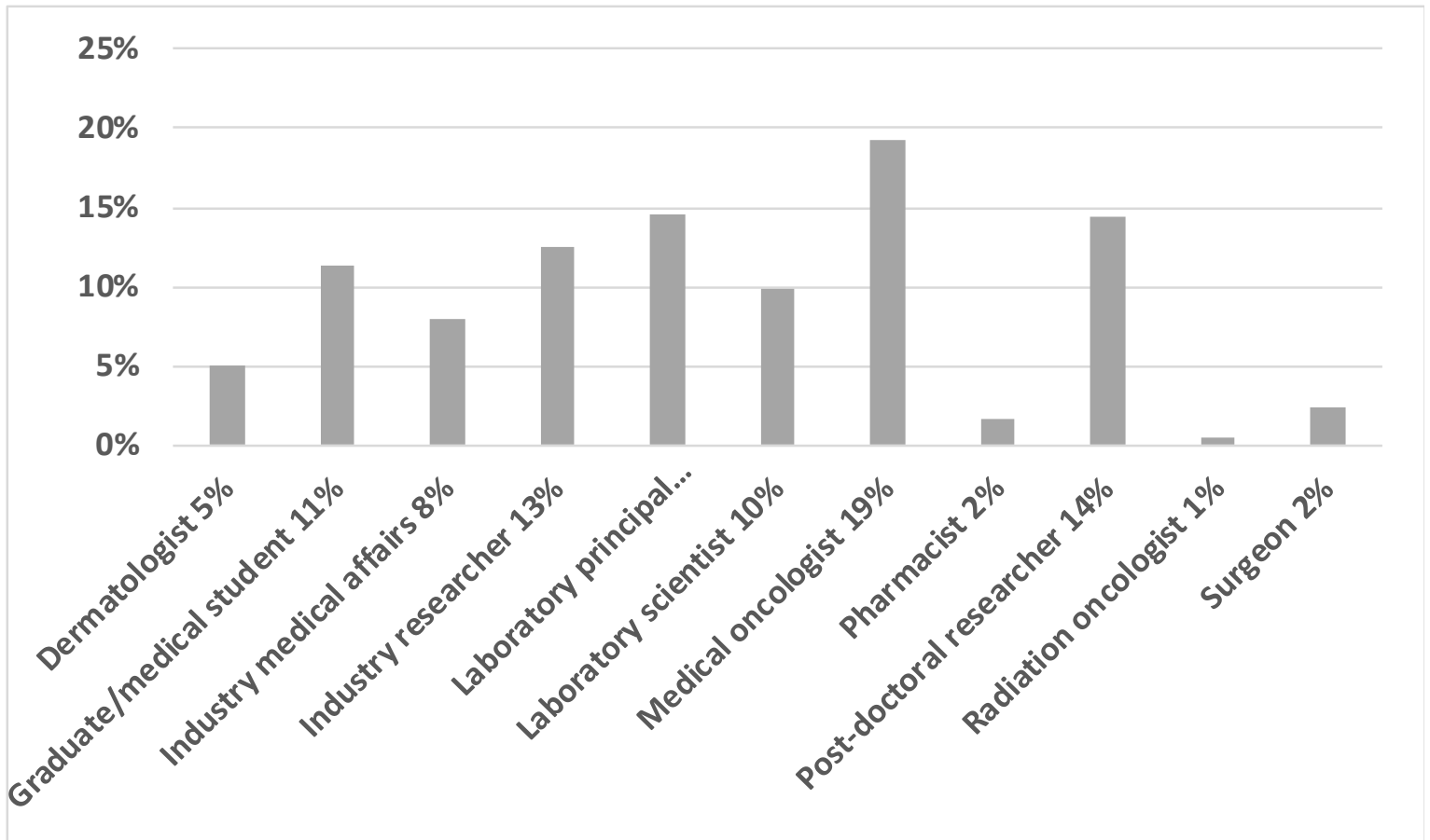
2006
Amsterdam, The Netherlands

2004
Phoenix, Arizona, USA

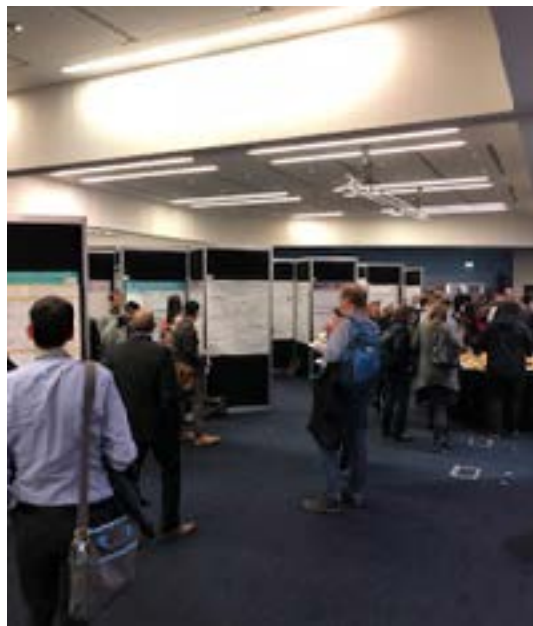
2003
Philadelphia, Pennsylvania, USA



Attendee Demographics



Support Levels	Silver (\$50,000 USD)	Gold (\$75,000 USD)	Platinum (\$100,000 USD)
Company Branding at Registration Area and Exhibit Hall	✓	✓	✓
Company Logo Linked to Website on Congress Site	✓	✓	✓
Full Congress Access Passes	2	4	6
Advertisement in Congress Mobile Application	✓	✓	✓
Company Recognition in Congress Mobile Application	✓	✓	✓
Access to the SMR Awards Celebration	2	4	6
One (1) Promoted Post Message *A promoted post is a message pinned to the activity feed within the mobile application. This post can effectively place a company's message in front of Congress attendees that are engaged in the app. This message can contain up to 140 characters, links to a website and embedded images. The post will be scheduled to be displayed for a period of time at the congress.		✓	✓
Complimentary Exhibit Booth in Prime Location		1 - Booth	2 - Booths
One (1) Company Branded Pillar Cling in the Courtyard meeting space			✓
One (1) Ancillary Meeting Room at Congress hotel. Available November 19th - 23rd. All audio visual and food and beverage at own cost.			✓
One (1) Micro-App *A Micro-App offers a high level of exposure and virtually connects the sponsor to every attendee that is engaged in the app. It can link to custom landing pages, websites and more.			✓



Expand Your Reach Today!

Additional Opportunities

Advertisement on the Congress Mobile App

Full-Page Ad.....\$2,500

*Push Notifications.....\$1,000/each

*Limited number of push notifications are available

A push notification is a direct message that can be sent to all congress attendees that are engaged in the app. May contain up to 140 characters - no images or links

Pillar Cling

Place your message on a pillar in the meeting area

One Pillar Cling.....\$3,000

Marketing Flier Distributed at Registration

One-page flier—not to exceed one (1) double sided 8.5" x 11" document.

Distributed at Registration. Flyer must be approved by Congress

Organizing Committee prior to distribution.

One Page Flier.....\$500

Charging Station

Place your company logo on a charging station

Charging Station.....\$3,500

Branded Note Pads

Company branded note pads provided to all attendees. To be provided by sponsoring company.

Note Pads.....\$2,500

Guestroom Drops

Provide one document/ pamphlet to be slid under the doors of all attendees' guestrooms.

Guestroom Drop.....\$3,000

Support the SMR Congress

Why Support?

SMR's annual congress is rapidly growing. The number in attendance has increased from 620 attendees in 2012 to over 1,000 attendees in 2018. Our growth is due to the exciting and late breaking research and clinical updates presented throughout the three-day congress.

As a supporter, you will have the opportunity to showcase your company's products and services to a targeted health care population.

EXPOSURE

Market your company and raise brand exposure to the entire SMR community.

INSIGHT

Engage in meaningful discussions with more than 1,000 attendees about the research and development that are shaping the future of Melanoma healthcare.

NETWORK

Enhance relationships and elevate your exposure along with making new industry contacts.

PRODUCT DEMONSTRATION

Give your potential clients hands-on access to your products and services

Exposure

Insight

Product Demonstration

Research

Network

Marketing Development

Exhibitor Packages

Exhibit Booth Space Fees:

10'x10' Booth	\$5,000 USD
10'x20' Booth	\$8,000 USD
10x30' Booth	\$12,000 USD

Exhibitor Package:

Each exhibiting company will receive the following.

- Each booth space will be 10' x 10' pre-built booth
- Two (2) exhibitor passes per booth space. Only to be used for booth staff. No access to congress sessions.

CONTACT

Lisa Cormier

Exhibitor/Sponsor Coordinator

Site Solutions Worldwide

LisaC@sswmeetings.com

Phone: (518) 399-7181 x2675

Fax: (518) 399-3033

[Click Here to Register](#)

Exhibitor Policies

Assignment of Exhibit Booths

Only Platinum and Gold sponsors are able to preselect their booth assignments from a designated prime location. Selection is done on a first come, first serve basis. (Floor plan will be provided shortly and selection will be made in order of booth confirmation). All other exhibitors will have their booth locations selected for them based on availability.

Agreement Policy

Each supporter and/or exhibitor is to complete the application form by visiting the [Click here to Register](#) link.

Payment Policy

Each supporter and/or exhibitor must provide a check, wire or credit card for payment. Payments may be submitted via the registration link, mail or phone. All payments sent by regular mail should be directed to the below address.

Society for Melanoma Research
c/o Site Solutions Worldwide
PO Box 113
Clifton Park, NY 12065

Payments may be submitted via the registration link, mail or phone. All payments sent by regular mail should be directed to the below address. To provide payment, please contact Lisa Cormier at 518-399-7181 or by email at LisaC@sswmeetings.com.

Cancellation Policy

Notification of booth space cancellation or space reduction must be submitted in writing no later than October 1, 2019 in order to receive a full refund. No refunds will be provided after this date.

Exhibitor Service Kit

A complete exhibitor kit will be sent out via email. The kit will include complete information on all contractor services as well as final exhibiting set up, tear down and exhibiting hours.

Additional Exhibitor Badges

Each exhibit booth is provided with two complimentary exhibitor passes. Additional exhibitor badges are at a cost of \$100 per additional booth staff member. Exhibitors must wear the official supplied badge at all times in the Exhibit Hall. All badges are nontransferable and are the sole property of SMR.

Exhibitor Badge Access

Due to the number of attendees, exhibitors are not able to access the meeting rooms during sessions.

Exhibit Booth Regulations

Displays within the exhibit booth are not to exceed 4ft in height on the sides walls and 10ft in the back. No items (including banners) are to be displayed outside of the 10'x10' booth space. No obstructions in the front half of the booth above 4ft in height. No part of any sign or exhibit are to be nailed or otherwise attached to column, walls, floors, etc.

Registration Attendee Lists

It is the Society for Melanoma Research's policy not to release any attendee contact information to anyone outside the Society. Therefore, SMR is not able to provide a list of attendees to any supporters or exhibitors. General demographic information is available upon request.

Supporter Registration Passes

All registration passes provided to supporters are non-transferrable. SMR will not allow attendees to switch out registration names onsite for different days.

Exhibitor Personnel Conduct

It is the responsibility of the official exhibitor representative to see that all booth staff are aware of and adhere to all SMR policies, applicable law, and terms of the Exhibitor Agreement. Exhibitor personnel may not enter the exhibit space/meeting rooms of another exhibitor without permission from the latter. At no time may anyone enter an unstaffed area of another exhibitor.

Marketing Opportunities

All marketing opportunities are to be coordinated through the congress organizers.

Photography, Video Recording, and Audio Recording

Exhibitors must obtain approval to photograph, videotape, and/or audiotape (including time-lapse photography) in the Exhibit Hall.

Food and Beverage

Any food or beverage provided by individual exhibitors must be provided in a manner consistent with all applicable laws and guidance, including, if applicable, the PhRMA Code on Interactions with Healthcare Professionals. All food and beverage provided by individual exhibitors must be of minimal value and available to all registered attendees immediately upon request. Cash and/or cash equivalents, coupons, and vouchers for food or beverages are not permissible.

Cancellation by Exhibitor

In the event of cancellation by an exhibitor, SMR shall determine an assessment covering the reassignment of space, prior services performed, and other damages related to cancellation. SMR must receive notification of the cancellation in writing. The date that the cancellation notice is received by SMR will determine the assessment charges. In the event of either a full or partial cancellation of space by an exhibitor, SMR reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment.

Payment of assessment charges must be received by SMR within thirty (30) days of cancellation. Cancellation of exhibit space includes cancellation of registrations allotted with exhibit space.

Contact Information

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