



# *Sponsorship and Exhibitor Opportunities*

The 15<sup>th</sup> International Congress of the  
Society for Melanoma Research



October 24 - 27, 2018

*Manchester  
England*



### Society for Melanoma Research

#### **Mission Statement:**

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.

#### **Overview:**

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.

In coming years, with the incorporation of new technologies into experimental and clinical research, we expect rapid advances in cutaneous melanoma prevention, diagnosis and therapy. To bring new technology-based discoveries from bench to bedside and back, we will need to attain a far greater level of cooperation between labs and clinics. In addition, we expect to develop specific inhibitors for metastatic melanoma, rendering it in the next few years a treatable disease.

However, we face major challenges in securing funding, building infrastructure, and gaining expertise in new technologies. To meet these challenges, we will need to form multidisciplinary collaborations. SMR, through yearly congresses, workshops, and its website, will play the role of a catalyst.

#### **About the Society for Melanoma Research:**

The Society for Melanoma Research (SMR) is an all-volunteer 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.

#### **Why Support or Exhibit at the 2018 SMR Congress:**

SMR's annual congress is rapidly growing. The number in attendance has increased from 620 attendees in 2012 to over 1,200 attendees in 2016. Our growth is due to the exciting and late breaking research and clinical updates presented throughout the three-day conference.

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

# Exhibitor Opportunities

## Exhibitor Show Schedule:

Hours are subject to change. Final set up, tear down and registration hours will appear in the exhibitor service kit.

### Exhibit Hall Move-In/ Move-Out

#### Move-In

Wednesday, October 24th 12:00pm - 4:00pm

#### Move-Out

Saturday, October 27th 12:00pm - 3:00pm

### Exhibit Show Dates and Times

Heavier traffic times during food functions

Wednesday, October 24th 7:30pm - 8:30pm

Thursday, October 25th 7:00am - 8:00pm

Friday, October 26th 7:00am - 6:00pm

Saturday, October 27th 8:00am - 12:00pm

### Exhibitor Registration Hours

Exhibitors will pick up their registration information at the main registration desk.

Wednesday, October 24th 12:00pm - 6:00pm

\*All exhibitors are to be checked in prior to the Welcome Reception on Wednesday, October 24th at 6:00pm.

## Exhibit Space Fees:

|                           |              |
|---------------------------|--------------|
| 3 meters x 3 meters Booth | \$5,000 USD  |
| 3 meters x 6 meters Booth | \$8,000 USD  |
| 3 meters x 9 meters Booth | \$11,000 USD |

## Venue:

The 2018 SMR Congress will be held at the Manchester Central.

Manchester Central  
Convention Complex  
Petersfield  
Manchester M2 3GX

## Exhibitor Package:

Each exhibiting company will receive the following.

- Each booth space will be 3m x 3m pre-built booth
- Two (2) exhibitor passes per booth space. Only to be used for booth staff.

## Supporter Opportunities

### Supporter Levels:

|  | <b>Silver</b><br>(\$50,000 USD) | <b>Gold</b><br>(\$75,000 USD) | <b>Platinum</b><br>(\$100,000 USD) |
|--|---------------------------------|-------------------------------|------------------------------------|
| Company Logo on Signage at Registration Desk and in Exhibit Hall   | X                               | X                             | X                                  |
| Company Logo with a Link to the Company's Website Listed on Congress Website   | X                               | X                             | X                                  |
| Full Congress Registration Passes  | 2                               | 3                             | 4                                  |
| Full Page Colored Advertisement in Congress Mobile Application   | X                               | X                             | X                                  |
| Company Logo Listed on the Sponsor Thank You Tab on the Conference Mobile Application  | X                               | X                             | X                                  |
| Two (2) Complimentary Passes to the SMR Awards Celebration   | X                               | X                             | X                                  |
| Company Logo Listed on the Splash Screen on the Conference Mobile Application<br>*The splash screen is the first screen users see when launching the application.  | X                               | X                             | X                                  |
| One (1) Promoted Post Message<br>*A promoted post is a message pinned to the top of 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. |                                 | X                             | X                                  |
| One (1) Complimentary Exhibit Booth in Prime Location  |                                 | X                             | X                                  |
| One (1) Company Branded Pillar Cling (four sides) in the Main Meeting Space  |                                 |                               | X                                  |
| One (1) Ancillary Room at the Congress venue (to hold up to 20 people in conference style for the duration of the congress.)<br>*October 23-26. All audio visual and food and beverage at your own cost.   |                                 |                               | X                                  |
| One (1) Micro-App<br>*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.   |                                 |                               | X                                  |

# Individual Marketing Opportunities

## Advertisements in the Conference Mobile Application

Full-Page B&W Ad.....\$2,500

## Advertisements on the Conference Mobile Application

Mobile App 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 conference attendees that are engaged in the app. It can contain up to 140 characters but no images or links.

## Marketing Flier to be Distributed at Registration

Each company will be able to provide a one page flier, not to exceed 8.5" x 11" document to be distributed at the registration area. Please note, a draft version must be provided for approval by the Congress Organizing Committee.

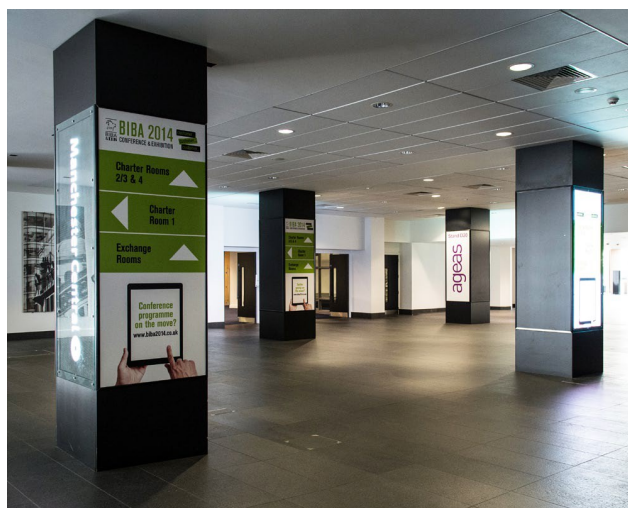
One Page Flier.....\$500

(Not to exceed one (1) double sided 8.5" x 11" sized document)

## Pillar Wraps:

Have the opportunity to have your advertisement on one of the pillars in the meeting area.

One Side of One Pillar.....\$3,000 per side



## General Information/ Rules and Guidelines

### 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 located by visiting the link at the end of this packet.

### Payment Policy

Each supporter and/or exhibitor can either provide a check or credit card for payment and can submit via mail, phone or agreement form. 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

Acceptable payment methods are credit cards, check or wire transfers. Payments are accepted by phone, mail, email, fax or wire transfers. 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 September 1, 2018 in order to receive a full refund. No refunds will be provided following 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 10ft x 10ft exhibit booth is provided with two complimentary exhibitor passes. Additional exhibitor badges are at a cost of \$100 per additional booth staff member.

### Exhibitor Badge Access

Due to the number of attendees, exhibitors are not able to access the meeting rooms during sessions. There will be a live feed of the general sessions displayed in the exhibit hall.

### 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 or other parts of the building or its furniture.

## General Information/ Rules and Guidelines (cont)

### 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.

### 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.

### Marketing Opportunities

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

### Contact Information

Please refer to the below contact information for questions and additional information.

Lisa Cormier

Exhibitor/Sponsor Coordinator

Site Solutions Worldwide

518-399-7181

LisaC@sswmeetings.com

Please [click here](#) to expand your reach!