



2027 **SMR**
CONGRESS

The 23rd International Congress of the
Society for Melanoma Research

MARCH 7-10, 2027

Boston Marriott Copley Place

EXHIBITOR & SPONSOR PROSPECTUS

BOSTON

BOSTON, MASSACHUSETTS





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's principal goal is bringing together members who vary widely in their professions. Each sharing an abiding devotion to improving the lives of those suffering from this cancer.

ABOUT THE CONGRESS

The Society for Melanoma Research (SMR) is a group of scientists working to find mechanisms responsible for Melanoma and, consequently, new therapies for this specific cancer. SMR fosters collaboration among researchers to advance Melanoma research.

This hybrid congress unites global leaders in basic and translational Melanoma research, along with Melanoma clinical trialists. The three-day conference will feature educational and informative sessions related to the growing field of Melanoma research, including pathway-targeted therapies, immunotherapy and other novel approaches to treatment.

WHY SHOULD YOU SUPPORT THE CONGRESS?

SMR's annual congress is rapidly growing, thanks to the exciting, late-breaking research and clinical updates presented throughout the four-day event. As a supporter, you will have the opportunity to showcase your company's products and services to this targeted healthcare audience.

EXPOSURE

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

INSIGHT

Engage in meaningful discussions with international attendees about the research and development that are shaping the future of Melanoma research.

NETWORK

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

PRODUCT DEMONSTRATION

Give your potential clients direct access to your products and services.

2025 SMR CONGRESS



ATTENDEE DEMOGRAPHICS

Attendee demographics displayed as percentages

- 23%** Medical Oncologist
- 20%** Laboratory Principal Investigators
- 15%** Industry Researchers
- 12%** Post-Doctoral Researchers
- 9%** Graduate/Medical Students
- 8%** Dermatologists
- 7%** Laboratory Scientists
- 5%** Medical Subspecialty
- 4%** Industry Medical Affairs

CONGRESS HISTORY

2025	Amsterdam, Netherlands	2014	Zurich, Switzerland
2024	New Orleans, Louisiana, USA	2013	Philadelphia, Pennsylvania, USA
2023	Philadelphia, Pennsylvania, USA	2012	Hollywood, California, USA
2022	Edinburgh, Scotland	2011	Tampa, Florida, USA
2021	Online Virtual	2010	Sydney, Australia
2020	Online Virtual	2009	Boston, Massachusetts, USA
2019	Salt Lake City, Utah, USA	2008	Royton, Sapporo, Japan
2018	Manchester, England	2007	New York City, New York, USA
2017	Brisbane, Australia	2006	Amsterdam, Netherlands
2016	Boston, Massachusetts, USA	2004	Phoenix, Arizona, USA
2015	San Francisco, California, USA	2003	Philadelphia, Pennsylvania, USA

SUPPORT LEVELS

	SILVER \$50,000 USD	GOLD \$75,000 USD	PLATINUM \$100,000 USD
EXCLUSIVE BENEFITS			
Company Branding at Registration and Exhibit Hall	✓	✓	✓
Company Logo Linked to Website on Congress Site	✓	✓	✓
Exhibit Booth in Prime Location	8' x 8'	8' x 8'	8' x 16'
Full Congress Access Passes	2	4	6
Passes to SMR Conference Award Ceremony	2	4	6
One Marketing Advertisement of choice distributed to SMR database	✓	✓	✓
Company Profile in Congress Mobile App	✓	✓	✓
Push notification in congress mobile app *These messages can only be used to promote your exhibit booth or company. No session or speaker promotion will be permitted. The company must provide a subject line, message, and preferred date/time of deployment.	1	2	3
Full Column Pillar Wrap in the Registration Foyer		1	1
Branded Charging Station in Foyer			✓
Ancillary meeting space at the congress venue available from March 7th - March 10th. All A/V and food and beverage at own cost.			✓

BOSTON

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ADDITIONAL OPPORTUNITIES

Scrolling Slide Advertisement **\$250^{USD}**

Advertisement or posting of your choice to be included in the scrolling slides played in the main session room throughout the entire congress.

Push Notification Through the Congress Mobile App (Limited Availability) **\$350^{USD}**

*These messages can only be used to promote your exhibit booth or company. No session or speaker promotion will be permitted. The company must provide a subject line, message, and preferred date/time of deployment.

Conference Bag Insert **\$350^{USD}**

Supply an Advertisement for the attendee conference bag.

SMR Dinner Photobooth Sponsor **\$2,500^{USD}**

*Co-branded with SMR logo and sponsor logo

Diversity Travel Grant Sponsor (Limited Availability) **\$2,500^{USD}**

Child Care Sponsor **\$3,000^{USD}**

Lanyard Sponsor **\$3,500^{USD}**

*Co-branded with SMR logo and sponsor logo



Branded Charging Station **\$3,500^{USD}**



Conference Bag Sponsor **\$5,000^{USD}**

*Co-branded with SMR logo and sponsor logo

Notebook Sponsor **\$5,000^{USD}**

*Co-branded with company logo and SMR logo

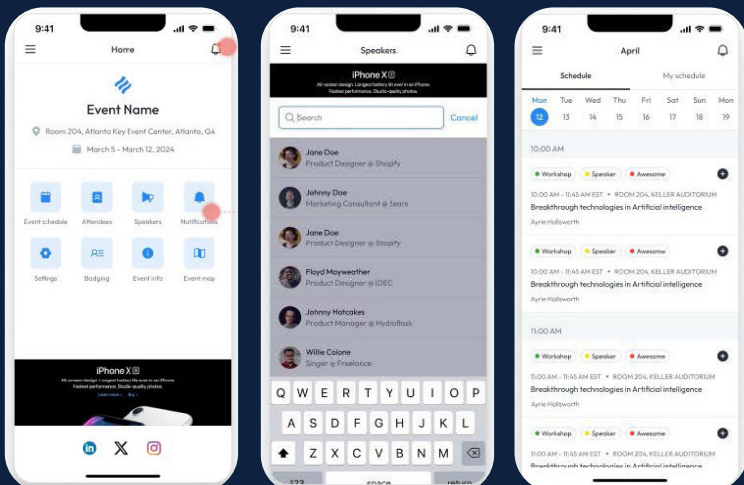
Room Key Sponsor **\$8,000^{USD}**

Branded attendee room key



Conference Dinner Sponsor **\$15,000^{USD}**

- Table for 10 dinner attendees
- Printed Advertisement on Each Table
- Signage
- 2-5 minute Welcome Remarks



DASHBOARD ATTENDEE DIRECTORY AGENDA

MOBILE APP FEATURES

EXHIBITOR PACKAGES

**Does not allow access to conference sessions.*

8' x 8' BOOTH **\$6,500^{USD}**

8' x 16' BOOTH **\$9,000^{USD}**

INCLUDES:

- One (1) chair
- One (1) wastebasket
- Two (2) exhibit hall only booth staff passes
Additional booth passes - \$200 each

RECRUITMENT TABLETOP DISPLAY **\$500^{USD}**

Take this opportunity to highlight your lab and organization. Network and meet with individuals looking for the next step in their career. Organizations are encouraged to have a representative available to highlight opportunities they have to offer both young and experienced investigators.

- One (1) Exhibit Hall Staff Badge
- One (1) Chair
- One (1) Wastebasket
- Access to congress meals and sessions

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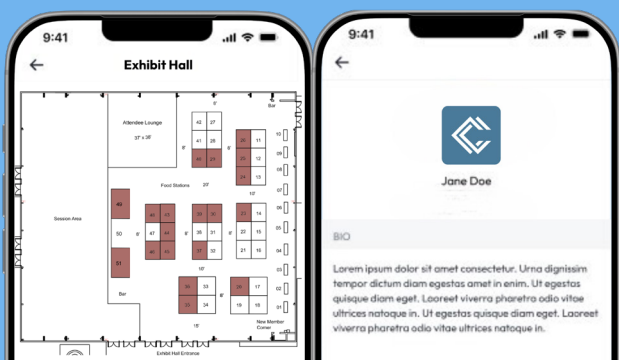


EXHIBIT VISIBILITY IN THE MOBILE APP



ANCILLARY MEETING SPACE RENTAL

- ½ Day Space Rental **\$1,200^{USD}**
- Full Day Space Rental **\$3,000^{USD}**
- Full Conference Space Rental **\$10,000^{USD}**

CONTACT

Site Solutions Worldwide
SMR Congress Organizing Team
Phone: (518) 399 -7181
Email: SMR@sswmeetings.com

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2027 SMR CONGRESS — GENERAL INFORMATION/RULES & GUIDELINES

ASSIGNMENT OF EXHIBIT BOOTHS:

Only Platinum and Gold supporters may preselect their booth assignments from a designated prime location. Selection is done on a first come, first served basis. (A floor plan will be provided, 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 which can be found by visiting the link at the end of this packet.

PAYMENT POLICY:

Each supporter and/or exhibitor can 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
1023 Rt 146
Clifton Park, NY 12065

The preferred method of payment is wire transfer. Credit cards and checks are accepted. Credit card payments are accepted through our online portal, by phone, mail, or fax. For help with payment, please contact the SMR Congress Organizing Team at (518) 399-7181 or by email at SMR@sswmeetings.com.

CANCELLATION POLICY:

Notification of supporter's cancellation, booth space cancellation, or space reduction must be submitted in writing no later than January 15, 2027, to receive a full refund. No refunds will be provided past this date. In the event the congress is cancelled, companies shall receive a refund of any cancel-able advance payments less than any expenses incurred in preparing this event.

EXHIBITOR SERVICE KIT:

A complete exhibitor service 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 (2) booth staff passes. Additional booth passes are at a cost of \$200 per additional booth staff member. Exhibitors must wear the official supplied badge at all times in the Exhibit Hall. All badges are non-transferable and are in the sole property of SMR.

EXHIBITOR ACCESS:

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

EXHIBITOR ACCESS:

Exhibitors are not permitted to access meeting rooms during sessions; however, they do have access to the exhibit hall and the meals provided to all conference attendees. Official conference badges are required for entry into the exhibit hall during set up and throughout the congress.

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-transferable. 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.

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 the exhibit space.

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.

CONTACT INFORMATION:

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SMR@sswmeetings.com
Phone: (518) 399-7181

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www.smrcongress.org