

# 2022 Melanoma Exchange Patient Forum

March 9 | Washington DC & via Livestream

**Melanoma**  
Research Alliance

**M**RA's Melanoma Exchange Patient Forum brings together melanoma patients, survivors, advocates, caregivers and loved ones to provide lay-friendly, state-of-the-science education, promote collaboration, and provide networking opportunities across the melanoma community.

Patient engagement efforts like MRA's Patient Forum help build a supportive, robust, and collaborative melanoma community, and foster access to critical information to advance informed decision making and provide support to patients across their melanoma journey.



A combination in-person and hybrid event will take place on March 9, 2022. Throughout the event, participants will hear from melanoma experts from across the country and have the opportunity to ask questions, discuss, and, if in-person, network with other people who are facing melanoma. Each session has been designed to provide information, insight, and practical strategies that patients and families need to better navigate melanoma diagnosis, treatment, and beyond.

In 2022, we anticipate that more than 120 in-person, and more than 200 virtual attendees, including a cadre of melanoma advocates at the local level who attend with the explicit intent to bring information back to their communities.

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*The best part is always the people, and the MRA's commitment to highlighting presenters who trust the intelligence of their audience and deliver advanced information with clarity and compassion.*

-Evaluation Comment

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Following the event, MRA will produce a series of enduring materials including polished videos, articles, and other resources. These will be heavily promoted on social media and through the MRA website.

## 2022 Patient Forum Highlights

- One of the largest gatherings of patients and families facing melanoma in the United States
- More than five presentations from leading melanoma experts
- In-person networking roundtables that will bring participants together with experts to discuss topics of mutual interest
- Session topics include: The melanoma treatment standard of care; panel conversations on living with melanoma day-to-day, advances in adjuvant therapy, clinical trials, prevention, & more.

The 2022 patient forum is planned as a full, in-person event with virtual offerings. However, we retain the right to transition to a full virtual program to ensure the safety and health of all participants.



# MRA 2022 Patient Forum Sponsorship Opportunities

	Presenting \$25,000	Gold \$12,500	Silver \$5,000
Designation as Presenting Sponsor on enduring materials: dedicated landing page on MRA website, edited videos, and event materials	✓		
Opportunity to introduce one (1) session or lecture	✓		
Recognition from the podium at forum start and close	✓	✓	
Opportunity to include one item (brochure, pamphlet or other paper-based two-dimensional product) in event participant bag*	✓	✓	
Tiered Logo listing on event landing and registration pages	Presenting	Gold	Silver
Number of in-person registrations (MRA limits attendance of industry representatives to ensure a patient-centered space)	3	2	1
Number of virtual registrations	5	3	1

\* Materials for participant bags must be received at MRA offices by 2/15/2022.

## Add-On Opportunities: For more details contact [cricci@curemelanoma.org](mailto:cricci@curemelanoma.org)\*\*

Named Patient Forum Travel Scholarships: MRA is committed to providing ten need- and merit-based travel scholarships to melanoma patients, caregivers, and advocates to support their participation. Additional named travel scholarships are sponsorable at \$1,000 per scholarship. Scholarship recipients will be selected via competitive process and identified as recipients of the [sponsor] travel scholarship.	\$1,000 Per Scholarship
Sponsor Hosted Reception / Dinner: MRA will facilitate invitations to Forum attendees for a sponsor-hosted event. Sponsor to arrange all aspects of the event, including agenda, speakers, and venue/transportation/food/beverage. Sponsor may share company specific, branded, or unbranded content with attendees.	\$10,000

\*\*Add on opportunities subject to availability and must be confirmed no later than 1/15/2022.

## About the Melanoma Research Alliance (MRA)

The Melanoma Research Alliance is the largest non-profit funder of melanoma research worldwide. Since its founding in 2007, MRA has granted over \$131 million and leveraged an additional \$415 million towards its mission. Through its support, MRA has championed revolutions in immunotherapy, targeted therapies, novel combinations and diagnostics. Through the generous ongoing support of its founders, 100% of donations to MRA go directly to melanoma research.