

2021

MRA 2021 Scientific Retreat

February 22 - 25, 2021

Melanoma
Research Alliance

MRA's Scientific Retreat is the premier annual convening of global thought leaders from across the melanoma research community.

This annual retreat brings together physician scientists, pharmaceutical and biotech representatives, government officials, and patient advocates in an invitation-only, think-tank style conference focused on the latest research in melanoma.



MRA's Scientific Retreat focuses on the latest research – both lab and clinical, and provides participants early access to a wealth of pre-published insights and data.

“The scientific content of this meeting is outstanding. The talks really were of the highest quality. It is also one of the best run meetings I attend annually.”

- 2020 Evaluation Comment

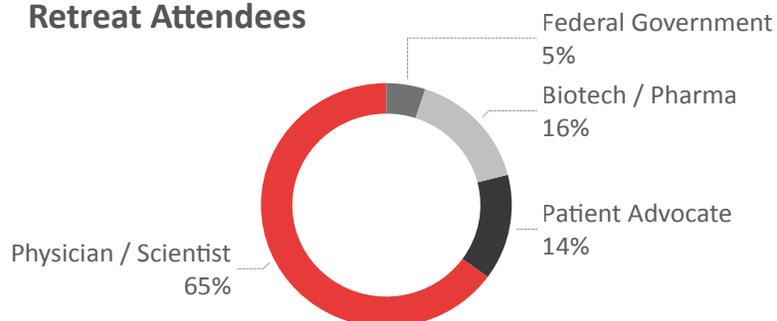
Attendees include top movers and shakers from across the oncology field, all focused on making a difference in melanoma.

The 2020 MRA Scientific Retreat report – including list of participants, sponsors, agenda, and content write-up, can be viewed at:

CureMelanoma.org/Retreat

MRA's Retreat is the 'Big Tent' that provides opportunities to network, forge partnerships, and build community across stakeholders.

Retreat Attendees



2021 Scientific Retreat Highlights

- 4-day, invitation-only event attended by premier melanoma researchers worldwide
- 300+ global leaders in melanoma; over 60% are academic researchers
- 12 presentations from world-leading melanoma researchers and clinicians sharing largely unpublished data
- Small group, topic-focused networking opportunities
- Poster presentations from MRA-funded investigators, including opportunities for live Q&A
- Topics include cutting-edge research results in prevention, detection, and therapeutic development
- Special Industry Roundtable on key issues impacting melanoma drug development



MRA 2021 Scientific Retreat Sponsorship Opportunities

	Presenting \$100,000	Platinum \$50,000	Gold \$25,000	Silver \$15,000	Scholarship \$10,000	First Time* \$5,000
Designation as sponsor at selected level on all materials	✓	✓	✓	✓	✓	✓
Opportunity to introduce one (1) keynote lecture	✓					
Verbal recognition from virtual platform daily	✓	✓				
Recognition from the virtual podium at retreat commencement	✓	✓	✓			
Rotating banner ad with listed frequency on virtual event platform	3x	2x	1x			
Number of retreat registrations	8	5	3	2	1	1
One (1) submission to e-poster session**	✓	✓				
Virtual exhibit booth with 1:1 appointment scheduling capability	✓	✓	✓	✓		
Logo placement and sponsor listing on virtual platform	✓	✓	✓	✓	✓	
Invitation for one sponsor representative to attend industry roundtable event	✓	✓	✓	✓	✓	✓
Additional survey, polling, & gamification opportunities are available by request	✓	✓	✓	✓	✓	✓

* Available to first-time sponsors only. **One (1) submission to e-poster session. Majority of e-posters will be presented by MRA-funded researchers, but sponsors at Platinum and above are also invited to present a poster.

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 by Debra and Leon Black, MRA has granted over \$123 million and leveraged an additional \$210 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.

Learn more at CureMelanoma.org

