

**Continuing Professional Education**

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Suite 1MC16.3214 – Unit 1781  
Houston, TX 77030

February 6, 2025

RE: **The Art and Science of Managing Melanoma and Non-Melanoma Skin Cancers Conference – Live Activity**  
Marriott Medical Center Houston  
6580 Fannin Street  
Houston, TX 77030

Dear Potential Exhibitor:

On behalf of the **Activity Directors, Michael A. Davies, MD, PhD, and Kelly Nelson, MD**, we would like to invite you to exhibit at our upcoming ***The Art and Science of Managing Melanoma and Non-Melanoma Skin Cancers Conference***, scheduled for **Friday, May 2, 2025 – Saturday, May 3, 2025**, at the Marriott Medical Center Houston. We offer a variety of exhibitor packages, for your consideration, each designed to provide unique opportunities for participation.

**MISSION**

MD Anderson's mission is to eliminate cancer in Texas, the nation and the world through exceptional programs that integrate patient care, research, and prevention. Our mission also includes education for undergraduate and graduate students, trainees, professionals, employees, and the public.

**VISION**

We shall be the premier cancer center in the world, based on the excellence of our people, our research-driven patient care and our science.

**OVERVIEW**

This conference will utilize presentations and case-based panel discussions to illustrate optimal contemporary approaches used to manage patients with melanoma and non-melanoma skin cancers. It will provide learners with practical and useful examples of how to best manage and treat patients with these diseases.

**NEEDS ASSESSMENT**

There is a critical need for healthcare professionals to stay updated with the latest data, research findings, and regulatory approvals to effectively manage melanoma and non-melanoma skin cancers. Currently, many clinicians may lack awareness of the most recent and promising multidisciplinary treatment strategies for patients with clinically localized, regionally metastatic, and distant metastatic skin cancers. Additionally, there is a gap in knowledge regarding the safety and efficacy of both adjuvant and neoadjuvant therapies for high-risk, surgically resectable disease, as well as systemic therapy approaches. This conference aims to address these gaps by providing comprehensive updates and practical examples to enhance patient care and improve clinical outcomes.

**OBJECTIVES**

At the conclusion of this educational activity, participants should be able to:

- Utilize emerging data about the potential indications, safety, and efficacy of adjuvant therapy for patients with high-risk clinically localized (stage IIB/C) melanoma and stage III melanoma.
- Describe the rationale for neoadjuvant therapy for patients with stage III melanoma and the prognostic significance of the pathological response to treatment.
- Summarize treatment options for patients with stage IV melanoma, including in treatment-naïve patients and in patients that previously progressed on anti-PD-1-based immunotherapy.

- Recall the available data about the appropriate sequencing of immunotherapy and targeted therapy in treatment-naïve stage IV metastatic melanoma patients with a BRAF V600 mutation.
- Describe the differences in the presentation and diagnosis of the various nonmelanoma cutaneous cancers (BCC, SCC, Merkel Cell Carcinomas).
- Examine the indications for immunotherapy in nonmelanoma skin cancers, and the subtleties in response patterns and outcomes.

### TARGET AUDIENCE

This activity should be of interest to physicians who specialize in complex general surgical oncology, dermatology, medical oncology, and pathology. We are anticipating 100 - 125 learners.

### PACKAGE LEVELS

#### PLATINUM – \$10,000

- Five Complimentary Registrations
- Five complimentary reception tickets – Friday, May 2, 2025
- Acknowledgement on the Supporter/Exhibitor Tab on the conference webpage, with company name, company logo, link to company website, and the ability to post 3 – 6 product information (pdfs)
- Designated premium location
- Six networking breaks that occur in and adjacent to the Exhibit Hall
- Platinum level recognition
- 6 ft. exhibit table (draped) with two chairs
- Wireless internet connection
- Complimentary meals (available with exhibitor badge)

#### GOLD – \$7,500

- Four Complimentary Registrations
- Four complimentary reception tickets – Friday, May 2, 2025
- Acknowledgement on the Supporter/Exhibitor Tab on the conference webpage, with company name, company logo, link to company website
- Designated premium location
- Six networking breaks that occur in and adjacent to the Exhibit Hall
- Gold level recognition
- 6 ft. exhibit table (draped) with two chairs
- Wireless internet connection
- Complimentary meals (available with exhibitor badge)

#### SILVER – \$5,000

- Three Complimentary Registrations
- Three complimentary reception tickets – Friday, May 2, 2025
- Acknowledgement on the Supporter/Exhibitor Tab on the conference webpage, with company name and link to company website
- Designated location
- Six networking breaks that occur in and adjacent to the Exhibit Hall
- Silver level recognition
- 6 ft. exhibit table (draped) with two chairs
- Wireless internet connection
- Complimentary meals (available with exhibitor badge)

### BRONZE – \$2,500

- Two Complimentary Registrations
- Two complimentary reception tickets – Friday, May 2, 2025
- Acknowledgement on the Supporter/Exhibitor Tab on the conference webpage with company name
- Designated location
- Six networking breaks that occur in and adjacent to the Exhibit Hall
- Bronze level recognition
- 6 ft. exhibit table (draped) with two chairs
- Wireless internet connection
- Complimentary meals (available with exhibitor badge)

### NON-PROFIT – \$1,500

- Two Complimentary Registrations
- Two complimentary reception tickets – Friday, May 2, 2025
- Acknowledgement on the Supporter/Exhibitor Tab on the conference webpage with company name
- Designated location
- Six networking breaks that occur in and adjacent to the Exhibit Hall
- Bronze level recognition
- 6 ft. exhibit table (draped) with two chairs
- Wireless internet connection
- Complimentary meals (available with exhibitor badge)

### CONFERENCE LOCATION

#### Marriott Medical Center Houston

6580 Fannin Street  
Houston, TX 77030

Friday, May 2, 2025	Saturday, May 3, 2025
Conference: 1:00 PM – 6:00 PM	Conference: 7:00 AM – 4:00 PM
Set-Up: 12:00 PM – 1:00 PM	Set-Up: 6:30 AM – 7:00 AM
Dismantle: 6:00 PM	Dismantle: 1:05 PM
Reception: 6:00 PM – 8:00 PM	

### REGISTER

[Please Click Here for More Information or To Register.](#)

To register as an exhibitor, click on the Exhibitor tab, select Exhibit at this Event

Please let me know if you have any questions or need any additional information for this request. We appreciate your consideration to provide support for this exceptional educational activity.

I look forward to hearing from you soon.

Best,

#### Robyn P. Davis

Senior Continuing Education Coordinator  
Continuing Professional Education  
The University of Texas MD Anderson Cancer Center