



EXHIBITOR PROSPECTUS
SOFT Annual Meeting
October 7 – October 12, 2018
Minneapolis, MN



Booth Information

Completing the online reservation form will confirm a hold on a booth(s) and acknowledge participation in the 2018 SOFT Meeting. Booth cost in 2018 is **\$1,950**. The Exhibit Hall floor layout will consist of **109, 8'x10' booths**. The Wednesday/Thursday Luncheons and the Welcome Reception will be located in the exhibit area for maximum traffic. Booth assignments will be announced after April 1, 2018. **Sponsoring companies receive priority placement, followed by those first to submit the reservation form with payment.**

[Click here to complete the reservation form.](#)

Sponsorship Opportunities

Exhibitors who sponsor SOFT meeting functions will be recognized in the Abstract / Program Book and on prominently placed posters and displays throughout the meeting site. Please reference the Tier Sponsorship Opportunities (next pages) for high visibility advantages and other opportunity details. Exhibitors interested in sponsorships need to confirm early as these are limited by venue capabilities. Please contact the Exhibitor Liaison (exhibitor@soft-tox.org) for additional information.

Exhibitor Options

Meeting badges are required for all scientific, food, beverage, and social functions. One complimentary full registration (badge) is included with each booth reserved. Additional booth attendant registrations can be purchased at the SOFT member rate. The badge offers full meeting privileges for all SOFT associated events and badge sharing is not allowed.

Full Color Ad in the Abstract/Program book	\$650
Placement of a single page ad / flyer into the complimentary meeting bags	\$750
Customized Drink Tokens (set of 10 tokens)	\$120
Lunch and Learn (included with Tier 1 sponsorship)	\$5,000

Important Notes

Once the online reservation form has been submitted, the SOFT Office will issue an invoice in February 2018. Payment is required by March 17, 2018, to secure the reservation. Refunds, minus a \$500 cancellation fee, will be honored upon request prior to June 1, 2018. There are no refunds after June 1, 2018.

Hosting off-site events that compete with the SOFT Annual Meeting program will not be permitted and will result in the loss of ability to exhibit without refund.

Questions

Email exhibitor@soft-tox.org or call the SOFT Office at 480-839-9106.

SOFT 2018 Sponsorship Tier Levels

Tier I - Platinum Sponsorship (\$15,500) Package includes:

1. Ballroom space sufficient for a **Sunday or Monday evening reception** (6-9 pm). These limited availability events will accommodate 300 people and are included in the Meeting Program and electronic application.
2. **Top Priority Placement on exhibit floor (only valid until April 1, 2018 when all placements are announced).**
3. **Private Client Room** for use for an Exhibitor presentation (limited availability - assigned in order of payment receipt until out of space) on Monday and/or Tuesday during the Workshop lunch break. If additional Private Client Room access is needed, please contact the Exhibitor Liaison.
4. **Tier I sponsors have top priority to place their logos on the bags, lanyards, notepads, water bottles or other items, for the additional cost of the specified product.**
5. Sponsorship recognition on signage for the Exclusive Special Event
6. Color logo on **Tier I Sponsorship Signage** at registration desk area.
7. 50 complimentary Drink Tokens with company sponsorship logo (\$600 value).
8. Complimentary conference mobile planning application banner advertisements with hyperlinks to exhibitor content.
9. Free placement of ad / flyer into complimentary meeting bag (\$750 value).
10. Complimentary attendance for 1 person to attend 1 full day workshop **or** 2 half day workshops.
11. One additional complimentary booth registration.
12. Provided a list of pre-registered meeting attendees e-mail addresses at the point that the late registration fee applies (late August 2018).
13. Use of the SOFT 2018 official meeting logo in sponsor advertising. (Ads must be reviewed by Exhibitor Liaison prior to distribution.)
14. Color Logo prominently displayed on **SOFT 2018 Website** Sponsor page.
15. Color Logo on the *Special Event* signage for the week, including:
Welcome Reception with the Exhibitors, Elmer Gordon Forum, President's Cocktail Hour, & Banquet Reception
16. Color logo on Sponsor Appreciation Page in Program Book.
17. Color Logo on the SOFT 2018 Appreciation Signage, to be displayed all week in the conference sessions.
18. Color Logo on signage for both *Wednesday and Thursday Meeting Luncheons*.
19. Color Logo on signage for the daily *AM / PM Breaks*.
20. Color Logo on signage recognition for daily *Continental Breakfasts*.

Tier II - Gold Level Sponsorship (\$5,500) Package includes:

1. **Top Priority Placement on exhibit floor (only valid until April 1, 2018 when all placements are announced).**
2. Color Logo on **Tier II Sponsorship Signage** at registration desk area.
3. 30 complimentary Drink Tokens with company sponsorship logo (\$360 value).
4. Items **12-20** of Tier I Sponsorship (above).
5. Ballroom space sufficient for a **Sunday or Monday evening reception** (6-9 pm). These limited availability events will accommodate 300 people and are included in the Meeting Program and electronic application.
6. Opportunity to purchase Private Client Room Session for \$5,000, ***if available***.

Tier III - Silver Level Sponsorship (\$3,000) Package includes:

1. Preferred Placement on exhibit floor (only valid until April 1, 2018 when all placements are announced).
2. Color Logo on the **SOFT 2018 Appreciation Signage** to be displayed all week in the conference sessions.
3. Color Logo on **Tier III Sponsorship Signage** at registration desk area.
4. Color Logo prominently displayed on **SOFT 2018 Website** Sponsor page.
5. Color logo on Sponsor Appreciation Page in Program Book.
6. Color Logo on signage for **Wednesday and Thursday Meeting Luncheons**.
7. Color Logo on signage for the daily *AM / PM Breaks*.
8. Color Logo on signage recognition for daily *Continental Breakfasts*.

Tier IV – Bronze Level Sponsorship (\$1,500) Package includes:

1. Color Logo on **Tier IV Sponsorship Signage** at registration desk area.
2. Color Logo on signage for the daily *AM / PM Breaks*.
3. Color Logo on signage recognition for daily *Continental Breakfasts*.

Tier V - Entry Level Sponsorship (\$750) Package includes:

1. Color Logo on **Tier V Sponsorship Signage** at registration desk area.
2. Color Logo on signage recognition for daily *Continental Breakfasts*.

Fun Run Sponsorship (\$250) – Company logo placed on back of Fun Run Shirts worn by participants. Special recognition in the Program Book and conference mobile application.



**SOFT 2018 Annual Meeting
Minneapolis, MN
October 7-12, 2018**



Sunday, October 7, 2018

Registration	9 am-5 pm
YFT Symposium	5-9 pm
Sponsor Reception	6-9 pm

Monday, October 8, 2018

Registration	7 am-6 pm
Continental Breakfast	7-8:30 am
Exhibit Hall Load In	7 am-5 pm
Workshops	8 am-5:30 pm
Lunch and Learns	12-1:30 pm
Sponsor Reception	7-11 pm

Tuesday, October 9, 2018

Registration	7 am-6 pm
Continental Breakfast	7-8:30 am
Workshops	8 am-5:30 pm
Exhibitor Booth Set Up	9 am-4 pm
Lunch and Learns	12-1:30 pm
Welcome Reception	6:30-10 pm
Professional Develop. Fair	6:30-8 pm
Elmer Gordon Forum	8-9:30 pm
Sponsor Reception	10 pm-12 am

Wednesday, October 10

Registration	7 am-5 pm
Continental Breakfast	7-8:30 am
Exhibit Hall	9:30 am-4 pm
Opening Ceremony	8-9 am
Scientific Session	9 am-5 pm
Lunch with Exhibitors	12-1:30 pm
Poster Session	12-1:30 pm
Sponsor Reception	5-7 pm
Off-Site Event	TBD

Thursday, October 11

Registration	7 am-5 pm
Karla Moore Fun Run	6:30-8 am
Continental Breakfast	7-8:30 am
Exhibitor Feedback Meeting	8:30-9:30 am
Exhibit Hall	9:30 am-3:30 pm
Scientific Session	8 am-3 pm
Lunch with Exhibitors	12-1:30 pm
Poster Session	12-1:30 pm
Happy Hour	6-7 pm
President's Banquet	7-11 pm

Friday, October 12

Continental Breakfast	7-8:30 am
Scientific Session	8 am-12 pm
Closing Ceremony	12-12:30 pm

Exhibit Hall Hours

Booth Set Up

9 am-4 pm Tuesday, October 9

Welcome Reception

6:30-10:30 pm Tuesday, October 9

Exhibit Hall Open

9:30 am-4 pm Wednesday, October 10

9:30 am-3:30 pm Thursday, October 11