



EXHIBITOR PROSPECTUS
SOFT Annual Meeting
October 29 – November 3, 2023
Denver, CO



Booth Information

Completing the online reservation form will confirm a hold on a booth(s) and acknowledge participation in the SOFT 2023 Annual Meeting. Booth cost in 2023 is **\$2,500**. The Exhibit Hall floor layout will consist of **10'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 May 1, 2023. **Sponsoring companies receive priority placement, followed by those first to submit the reservation form with payment.**

Sponsorship Opportunities

There are five tiers of sponsorship available for the SOFT meeting. Please refer to the SOFT 2023 Sponsorship Tier Levels (next page) for the list of benefits offered with each level of sponsorship.

Fun Run Sponsorship Opportunity

Sponsorship of the Karla Moore Memorial Fun Run is available to all exhibitors. The sponsor's company logo will be placed on the back of the Fun Run shirts worn by the participants. Special recognition of the sponsors will appear on displays in the General Session, the Program Book, and the mobile app.

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 early bird rate. Late fees are not applied to the exhibitor registration cost, regardless of registration date. The badge offers full meeting privileges for all SOFT associated events and badge sharing is not allowed.

| | |
|--|-------|
| Additional Meeting Registration | \$599 |
| Fun Run Sponsorship | \$250 |
| Full Color Ad in the Abstract/Program book | \$650 |
| Placement of a single page ad / flyer OR item into the complimentary meeting bags ¹ | \$750 |
| Customized Drink Tokens (set of 10 tokens) | \$190 |

¹The exhibitor may select either a single page ad/flyer OR an item of their choosing. The item must fit inside the meeting bag and 1,000 pieces must be provided to accommodate all complimentary bags. All items MUST be approved by the Exhibitor Liaison to ensure there is no redundancy and that the item does not match the meeting giveaways. Should multiple companies want to provide the same type of item, preference will go to the company with the earliest completed payment date.

Billing and Payment

Once the online reservation form has been submitted, the SOFT Office will issue an invoice in February 2023. Payment is required by April 1, 2023, to secure the reservation. Refunds, minus a \$500 cancellation fee, will be honored upon request prior to May 1, 2023. There are no refunds after May 1, 2023. Contact CC Watson at cc@soft-tox.org for credit card payments.

Important Note

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 Liz Kiely at exhibitor@soft-tox.org or call the SOFT Office at 480-839-9106 for questions.

| 2023 Sponsorship Levels Sponsors receive a range of benefits dependent on Tier selected. | Tier 1 Platinum \$15,500 | Tier 2 Gold \$7,500 | Tier 3 Silver \$3,500 | Tier 4 Bronze \$1,500 | Tier 5 Entry \$1,000 |
|--|---|------------------------------------|--------------------------------------|--------------------------------------|-------------------------------------|
| Color Logo on General Session displays and Exhibit Hall Entrance display | X | X | X | X | X |
| Color Logo in the meeting agenda | X | X | X | | |
| Recognition on the SOFT website, social media accounts, "ToxTalk" newsletter, and meeting mobile app | X | X | X | X | X |
| VIP Placement on the Exhibit Hall floor in order of Tier Sponsorship level ¹ | X | X | X | X | X |
| Sponsorship of breakfasts | X | X | X | X | X |
| Sponsorship of morning and afternoon breaks | X | X | X | X | |
| Sponsorship of lunches | X | X | X | | |
| Sponsorship of Special Events | X | X | | | |
| Ballroom space for a Sunday or Monday evening reception ² (6-9 PM) | X | X | | | |
| Lunch and Learn space for Monday and/or Tuesday ³ | Included | \$5,000 | | | |
| Use of the official SOFT 2023 meeting logo in sponsor advertising ⁴ | X | X | | | |
| List of registered attendees' email addresses prior to late registration (late Aug 2023) | X | X | | | |
| One additional booth registration | X | X | \$599 | \$599 | \$599 |
| Half Day workshop registration | Two Included ⁵ | One Included | \$150 | \$150 | \$150 |
| Drink tokens customized with company logo | 50 Included | 30 Included | \$190 per set of 10 | \$190 per set of 10 | \$190 per set of 10 |
| Opportunity to sponsor meeting giveaway item that includes company logo ⁶ | Top Priority | X | | | |
| Banner advertisements in mobile app with hyperlinks to exhibitor content | X | | | | |
| Placement of ad/flyer OR item into meeting bag ⁷ | X | \$750 | \$750 | \$750 | \$750 |

¹Valid until all placements are announced (May 2023).

²Space will accommodate 300 people and event is included in the meeting agenda and mobile app.

³Limited availability – space is assigned in order of payment receipt until out of space.

⁴Ads MUST be reviewed by the Exhibitor Liaison prior to distribution.

⁵One full day workshop registration (\$300) can be substituted for the two half day registrations.

⁶The additional cost for the specified product (bags, lanyards, water bottles, etc.) will be incurred by the sponsor.

⁷See page 1 for further details.