EXHIBITOR PROSPECTUS
SOFT Annual Meeting
Celebrate our 50th Anniversary with us!
September 21 – September 25, 2020
San Diego, CA

Booth Information
Completing the online reservation form will confirm a hold on a booth(s) and acknowledge participation in the 2020 SOFT Meeting, SOFT’s 50th Anniversary. Booth cost in 2020 is $2,150. 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 April 1, 2020. Sponsoring companies receive priority placement, followed by those first to submit the reservation form with payment.

Sponsorship Opportunities
There are five levels (tiers) of sponsorship available for the SOFT meeting. Sponsors will be recognized through the SOFT website and social media account, meeting displays, the meeting mobile application, and SOFT’s newsletter ToxTalk. Please refer to the SOFT 2020 Sponsorship Tier Levels (next page) for additional benefits offered with each level of sponsorship.

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) $160
- 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 2020. Payment is required by April 1, 2020, to secure the reservation. Refunds, minus a $500 cancellation fee, will be honored upon request prior to May 1, 2020. There are no refunds after May 1, 2020.

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 2020 Sponsorship Tier Levels

Tier I - Platinum Sponsorship ($15,500) Package includes:
1. Sponsorship of Special Events, Breakfasts, Lunches, and Morning and Afternoon Breaks.
2. 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 agenda and mobile application.
3. **Top Priority Placement on exhibit floor** (only valid until April 1, 2020 when all placements are announced).
4. **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.
5. **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.**
6. Sponsorship recognition on publicity for the Exclusive Special Event (*USS Midway Museum*).
7. Color Logo on **Tier I Sponsorship** displays during the General Session and in the meeting agenda.
8. 50 complimentary Drink Tokens with company sponsorship logo ($800 value).
9. Complimentary conference mobile application banner advertisements with hyperlinks to exhibitor content.
10. Free placement of ad / flyer into complimentary meeting bag ($750 value).
11. Complimentary attendance for one person to attend one full day workshop or two half day workshops.
12. One additional complimentary booth registration.
13. Provided a list of pre-registered meeting attendees e-mail addresses at the point that the late registration fee applies (late July 2020).
14. Use of the SOFT 2020 official meeting logo in sponsor advertising. (Ads must be reviewed by Exhibitor Liaison prior to distribution.)

Tier II - Gold Level Sponsorship ($7,500) Package includes:
1. Sponsorship of Special Events, Breakfasts, Lunches, and Morning and Afternoon Breaks.
2. **Top Priority Placement on exhibit floor** (only valid until April 1, 2020 when all placements are announced).
3. Color Logo on **Tier II Sponsorship** displays during the General Session and in the meeting agenda.
4. 30 complimentary Drink Tokens with company sponsorship logo ($480 value).
5. Complimentary attendance for one person to attend one half day workshop.
6. One additional complimentary booth registration.
7. Provided a list of pre-registered meeting attendees e-mail addresses at the point that the late registration fee applies (late July 2020).
8. Use of the SOFT 2020 official meeting logo in sponsor advertising. (Ads must be reviewed by Exhibitor Liaison prior to distribution.)
9. 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.
10. Opportunity to purchase Private Client Room Session for $5,000, *if available*.
Tier III - Silver Level Sponsorship ($3,500) Package includes:
1. Sponsorship of Breakfasts, Lunches, and Morning and Afternoon Breaks.
2. Preferred Placement on exhibit floor (only valid until April 1, 2020 when all placements are announced).
3. Color Logo on Tier III Sponsorship displays during the General Session and in the meeting agenda.

Tier IV – Bronze Level Sponsorship ($1,500) Package includes:
1. Sponsorship of Breakfasts and Morning and Afternoon Breaks.
2. Preferred Placement on exhibit floor (only valid until April 1, 2020 when all placements are announced).
3. Color Logo on Tier IV Sponsorship displays during the General Session.

Tier V - Entry Level Sponsorship ($1,000) Package includes:
1. Sponsorship of Breakfasts.
2. Preferred Placement on exhibit floor (only valid until April 1, 2020 when all placements are announced).
3. Color Logo on Tier V Sponsorship displays during the General Session.

Fun Run Sponsorship ($250) – Company logo placed on back of Fun Run Shirts worn by participants. Special recognition on displays during the General Session and in the mobile application.