



SOFT-TIAFT 2026 Joint Meeting

Exhibitor Prospectus

Welcome Message

Exhibitors play a vital role in shaping the SOFT-TIAFT Joint Meeting experience. This global gathering brings together forensic toxicologists, laboratory leaders, researchers, educators, and industry partners from across the world to exchange knowledge, build meaningful relationships, and advance the field.

The 2026 SOFT-TIAFT Joint Meeting provides a warm and collaborative environment designed to help exhibitors engage directly with international attendees representing diverse markets, regulatory environments, and laboratory systems. As an exhibitor, you gain exposure to decision-makers who influence instrumentation purchasing, workflow configurations, method development, and toxicology program strategy across continents.

Why Exhibit at SOFT-TIAFT

Benefit from Two Meetings in One

The 2026 SOFT-TIAFT Joint meeting merges the expertise and global reach of two leading organizations in forensic toxicology:

- **SOFT (Society of Forensic Toxicologists):** Known for its focus on practical casework, method validation and laboratory operations in North America
- **TIAFT (The International Association of Forensic Toxicologists):** A global network emphasizing research, emerging trends, and international standards.

By exhibiting at this joint meeting, you gain:

- **Global Audience:** Access to both SOFT and TIAFT members — laboratory directors, toxicologists, researchers, and educators from around the world.
- **Enhanced Networking:** Build relationships that span continents, opening doors to collaborations and new business opportunities.

- **Expanded Market Reach:** Engage with decision-makers from diverse regulatory environments and laboratory systems.

Leverage Distinct Advantages

- Compared to broad forensic conferences, toxicology is not just one subject among many, but the shared focus of nearly all attendees.
- Compared to toxicology-focused vendor expos, SOFT-TIAFT centers on the science and practice of forensic toxicology, where real-world casework, methods, validation, and laboratory needs drive discussion, not only marketplace offerings.

Because of this dual distinction, exhibitors benefit from sustained, high-quality interactions with attendees actively involved in:

- Analytical instrumentation decisions
- Laboratory workflow and automation
- Method development and validation
- Outsourcing and procurement
- Research and academic collaboration

With attendees traveling from around the world, the Joint Meeting connects industry partners to new markets, new clients, and collaborative opportunities that extend beyond a single country or region.

Exhibitor Benefits

All exhibitors receive:

- One all-access exhibitor badge (scientific sessions, networking events, meals, receptions)
- Listing in the mobile app
- Listing in the digital program book
- Listing on the SOFT-TIAFT website

Additional exhibitor badges may be purchased for **\$900**.

Booth Pricing

- **10×10 Booth:** \$3,995
 - Island booths are available to four-booth purchasers.
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Sponsorship Opportunities – Tiered Levels

- **Tier 1 – \$40,000**
- **Tier 2 – \$25,000**
- **Tier 3 – \$12,000**
- **Tier 4 – \$6,000**
- **Tier 5 – \$3,000**

Each tier includes a curated package of visibility, branding, and engagement benefits. All tiers include priority booth placement, logo visibility in general sessions and exhibit hall displays, and recognition across SOFT-TIAFT Joint Meeting communication channels. See Appendix A for detailed sponsorship tier benefits.

A La Carte Sponsorships

- Lunch & Learn Sponsorship: \$10,000
- Meeting Bags: \$30,000
- Water Bottles: \$15,000
- Lanyards: \$10,000
- Fun Run Sponsorship: \$350
- Drink Tokens (set of 10): \$250
- Program Book Ads: \$850
- Bag Insert: \$1,000 (included for Tier 1 sponsors)

Important Notes

- Decorator, shipping, and booth furnishing details will be provided when available.
- A floorplan will be released in early 2026.

Contact

Reserve your booth today and secure your spot at the forefront of forensic toxicology innovation.

For questions regarding exhibiting or sponsoring at the 2026 SOFT-TIAFT Joint Meeting, please contact:

SOFT Office

office@soft-tox.org

Appendix A — Sponsorship Tier Benefits

The SOFT-TIAFT 2026 Joint Meeting offers five levels of sponsorship designed to support brand visibility, strategic engagement, and exhibitor alignment with the meeting's scientific audience. Each tier includes every benefit of the tiers below it.

Common Benefits (All Tiers I–V)

All sponsors receive:

- Priority booth selection based on sponsorship tier (Tier I first → Tier V last)
 - Color logo on entrance unit to Exhibit Hall
 - Acknowledgment in the digital program book
 - Recognition in the meeting mobile app
 - Recognition during scientific sessions
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Tier V — \$3,000

Includes all common benefits only.

Tier IV — \$6,000

Includes all Tier V benefits, plus:

- Priority booth selection ahead of Tier V
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Tier III — \$12,000

Includes all Tier IV benefits, plus:

- Color logo displayed during scientific sessions (session slide rotation)
 - Logo recognition on the Annual Meeting website
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Tier II — \$25,000

Includes all Tier III benefits, plus:

- 30 complimentary drink tokens with sponsor logo (estimated \$750 value)
 - One (1) complimentary half-day workshop attendance (single attendee)
 - One (1) additional complimentary booth registration
 - Pre-registered attendee email list (opt-in list) provided at the point late registration begins (date will be announced)
 - Use of the official SOFT-TIAFT event logo in sponsor advertising
 - Logo usage must be submitted to SOFT for review and approval
 - Opportunity to purchase a private client room for a Lunch & Learn presentation on Sunday or Monday
 - Fee: \$10,000 plus actual event costs
 - Option to host an evening event, subject to availability and venue approval
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Tier I — \$40,000

Includes all Tier II benefits, plus:

- Private client room at no charge (sponsor responsible only for actual event costs)
- Top priority for branded meeting items including bag, lanyard, or water bottle (based on availability)
- 20 additional complimentary drink tokens (*50 total drink tokens*)
- Complimentary mobile app banner advertisement with hyperlink
- Complimentary placement of logo'd item or printed insert in meeting bag (up to \$1,000 value; sponsor provides items)
- One (1) additional half-day workshop attendance (*two total workshops*)

- One (1) additional complimentary registration (*two total complimentary registrations for sponsorship, plus one complimentary registration per booth purchase*)
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Notes

- Benefits are cumulative at each tier.
- Actual event costs may apply to ancillary events and hospitality services.
- Schedule and availability of private rooms and evening events are subject to meeting program constraints.
- Logos, advertisements, and promotional materials must meet published deadlines to ensure fulfillment of benefits.