

# Virtual 2021 ToxExpo Exhibitor Fact Sheet



## MEETING DATES

March 12-26

Sessions, posters,  
and more!

## DESIGNATED EXHIBIT HOURS

March 15-18 and 22-25  
8:30-10 am and 4-5:30 pm ET

Booth chats and interaction

## ON-DEMAND EXHIBITS

March-May 31

Access to booths,  
resources, and content

## PRICING

\$2,300 - For Profit

\$600 - Nonprofit

Anything that your company has paid  
above this amount will be automatically  
rolled over to 2022 ToxExpo.

### Included in this document:

- Virtual ToxExpo Exhibitor Directory
- Virtual ToxExpo Booth
- Booth Content Specifications
- Exhibitor Booth Dashboard
- Exhibitor Reports
- Edit Booth View
- Key Dates

# VIRTUAL 2021 TOXEXPO EXHIBITOR DIRECTORY: ATTENDEE VIEW



This is the page attendees will view when selecting the Virtual ToxExpo tab

## ToxExpo Directory

### Expo Directory

#### • All exhibitors by categories

Enhanced Exhibitors  
ADME Specialists  
Animal Models/*In Vivo*  
Chemical Product Safety  
CROs  
*In Vitro* Testing/Research  
Drug Discovery/Safety  
Safety Assessment

This is the first page attendees will see when they select the ToxExpo Exhibits tab. Each exhibitor will receive a thumbnail profile on the page which will link to the virtual booth.



SOT Pavilion - Enhanced Exhibitor

[Visit Expo Booth](#)

### Exhibitor List

#### SOT Pavilion - Enhanced Exhibitor

The SOT Pavilion is your place to connect with and learn about the Society of Toxicology. Ask questions about SOT membership and other Society programs, events, and opportunities.

**SOT** | Society of Toxicology

#### CEd-Tox: Continuing Education Online

SOT CEd-Tox, the Society's Continuing Education (CE) online courses program, is dedicated to providing opportunities and resources to help you keep your skills sharp, learn new techniques, and stay competitive.



#### SOT Endowment Fund

The SOT Endowment Fund supports the future of toxicology through a series of funds designed to aid toxicologists and SOT programs.



#### SOT Mentor Match Program

Recognizing the importance of mentoring in scientific and professional development, the SOT Education Career and Development Committee has created Mentor Match as an exclusive benefit to SOT members.



# VIRTUAL 2021 TOXEXPO BOOTH: ATTENDEE VIEW

< PREVIOUS EXHIBITOR
NEXT EXHIBITOR >

**SOT | Society of Toxicology**  
Creating a Safer and Healthier World by Advancing the Science and Increasing the Impact of Toxicology

**SOT Pavilion**

<https://www.toxicology.org>

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**SUBMIT INQUIRY**



SOT members receive numerous benefits with their membership, including (1) reduced registration fees and unsponsored abstract submissions to the SOT Annual Meeting and ToxExpo, the largest scientific meeting of its kind in the world; (2) an included or subscription and reduced print subscription to the Society's journal, *Toxicological Sciences*, and free access to the SOT Job Bank, a year-round online service linking job candidates in positions in toxicology and related biological sciences; and (4) free access to SOT Mentor Match, which connects mentors to help navigate career, education, professional, and other issues.

**Resources**

- [Membership Fees and Types](#)
- [Membership Benefits](#)
- [SOT Video Library](#)

**LAURA HELM, CMP, PSM**  
SOT Senior Exhibits Manager

[Email](#) [Chat](#) [vCard](#)

**Attendee initiates chat**

**TONJA MORROW**  
SOT Exhibits & Promotions Manager

[Email](#) [Chat](#) [vCard](#)

**Chat icon is illuminated when booth staff is online**

**WILL LOW**  
SOT Exhibits Coordinator

[Email](#) [Chat](#) [vCard](#)

**Attendee can download vCard**

**SOT | tv**

0:00 / 1:45

Scroll for details

## Includes:

- Company description
- Social media links
- Logo (links to website)
- Banner image
- Up to two videos
- Up to four resources with links to product information, PDF handouts, websites, and Exhibitor-Hosted Session invitations
- Exhibitor representatives with name, headshot, and title
- Live booth chat, vCard or email (attendee-initiated chat)
- Four full-conference registrations; up to four additional booth staff (for-profit organizations)
- Product/service categories
- Full attendee list (including name, company, city & state/country)
- One ToxExpo priority point



# VIRTUAL TOXEXPO BOOTH SPECIFICATIONS

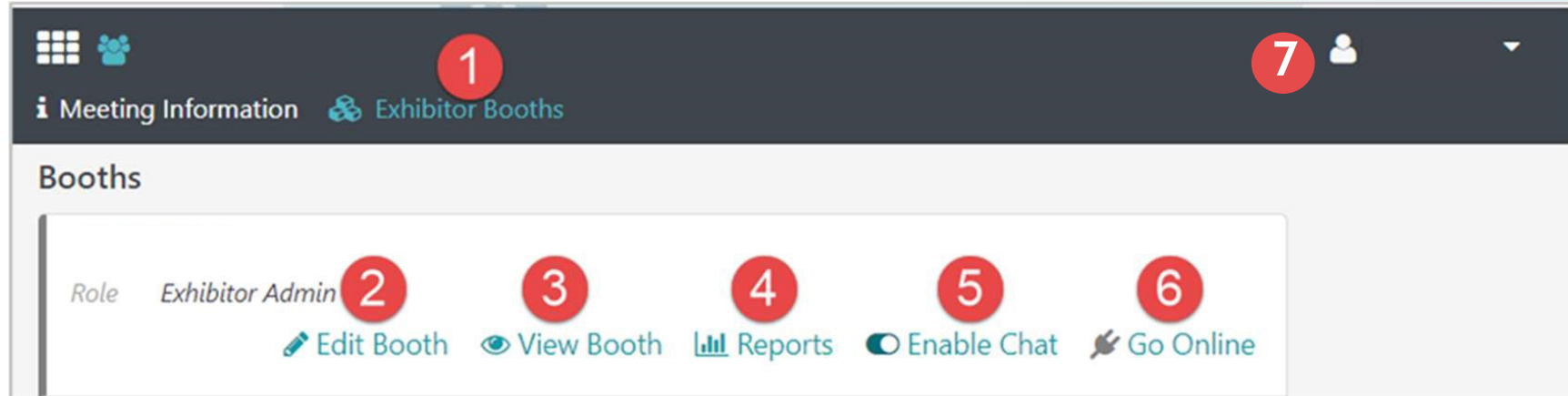


The specifications below outline the elements included in your virtual booth. Please use them to plan for the virtual event. Exhibitors will upload these components via the exhibitor dashboard. Content is due **March 1**.

## Size and Format Requirements for ToxExpo Booth Content

|                            |  |
|----------------------------|--|
| <b>Banner Image</b>        | Banner must be a JPG or PNG file. 72 dpi, RGB color code.<br>Maximum Size: 970 x 415; Minimum Size: 728 x 90.  |
| <b>Company Logo</b>        | Company Logo must be a PNG (transparent), or SVG (transparent) file.<br>Required size: 250 pixels (height) by 250 pixels (width).                                    |
| <b>Company Description</b> | Up to 150 words.   |
| <b>Booth Rep Contents</b>  | Name; Title; Headshot: must be a JPG, PNG (transparent), or SVG (transparent) file.<br>200 pixels (height) by 200 pixels (width); vCard (vcf format); email address. |
| <b>Resources</b>           | Formats allowed: PDF, external URL link.<br>Invitations: Must be a PDF document.   |
| <b>Product Videos</b>      | Format: Embedded links are preferred for tracking purposes.<br>Allowed sources: YouTube, Vimeo.  |

# EXHIBITOR BOOTH DASHBOARD



1. **Exhibitor Booth(s) tab:** Displays Control Panel for exhibitor's active booths at the meeting.
2. **Edit Booth:** Links to Portal where exhibitor can upload and edit booth contents (e.g., contact information, company information, logos, banners, videos, etc.).
3. **View Booth:** Displays a preview of the Exhibition Booth as it will appear to meeting attendees.
4. **Reports:** Downloads reports and statistics related to booth visits.
5. **Enable Chat:** Opens Chat Room in booth that attendees can use to ask questions or exchange messages with exhibitors.
6. **Go Online:** Activates the Chat Room to appear in Exhibitor's booth.
7. **Staff Profile:** Upload headshot and edit personal information (company, title, etc.).

# EDIT BOOTH VIEW

Upload your booth banner image

Add social media buttons

Add text/booth description

Add products here (will display under a heading labelled "Products")

Add resources (will display under a heading labelled "Resources")

Add videos (YouTube or Vimeo. Must use "embed" link from those sites)

Preview your booth


Click pencil to edit content

**SOT Demo Booth**  
Platinum

Last updated 4 days ago  
Last published 16 minutes ago

Booth Banner Social media Text boxes Multimedia panels Links Video players Disclaimers Preview

**Logo:**



Logo appears on Exhibitor Directory page and in booth

**Description:**

This description will appear as a thumbnail on the Exhibitor Directory page. The Exhibitor Directory page is the first page attendees will see when selecting the Virtual ToxExpo Tab. All exhibitors receive a thumbnail description, as outlined on page 2 of the [Fact Sheet](#). Text is limited to 150 words.

**Send inquiries to:** sothq@toxicology.org

**Level:** Platinum

**Link:** <https://www.toxicology.org/events/am/AM2021/index.asp>

Link to company website

This description appears on Exhibitor Directory page. Use "Text boxes" tab above for description that appears in your booth

# EXHIBITOR REPORTS

Exhibitors will be able to review Google Analytics reports for such key booth visitor metrics as:

- # of unique visitors, and how much time they spent
- Links clicked in booth
- Invitations accessed
- Booth representative chats, emails, vCards clicked
- Visitor inquiries submitted



This is an example report displaying click data.

| Date/Time             | Booth Link     | Booth Link Title | First Name | Last Name | Email address      |
|-----------------------|----------------|------------------|------------|-----------|--------------------|
| 11/18/2020 12:18:33PM | Chat           | Booth Staff, PhD | Attendee   | Name      | attendee@email.com |
| 11/18/2020 12:21:37PM | Submit inquiry |                  | Jane       | Brown     | jb@email.com       |
| 11/19/2020 12:39:11PM | Resource       |                  | John       | Doe       | doe@email.com      |

# KEY DATES

## February 19

Exhibitor registration deadline (and SOT standard registration deadline)

## March 1

All content due in booths for SOT review

## March 12-26

Virtual 2021 SOT Annual Meeting

## March 15-18

Designated Exhibit Hours: 8:30-10 am and 4-5:30 pm ET

## March 22-25

Designated Exhibit Hours: 8:30-10 am and 4-5:30 pm ET

## Following Meeting

Virtual SOT Annual Meeting content available for on-demand access

[www.toxexpo.com](http://www.toxexpo.com)

