



# Society of Toxicologic Pathology 2021 Virtual Exhibitor Packages

## STAY CONNECTED!

With the continued scarcity of options to connect with your customers in this current climate, STP is pleased to offer these digital opportunities to help you stay connected and elevate your brand!

### Premium Digital Marketing Package – \$1,895

- Banner Ad on STP website through Dec. 31, 2021
- Two dedicated email broadcasts by Dec. 31, 2021 sent to full mailing list (STP members and nonmember past meeting attendees)
- Recognition in two editions of the STP Newsletter\*
- Recognition via two blog posts on the STP News Blog
- Listing on our Virtual Exhibitors web page with your logo, company description, and three CTA hyperlinks, along with analytics on your listing upon request.

### Standard Digital Marketing Package – \$995

- One dedicated email broadcast sent to full mailing list (STP members and nonmember past meeting attendees)
- Recognition in one edition of the STP Newsletter\*
- Listing on our Virtual Exhibitors web page with your logo, company description, and three CTA hyperlinks, along with analytics on your listing upon request.

## The Details:

**Email broadcast** – this will be an eCard graphic designed by you and sent by STP on your behalf. The email list includes STP members and nonmember past meeting attendees. Approximately 1,800 contacts on the list. Email broadcast dates will be determined at time of application approval.

**Banner Ads** – Banner ads (Full Price Package) will run on the STP home page just below the “What’s New” bar with a header “STP Appreciates the Generous Support of our 2021 Virtual Exhibitors.”

- Ad will run through from date of posting through Dec. 31, 2021
- Banner ad can be just your logo, or it can be a true banner ad.
- You can include a CTA link to a page of your choice.

**\*Newsletter:** The STP Newsletter is for members only, we will send you a screenshot “tear sheet” for your files. Number of inclusions is subject to timing of commitment.

**ToxPathNet Blog:** Your eCard graphic will also be used for the blog post. The blog post will appear here: [STP News Blog](#)

**SPACE IS LIMITED, SIGN UP TODAY!** Space is limited due to the number of email broadcast time slots available. Don't miss this opportunity to elevate your brand!

STP must approve all applications, as well as Virtual Exhibitor content and graphics prior to distribution.

# STP 2021 Virtual Exhibitor Package Application

Company \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email address: \_\_\_\_\_ Teleph: \_\_\_\_\_

By providing your personal information, you are actively agreeing to interact with us. Please visit our [website](#) to review the STP privacy policy and disclaimers. By signing this document, you agree to all payment terms and benefits outlined herein.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## Please Select Your Package:

**Premium Digital Marketing Package – \$1,895**

- Banner Ad on STP website through Dec. 31, 2021
- Two dedicated email broadcasts by Dec. 31, 2021, sent to full mailing list
- Listing on the new STP Virtual Exhibitors web page
- Recognition in two editions of the STP Newsletter
- Recognition via two blog posts on ToxPathNet

**Standard Digital Marketing Package – \$995**

- One dedicated email broadcast sent to full mailing list
- Listing on the new STP Virtual Exhibitors web page
- Recognition in one edition of the STP Newsletter

Please note: Deadlines to be included in STP Newsletters:  
Spring – May 1 Summer – August 1

**PAYMENT: All payments must be in U.S. Dollars - Full payment must be received before any benefits are enacted.**

Amount Paid: \$ \_\_\_\_\_

Visa  Master Card  American Express

Card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on card (print): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please Return Form to: Liz Kasabian, Exhibits Manager, [lkasabian@toxpath.org](mailto:lkasabian@toxpath.org) Fax: 703.438.7508

**Society of Toxicologic Pathology**  
11190 Sunrise Valley Drive, Suite 300 | Reston, VA 20191-4375 United States  
P: 703.438.7508 ext. 1437