



***Social Workers are Essential***

# **Sponsor Prospectus**

**Exhibit • Sponsor • Advertise**

**Annual Social Work Conference  
June 17-19, 2021  
Orlando, FL**

# Annual Conference



## OVERVIEW

The opportunities listed are for an in-person Conference, however, based on the COVID pandemic the Conference may be a hybrid meeting: in-person and virtual, or virtual. All opportunities listed will be adjusted to meet the needs of the sponsors.

- Three-Day Annual Social Work Conference in June
- Attracts more than 600 social workers, mental health professionals, health care providers, administrators and students across Florida and nationally
- Breakfast and breaks are served in the Exhibit Hall
- 50 Exhibit spaces

## TARGET AUDIENCE

- Academic / Educational
- Medical / Health
- Professional Services
- Advocacy Organizations
- Non-Profit Providers
- Pharmaceutical Companies
- Substance Abuse / Rehab Centers
- Long-Term Care Organizations
- Mental Health Providers / Services
- Veterans / Military Organizations
- Publishers
- Specialty Products



## CORE BENEFITS

- Recognition in Conference Program
- Inclusion in the Sponsor Booth game
- Pre- and post-conference attendee list; post-conference list includes email/mail contact information
- Logo on NASW-FL's website with link to your organization through Dec. 30, 2021
- Badge identification with ribbons for two representatives
- One Conference bag with Program
- Your logo on Sponsor signs produced by NASW-FL



# Sponsorship Packages

<b>SPONSORSHIP BENEFITS</b>	<b>DIAMOND SPONSOR</b> \$5,000.00 8' x 10'	<b>PLATINUM SPONSOR</b> \$3,000.00 8' x 10'	<b>GOLD SPONSOR</b> \$2,000.00 8' x 10'	<b>SILVER SPONSOR</b> \$1,000.00 8' x 10'	<b>BRONZE SPONSOR</b> \$500.00 Non-Profit \$600.00 For-Profit Tabletop
<b>Visibility</b>					
Logo on Promo Item	Choice of Item				
Ad in Conference Program	Back Cover/ Full Page	Full Page	Half Page	Quarter Page	
Booth Location	Premium Reserved	Premium Reserved	Premium Reserved	Reserved	Reserved
Social Media Recognition	Included	Included	Included	Included	Included
Name on Conference Website	Logo plus 100 words	Logo plus 50 words	Logo plus 25 words	Logo only	Company Name
Recognition & Logo on Sign	Large Logo	Medium Logo	Medium Logo	Small Logo	
<b>Connect with Attendees</b>					
Complementary Conference Registrations	3	2	1	1	
Speaking Opportunity	3 minutes	2 minutes	1 minute	1 minute	
Bag Stuffer Sent to NASW-FL	3	2	1	1	
E-mail to Conference Attendees (Sent by NASW-FL)	2 (1 before and 1 after Conference)	1 (1 before OR after Conference)	1 (1 before OR after Conference)		
Vendor Booth Game	Included	Included	Included	Included	Included
Attendee List	Included	Included	Included	Included	Included

**Sign up online today at <http://www.naswfl.org/conference.html> before space is sold out!**

# Special Sponsorships

**Opening Keynote Sponsor (\$3,000.00)** - Capture the attention of attendees from the start by sponsoring the program for the first event.

Your full color logo will be prominently displayed in the program that will be distributed to the attendees for the opening session. You will also be recognized in the Conference Program, on the website and verbally at the Keynote.

**Networking Reception and Poster Session Sponsor (\$3,000.00)** - NASW-FL hosts a reception where attendees can network and enjoy an opportunity to discuss research findings with students and professionals participating in our Annual Poster Session.

Your company logo will be featured on signage displayed during the Poster Session and Reception, on the website and 1/4 page ad in the Conference Program. You will also be recognized verbally at the event.

**Friday Night Conference Networking Celebration Sponsors (3 Levels: 1 - \$500.00, 2 - \$1000.00 and 3 - \$1500.00)** - The Conference Networking Celebration includes a Raffle Reception. The Baskets / Gifts are donated by NASW-FL's 18 Units to highlight their cultural and geographical pride and diversity. The Raffle is followed by music, dancing and light snacks to network with new colleagues and reconnect with friends.

All three levels feature your company's logo on signage displayed during the Friday Night Conference Networking Celebration, you will be recognized in the Conference Program and verbally at the Celebration. In addition, Level 2 sponsors receive a business card ad and Level 3 sponsors receives a 1/4 page ad in the Conference Program.

**Continental Breakfast Sponsors (3 Opportunities, \$1,000.00 each)** - You will receive special recognition during announcements, in the Conference Program, on the website and have special signage at the breakfast. You may also have materials on a nearby table for attendees to learn more about your organization.

**Coffee and Tea Sponsors (4 Opportunities, \$500.00 each)** - You will have special signage at the break station and receive recognition in the Conference Program. You may also have materials on a nearby table for attendees to learn more about your organization.

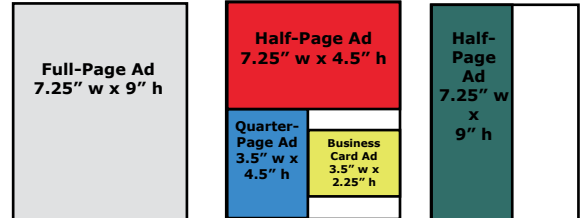
Question? Have another sponsorship idea?  
Call us at 1-800-352-6279 or email [ccall.naswfl@socialworkers.org](mailto:ccall.naswfl@socialworkers.org)

# Conference Advertising

## Conference Program Advertisement Opportunities:

The **deadline is May 20, 2021**, for receipt of final, high resolution, sized artwork to [ccall.naswfl@socialworkers.org](mailto:ccall.naswfl@socialworkers.org). Because of printing deadlines, no exceptions will be made for artwork received late.

Full Page	7.25" w X 9" h	\$600.00
Half Page	7.25" w X 4.5" h	\$400.00
	3.5" w X 9" h	\$400.00
Quarter Page	3.5" w X 4.5" h	\$250.00
Business Card	3.5" w X 2.25" h	\$125.00



## Bag Stuffer:

Include your brochure or promotional item in the Conference tote bag. Your bag stuffer must be received by NASW-FL no later than **May 31, 2021**, at 1931 Dellwood Dr., Tallahassee, FL 32303 to ensure inclusion. A minimum of 700 pieces is recommended.

1 Promotional Item	\$350.00
2 Promotional Items	\$550.00
3 Promotional Items	\$700.00

## Website Banner Ad:

Displayed on the homepage of NASW-FL, the banner ad includes your clickable graphic and can be purchased in increments of:

30 days	\$200.00
60 days	\$400.00 or
90 days	\$600.00

The ad size is 7.6" w x 3.2" h, 150 DPI



## Email Membership or a Unit:

Want to send an email to the NASW-FL members or target a specific unit? We have 18 local units from which to choose for a target audience.

Please visit <http://www.naswfl.org/local-units.html> for detailed Unit information.

\$50.00 Per Email up to three units
\$100.00 Per Email to full membership



Sign up today at <http://www.naswfl.org/conference.html> and secure your Conference Advertising.

# Schedule, Hotel & Checklist

## Registration and Set Up

Wednesday, June 16 from 12:00 - 5:00 p.m.

Thursday, June 17, from 7:00 - 8:00 a.m.

Exhibit Hall Schedule	
Thursday, June 17	Friday, June 18
7:30 - 8:30: Continental Breakfast	7:30 - 8:30: Continental Breakfast
10:30 - 11:00: Morning Coffee Break	10:00 - 10:30: Morning Coffee Break
12:30 - 2:00: Lunch (On their own) / Attendees Free Time	12:00 - 1:00: Lunch (On their own) / Attendees Free Time
3:30 - 4:00: Afternoon Coffee Break	2:00 - 2:30: Afternoon Coffee Break and Vendor Bingo Drawings
5:30 - 7:00 (Optional): Poster Session / Reception	2:30: Exhibitor Tear Down

## Hotel

Florida Hotel and Conference Center  
1500 Sand Lake Road  
Orlando, FL 32809

**Room Rate:** \$122.00

**Reservations:** 1-800-588-4656

**Cut Off Date:** May 23, 2021

## Checklist

- Complete Online Application / Payment at <http://www.naswfl.org/conference.html> (May 20, 2021)
- Contact Hotel about Electricity/Shipping & Storing Materials (if needed)
- Provide Logo (May 20, 2020)
- Provide Conference Program Ad (May 20, 2021)
- Complete Conference Registration(s) (if applicable) (June 1, 2021)
- Send Bag Stuffers (Received by May 31, 2021)
- Confirm Speaking Opportunity (June 1, 2021)
- Make Hotel Reservation(s) (May 23, 2021)

# Rules and Regulations

**APPLICATION / OCCUPATION / CANCELLATION OF EXHIBIT SPACE:** All applications must be completed online at <http://www.naswfl.org/conference.html>, and must be accompanied by payment before May 20, 2021. Any space not claimed and occupied for which no special arrangements have been made by 10:30 a.m. on Thursday, June 17, 2021, may be resold or reassigned by NASW-FL. Exhibitors requesting cancellation and providing written notice to the NASW-FL office no later than May 20, 2021, will receive a refund less a \$100 release fee. Exhibitors who cancel after May 20, 2021, will not receive a refund.

**SPACE ASSIGNMENTS:** Space assignment is based on sponsorship level, with priority given to sponsors. NASW-FL management reserves the right to reassign space as needed to ensure the comfort and enjoyment of both exhibitors and attendees.

**ELECTRICAL OUTLET(S) AND INTERNET:** Electric and internet are available for a fee arranged through the Florida Hotel and Conference Center. Contact the hotel at 1-800-588-4656 to work out arrangements.

**INSTALLATION OF EXHIBITS:** Exhibitor registration is 12:00–5:00 p.m. on Wednesday, June 16, 2021, or if needed from 7:00–8:00 a.m. on Thursday, June 17, 2021. No installation work will be permitted after 10:30 a.m. on June 11 without special permission from NASW-FL.

**DISMANTLING EXHIBITS:** The Exhibit Hall will close at 2:30 p.m. on Friday, June 18, 2021. No exhibitor shall commence dismantling their booth before this time. Exhibitors who wish to stay through the close of the Conference may do so upon prior agreement with NASW-FL.

**USE OF BOOTH SPACE:** Exhibitors shall keep occupied space in good order. Exhibitors may not assign, sublet, or share with any other company any part of the space allotted to them unless arrangements are approved by NASW-FL prior to the Conference. Exhibitors must stay within their assigned space unless arrangements are made for additional tables or space. Amplifying devices that project sound beyond the exhibitor's space are prohibited.

**SOCIAL ACTIVITIES:** The exhibitor agrees to withhold sponsoring hospitality functions during Conference activities, including exhibit hours, social functions, educational seminars, and any other activity scheduled by NASW-FL. All social functions must be pre-approved by NASW-FL and may incur a nominal meeting room charge.

**ADVERTISING & SALES:** Advertising materials may not be distributed except in the exhibit area. Only organizations assigned exhibit space will be permitted to solicit business at the event. All direct sales must comply with local and state regulations regarding licensing and taxes.

**SHIPPING/STORAGE:** Please contact the hotel at 1-800-588-4656 to work out arrangements.

**ACCEPTABILITY OF EXHIBITS:** NASW-FL reserves the right to refuse or require the withdrawal of any exhibitor which it deems objectionable to its purpose, and to prohibit anything that, in its sole judgment, may be deemed to detract from the Conference.

**COMPLIANCE:** The exhibitor assumes all responsibility for compliance with pertinent laws, ordinances, regulations, and codes of duly authorized local, state, and federal governing bodies regarding fire, safety, and health, as well as the rules and regulations of the facility and its operators and owners.

**LIABILITY:** It is agreed that neither NASW-FL nor its host facility shall be liable for any damage to, or destruction of, any exhibit (or part thereof), or disappearance of any property contained in and about the exhibit area. The exhibitor agrees to indemnify and hold harmless NASW-FL and the host facility from and against any and all liability for damage, injury, costs, or loss to all persons and claims arising out of or resulting from exhibitor's use and occupancy of the exhibit area. In addition, NASW-FL shall be liable in no way for losses resulting from delay or cancellation of the Conference.

**ADA/NON-DISCRIMINATION:** The exhibitor shall be responsible for making the exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act. The exhibitor agrees to comply with NASW-FL's non-discrimination policy.

1931 Dellwood Dr.  
Tallahassee, FL 32303  
1-800-352-6279  
[info.naswfl@socialworkers.org](mailto:info.naswfl@socialworkers.org)

## Sponsor, Exhibitor and Advertiser Opportunities

- Promote your brand to hundreds of social workers
- Network with hundreds of professionals, vendors and presenters
- Increase organizational visibility and promote your services

Sign up to sponsor, exhibit and advertise at the  
NASW-FL Annual Conference today!

<http://www.naswfl.org/conference.html>