

# ANNUAL SOCIAL WORK CONFERENCE JUNE 13-15, 2019

## SPONSOR / EXHIBITOR & ADVERTISING PROSPECTUS

### **Opportunities:**

- Connect to Your Target Market
- Meet Professional Social Workers
- Market Your Product / Services
- Build Relationships
- Be Recognized Throughout the Conference
- Sponsor and Exhibit

**Exhibit Set Up:  
June 12, 2019**

**Exhibit Dates:  
June 13-14, 2019**

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

**Deadline: May 22, 2019**

 **N A S W** | FLORIDA CHAPTER

[info.naswfl@socialworkers.org](mailto:info.naswfl@socialworkers.org) [www.naswfl.org](http://www.naswfl.org) 1-800-352-6279

# Overview

## WELCOME TO SOCIAL WORK CONFERENCE 2019

In June 2019 the National Association of Social Workers (NASW), Florida Chapter will bring together more than 600 social workers and related professionals from around the state. The Conference offers an unparalleled opportunity to network with colleagues, meet with our expert presenters, and gain new knowledge and skills.

As an exhibitor or sponsor, you will have the chance to make connections with attendees who are seeking information about products and services that can help them do their jobs more efficiently.

Your opportunities await!

## MEET PROFESSIONAL SOCIAL WORKERS

NASW-FL is a membership-based, non-profit organization whose members are professional social workers. Members are health care and mental health professionals who are innovators and leaders in research, education, management, private practice and direct service. Social workers are employed in a variety of practice settings and work with different client populations. Below is a demographic sample of the types of participants attending:

- Addictions Counselors
- Administrators
- Case Managers
- Children & Family Counselors
- Clinical Social Workers
- Community Social Workers
- Gerontologists
- Medical Social Workers
- Occupational Social Workers
- Political Advocates
- Private Practitioners
- School Social Workers
- Social Work Faculty
- Students
- Supervisors/Managers
- Therapists

## CONNECT TO YOUR TARGET MARKET

Connect with individuals who serve in leadership roles and have purchasing power within the social service system. If you provide any of these products or services, you need to reach NASW-FL members and conference attendees:

- Academic & Educational Programs
- Medical/Health Products
- Professional Services
- Software & Web-Based Services
- Publishers
- Advocacy Organizations
- Non-Profit Organizations
- Pharmaceutical Companies
- Substance Abuse Treatment & Rehabilitation Centers
- Long-Term Care Organizations
- Mental Health Providers & Services
- Military and Veteran's Organizations
- Jewelry, Clothing, Art, or Other Specialty Products

## CORE BENEFITS

All sponsors / exhibitors packages include:

- Recognition in the Conference Program;
- Inclusion in the Vendor Booth Game;
- Pre- and post-event attendee lists, post-event list will have e-mail and mail contact information;
- Your logo on NASW-FL's website with a link to your organization through Dec. 30, 2018; and
- Badge identification with ribbons for up to two representatives.
- All signs produced by NASW-FL only.

## HOTEL

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

**Room Rate:** \$119.00

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

**Cut Off Date:** May 24, 2019

# Exhibitors & Sponsors

## OPPORTUNITIES FOR EXHIBITING AND SPONSORSHIP

Exhibitor and sponsor applications must be received and finalized by Wednesday, May 22, 2019. If space is still available, applications may be accepted after this deadline, but some benefits may be unavailable. Space is limited, so sign up today!

## ANNUAL CONFERENCE SPONSORSHIP LEVELS

The following levels of exhibiting and sponsorship are available to companies providing services to social workers and their clients:

| BENEFITS                              | PLATINUM SPONSOR                    | GOLD SPONSOR     | SILVER SPONSOR   | BRONZE SPONSOR | EXHIBITOR                            |
|---------------------------------------|-------------------------------------|------------------|------------------|----------------|--------------------------------------|
| Financial Investment                  | \$5,000<br><i>April 30 deadline</i> | \$3,000          | \$2,000          | \$1,000        | \$500 non-profit<br>\$600 for-profit |
| Exhibit Space                         | 8' x 10'                            | 8' x 10'         | 8' x 10'         | 8' x 10'       | Tabletop                             |
| Vendor Booth Game                     | Included                            | Included         | Included         | Included       | Included                             |
| Booth Location                        | Premium Reserved                    | Premium Reserved | Premium Reserved | Reserved       | Reserved                             |
| Program Ad Due May 22                 | Back Cover/<br>Full Page            | Full Page        | Half Page        | Quarter Page   |                                      |
| Bag Stuffer Due May 22                | Three                               | Two              | Two              | One            |                                      |
| Recognition & Logo on Sign Due May 22 | Large                               | Large            | Medium           | Small          |                                      |
| Conference Registrations              | Three                               | Two              | Two              | One            |                                      |
| Speaking Opportunity                  | Three Minutes                       | One Minute       |                  |                |                                      |
| Logo on Promo Item                    | Tote Bag                            |                  |                  |                |                                      |

## EXHIBIT HALL SCHEDULE

### Exhibitor Registration:

Wednesday, June 12 from 12:00 - 5:00 p.m.  
Thursday, June 13, from 7:00 - 8:00 a.m.

### Exhibitor Schedule:

Thursday, June 13 from 8:30 a.m. - 5:00 p.m.  
Thursday, June 13 from 5:30 - 7:30 p.m. - Poster Presentations and Reception (Optional)  
Friday, June 14, from 8:30 a.m. - 4:00 p.m.

# Sponsorship Levels &

Sponsorships are available on a first-come, first-served basis. NASW-FL will contact you if your preferred sponsorship is unavailable. All Sponsor signage will be produced by NASW-FL and placed in designated locations by NASW-FL staff.

***\*This year we are requesting one-page bag stuffers be produced on card stock.***

A Platinum Sponsor may choose to have a full-color imprint of the sponsor's logo prominently displayed on one side of the Conference tote bag with the NASW-FL Conference logo on the other side.

***Platinum sponsorships should be reserved by April 30, 2019, to guarantee logo inclusion on promotional item. After April 30, contact NASW-FL at 1-800-352-6279 to discuss which items are still available and/or other opportunities.***



- Three-minute speaking opportunity at a plenary session
- First premium location for exhibit booth, with an 8'x10' reserved space with one 6' draped table and two chairs included
- Back cover of the Conference Program (full color, full page ad) for first platinum sponsor, full page for all others (Due May 22, 2019)
- Up to three bag stuffers\* included in Conference tote bags (Due May 22, 2019)
- Large logo on "Thank You to Our Sponsors" sign (Due May 22, 2019)
- Up to three registrations to the Conference
- Verbal and written recognition throughout the Conference
- All core benefits listed in Overview



- One-minute speaking opportunity at a plenary session
- Second premium location for exhibit booth, with an 8'x10' reserved space with one 6' draped table and two chairs included
- Full page ad in the Conference Program (Due May 22, 2019)
- Up to two bag stuffers\* included in the Conference tote bags (Due May 22, 2019)
- Large logo on "Thank You to Our Sponsors" sign (Due May 22, 2019)
- Up to two registrations to the Conference
- Verbal and written recognition throughout the Conference
- All core benefits listed in Overview

***\*This year we are requesting one-page bag stuffers be produced on card stock.***



## IMPORTANT DATES

**APPLICATION DEADLINE: MAY 22, 2019**

Some Platinum Sponsorships may be unavailable after April 30, 2019.

**HOTEL RESERVATION: MAY 24, 2019**

**BAG STUFFER DEADLINE: MAY 22, 20189**

Ship to:

NASW-FL  
1931 Dellwood Dr.  
Tallahassee, FL 32303

Please provide a minimum of 750 bag stuffer inserts.

# Exhibit Opportunities

## SILVER SPONSOR \$2,000

- Premium location for exhibit booth, with an 8' x 10' reserved space with one 6' draped table and two chairs included
- Half-page ad in the Conference Program (Due May 22, 2019)
- Up to two bag stuffers\* included in Conference tote bags (Due May 22, 2019)
- Medium logo on "Thank You to Our Sponsors" sign (Due May 22, 2019)
- One registration to the Conference
- Verbal and written recognition throughout the Conference
- All core benefits listed in Overview

## BRONZE SPONSOR \$1,000

- Reserved location for exhibit booth, with an 8' x 10' reserved space with one 6' draped table and two chairs included
- Quarter-page ad in the Conference Program (Due May 22, 2019)
- One bag stuffer\* included in Conference tote bags (Due May 22, 2019)
- Medium logo on "Thank You to Our Sponsors" sign (Due May 22, 2019)
- One registration to the Conference
- Verbal and written recognition throughout the Conference
- All core benefits listed in Overview

## EXHIBITOR FOR-PROFIT \$600 NON-PROFIT \$500

- Assigned tabletop space with 6' draped table and two chairs
- All core benefits listed in Overview

## CUSTOM SPONSOR

Do you want to customize a sponsorship for your organization? Do you want to upgrade to a bigger space or a larger ad? Contact NASW-FL to discuss a custom sponsorship package at 1-800-352-6279.

### DEADLINE FOR ADS IN THE CONFERENCE PROGRAM: MAY 22, 2019

All artwork for advertisements must be to size, listed below, and sent to [ccall.naswfl@socialworkers.org](mailto:ccall.naswfl@socialworkers.org).

|               |              |
|---------------|--------------|
| Full page     | 7.25" x 9"   |
| Half Page     | 7.25" x 4.5" |
|               | 3.5" x 9"    |
| Quarter page  | 3.5" x 4.5"  |
| Business card | 3.5" x 2.25" |

### LOGOS AND ADS - NAMING FILES

Please name your high resolution (300 dpi) CMYK logos and ads as:

company\_name\_logo.jpg / .eps / .tif

company\_name\_ad.jpg / .eps / .tif

No PDFs will be accepted.

# Additional Options

## ○ ADD ON SPONSORSHIP OPPORTUNITIES

Vendors who register at the Platinum, Gold, Silver and Bronze levels may add on additional items or events. This is a great opportunity to maximize your exposure to our attendees. Prices vary as indicated below:

**Opening Keynote—\$500:** Capture the attention of attendees right from the start by sponsoring the program for the first event. Your full color logo will be prominently displayed on the program that will be distributed to the attendees for the opening session and awards ceremony. In addition, you will be recognized verbally at the event and in the Conference Program.

**Friday Night Conference Celebration—Three Levels: \$500, \$1,000 and \$1,500:** The Friday Conference Celebration includes a Raffle Reception. The 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 and reconnect with friends and colleagues.

**Networking Reception and Poster Session—\$500:** NASW-FL will host a reception where attendees can network and relax between sessions, and enjoy an opportunity to discuss research findings with the students and professionals participating in our annual poster session. Your company logo will be featured on signage displayed in the reception room, and featured in the Conference Program.

## A LA CARTE ADVERTISING OPTIONS

**Program Booklet Advertisements:** The deadline is **May 22, 2019**, for receipt of finalized, 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. Please name your file: company\_name\_ad.jpg / .eps / .tif.

|               |                  |       |
|---------------|------------------|-------|
| Full Page     | 7.25" w x 9" h   | \$600 |
| Half Page     | 7.25" w x 4.5" h | \$400 |
|               | 3.5" w x 9" h    | \$400 |
| Quarter Page  | 3.5" w x 4.5" h  | \$250 |
| Business Card | 3.5" w x 2.25" h | \$125 |

**Bag Stuffer—\$350:** Include your brochure or promotional item in the conference tote bag. If the promotional item is a one-page flyer, please ensure it's on card stock paper. Items for insert must be received by NASW-FL no later than **May 22, 2019**, at 1931 Dellwood Dr., Tallahassee, FL 32303 to ensure inclusion. A minimum of 750 pieces is recommended.

## UNDERWRITING

Organizations interested in sponsoring the Conference, but are unable to attend, may wish to consider underwriting. As an underwriter, your organization will be recognized as a supporter of the Conference and will be promoted to its attendees. Any amount accepted, although benefits included in the underwriting package will vary by amount given.

Contact NASW-FL at 1-800-352-6279 or e-mail [ccall.naswfl@socialworkers.org](mailto:ccall.naswfl@socialworkers.org).

## ○ CHECK LIST

- |  |   |
|--|---|
| <input type="checkbox"/> Complete Application / Payment                | <input type="checkbox"/> Completed Conference Registration(s) (if applicable) |
| <input type="checkbox"/> Contacted Hotel about Electricity (if needed) | <input type="checkbox"/> Sent Bag Stuffers                                    |
| <input type="checkbox"/> Provided Logo                                 | <input type="checkbox"/> Confirmed Speaking Opportunity                       |
| <input type="checkbox"/> Provided Conference Program Ad                | <input type="checkbox"/> Made Hotel Reservation                               |

# Rules & Regulations

**APPLICATION / OCCUPATION / CANCELLATION OF EXHIBIT SPACE:** All applications must be received in writing using the enclosed application or online at [www.naswfl.org](http://www.naswfl.org), and must be accompanied by payment before May 22, 2019. Any space not claimed and occupied for which no special arrangements have been made by 10:30 a.m. on Thursday, June 13, 2019, may be resold or reassigned by NASW-FL. Exhibitors requesting cancellation and providing written notice to the NASW-FL office no later than May 22, 2019, will receive a refund less a \$100 release fee. Exhibitors who cancel after May 22, 2019, will not receive a refund.

**SPACE ASSIGNMENTS:** NASW-FL management will assign space based on sponsorship level, with priority being 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 will be open from 12:00–5:00 p.m. on Wednesday, June 12, 2019, or if needed from 7:30–8:30 a.m. on Thursday, June 13, 2019. No installation work will be permitted after 10:30 a.m. on June 13 without special permission from NASW-FL.

**DISMANTLING EXHIBITS:** The Exhibit Hall will close at 4:00 p.m. on Friday, June 14, 2019. 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 event. 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.

**REGISTRATION DEADLINE IS MAY 22, 2019**

**DEADLINE FOR PLATINUM SPONSOR OPPORTUNITIES IS APRIL 30, 2019**

# Exhibitor Registration Form

## SUPPORT LEVEL

- Platinum Sponsor: \$5,000  
 Gold Sponsor: \$3,000  
 Silver Sponsor: \$2,000  
 Bronze Sponsor: \$1,000  
 Non-Profit Exhibitor: \$500  
 For-Profit Exhibitor: \$600  
 Custom Sponsor

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

## ADDITIONAL OPTIONS

- Opening Ceremony: \$500  
 Reception/Poster: \$500

Conference Celebration:

- \$500  
 \$1,000  
 \$1,500

## ADVERTISEMENTS

- Full Page: \$600  
 Half Page: \$400  
 Quarter Page: \$250  
 Business Card: \$125  
 Bag Stuffer: \$350

## UNDERWRITING

- Amount: \$ \_\_\_\_\_

## TOTAL ENCLOSED:

\$ \_\_\_\_\_

Send Application/Payment to:

NASW-FL,  
1931 Dellwood Dr.  
Tallahassee, FL 32303  
Fax: (850) 561-6279

Register online: [www.naswfl.org](http://www.naswfl.org).

If you have any questions,  
please contact Christine Call  
1-800-352-6279

[ccall.naswfl@socialworkers.org](mailto:ccall.naswfl@socialworkers.org)

ONLINE REGISTRATION AVAILABLE AT: [HTTP://NASWFL.ORG/CONFERENCE.HTML](http://NASWFL.ORG/CONFERENCE.HTML)

## COMPANY/ORGANIZATION INFORMATION:

This information will be released to the public in the Conference Program.

Company/Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

## CONTACT INFORMATION:

This information will not be published. **Contact will receive all communication regarding the event.** If different from representatives, please ensure contact will be responsive.

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

## BADGE INFORMATION:

Exhibitors and sponsors will receive a personalized name badge for up to two representatives.

Representative #1: \_\_\_\_\_

Representative #2: \_\_\_\_\_

## CONFERENCE REGISTRATION (SPONSORS ONLY):

**Platinum (3), Gold (2), Silver (2) & Bronze (1) Sponsors only receive complimentary Conference registrations.** Please provide the below information and NASW-FL will follow up.

Registration #1: \_\_\_\_\_ Phone: \_\_\_\_\_

Registration #2: \_\_\_\_\_ Phone: \_\_\_\_\_

Registration #3: \_\_\_\_\_ Phone: \_\_\_\_\_

## ADDITIONAL INFORMATION:

As a Platinum or Gold Sponsor, will you be using your speaking opportunities?  Yes  No

Will you be providing a giveaway item for the Vendor Booth Game drawing?  Yes  No

Have you completely read and agree to comply with the Rules and Regulations in this prospectus?  Yes  No

## PAYMENT INFORMATION:

Payment Method:  Check  Credit Card

Credit Card Number: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

**REGISTRATION DEADLINE IS MAY 22, 2019**

**DEADLINE FOR PLATINUM SPONSOR OPPORTUNITIES IS APRIL 30, 2019**