

NATIONAL ASSOCIATION OF SOCIAL WORKERS, FLORIDA CHAPTER

EXHIBITOR, ADVERTISER,
& SPONSOR PROSPECTUS

Social Work
Conference
2017

EXHIBIT SETUP DATE: JUNE 7, 2017

EXHIBIT HALL DATES: JUNE 8 & 9, 2017

CONFERENCE DATES: JUNE 8-10, 2017

THE FLORIDA HOTEL AND CONFERENCE CENTER
ORLANDO, FL

Overview

WELCOME TO SOCIAL WORK CONFERENCE 2017

In June 2017, 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 THE PROFESSIONAL SOCIAL WORKER

NASW-FL is a membership-based, non-profit organization whose members are professional social workers from around the state. 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:

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

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

Exhibitors & Sponsors



OPPORTUNITIES FOR EXHIBITING AND SPONSORSHIP

Exhibitor and sponsor applications must be received and finalized by **Friday, May 26, 2017**. 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! The following levels of exhibiting and sponsorship are available to companies providing services to social workers and their clients:

ANNUAL CONFERENCE SPONSORSHIP LEVELS

BENEFITS	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	EXHIBITOR
Financial Investment	\$5,000*	\$3,000	\$2,000	\$1,000	\$500 non-profit/ \$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	Back Cover/ Full Page	Full Page	Half Page	Quarter Page	
Bag Stuffer	Three	Two	Two	One	
Recognition & Logo on Sign	Large	Large	Medium	Medium	
Conference Registrations	Three	Two	One	One	
Speaking Opportunity	Three Minutes	One Minute			
Logo on Promo Item	Choice of Item				

*Platinum Sponsorship has May 1, 2017 deadline.

Hotel Information

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

Room Rate: \$110
(special rate inclusive of
hotel's \$18/day service
charge)

Reservation Cut Off Date:
May 22, 2017

Please note that our room
block often fills prior to the
cut off date. Make
reservations at your earliest
opportunity.

**Reserve your room by
calling 1-800-588-4656.**

Sponsorship Levels &

Sponsorships are available on a first-come, first-served basis. NASW-FL will contact you if your preferred sponsorship is unavailable.

PLATINUM SPONSOR:

\$5,000

- Company logo featured prominently on a conference item given to all conference attendees. A Platinum Sponsor may choose to have their logo on one of the following items:
 - Conference tote bag: Utilized by attendees throughout the conference. One side of the bag has the conference logo, the other side has a full-color imprint of the sponsor's logo.
 - Hotel key card: Your exclusive design on the keys given to all guests at the conference hotel.
- **Platinum sponsorships should be reserved by May 1, 2017** to guarantee logo inclusion on promotional item. After May 1st, 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
- Up to three bag stuffers included in conference tote bags
- Large logo on "Thank you to our sponsors" sign
- Up to three registrations to the conference
- Verbal and written recognition throughout the conference
- All core benefits (at right)

GOLD SPONSOR:

\$3,000

- 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
- ◆ Up to two bag stuffers included in the conference tote bags
- ◆ Large logo on "Thank you to our sponsors" sign
- ◆ Up to two registrations to the conference
- ◆ Verbal and written recognition throughout the conference
- ◆ All core benefits (at right)

CORE BENEFITS

- ◆ 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;
- ◆ Badge identification with ribbons for up to two representatives;
- ◆ Electrical outlets and internet access are available for a fee, arranged through the Florida Hotel and Conference Center.

Exhibit Opportunities

IMPORTANT DATES

APPLICATION DEADLINE: MAY 26, 2017

Some Platinum Sponsorships may be unavailable after May 1, 2017.

BAG STUFFER DEADLINE: MAY 26, 2017

Ship to:
NASW-FL
1931 Dellwood Dr.
Tallahassee, FL 32303
For maximum benefit,
provide a minimum of 750
bag stuffer inserts.

DEADLINE FOR ADS IN THE CONFERENCE PROGRAM: MAY 26, 2017 (no exceptions)

All artwork for
advertisements must be to
size, listed below, and sent
to naswfl@naswfl.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"

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
- Up to two bag stuffers included in conference tote bags
- Medium logo on "Thank you to our sponsors" sign
- One registration to the conference
- Verbal and written recognition throughout the conference;
- All core benefits (at left)

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
- One bag stuffer included in conference tote bags
- Medium logo on "Thank you to our sponsors" sign
- One registration to the conference
- Verbal and written recognition throughout the conference
- All core benefits (at left)

EXHIBITOR:

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

- Assigned tabletop space with 6' draped table and two chairs
- All core benefits (at left)

CUSTOM SPONSORSHIPS:

Don't see the perfect sponsorship for your organization? 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.

2017

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 Ceremony Program—\$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.
- **Charge Up and Networking Spot—\$800:** NASW-FL will provide a space where attendees at SWC 2017 can catch up with colleagues while charging their smart phones and tablets instead of returning to their hotel rooms! Company logo prominently on display in area and featured in the Conference Program.
- **Networking Reception and Poster Session—\$1,000:** 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 26th for receipt of artwork to naswfl@naswfl.org. Due to printing deadlines, no exceptions will be made for artwork received after this deadline.

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. Items for insert must be received by NASW-FL no later than May 26th at 1931 Dellwood Dr., Tallahassee, FL 32303 to ensure inclusion. A minimum of 750 pieces is recommended.

UNDERWRITING

Organizations who are 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 naswfl@naswfl.org.

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, and must be accompanied by payment before May 26, 2017. Any space not claimed and occupied for which no special arrangements have been made by 10:30 a.m. on Thursday, June 16, 2017, may be resold or reassigned by NASW-FL. Exhibitors requesting cancellation and providing written notice to the NASW-FL office no later than May 26, 2017, will receive a refund less a \$100 release fee. Exhibitors who cancel after May 26, 2017 will not receive a refund.

SPACE ASSIGNMENTS: Assignment to space will be 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.

INSTALLATION OF EXHIBITS: Exhibitor registration will be open from 12:00–5:00 p.m. on Wednesday, June 7, 2017, or if needed from 6:30–7:30 a.m. on Thursday, June 8, 2017. No installation work will be permitted after 10:30 a.m. on June 8 without special permission from NASW-FL.

DISMANTLING EXHIBITS: The Exhibit Hall will close at 4:00 p.m. on Friday, June 9, 2017. 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: Packages will be accepted for storage up to three days prior to the conference. Packages are subject to a \$10.00/item charge from the facility. Arrangements for shipping and receiving must be made with the facility directly, and any costs incurred will be billed to the vendor by the facility.

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.

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

Available to sponsors only

- Opening Ceremony: \$500
- Charge Up Spot: \$800
- Reception/Poster: \$1,000

ADVERTISEMENTS

- Full page \$600
- Half page \$400
- Quarter page \$250
- Business card \$125
- Bag stuffer \$350

UNDERWRITING

- Amount: \$ _____

TOTAL ENCLOSED:

\$ _____

If you have any questions,
please contact NASW-FL
at 1-800-352-6279.

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 Name and/or E-Mail: _____

CONTACT INFORMATION:

This information will not be published. Contact will receive all communication regarding the event.

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: _____

ADDITIONAL INFORMATION:

Do you wish to have a complimentary booth at the Job Fair? It will be held on Wednesday evening, June 7. It will require you to setup a separate table in a different location.

Yes No

Will you be providing a giveaway item for the Vendor Booth Game drawing?

Yes No

Have you read completely 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 26, 2017
UNLESS WHERE NOTED FOR PLATINUM SPONSOR OPPORTUNITIES.**

Send application and payment to NASW-FL, 1931 Dellwood Dr., Tallahassee, FL 32303;
fax to (850) 561-6279; or register online at www.naswfl.org.