

Sales

Services

Prospect

Advertising
Opportunities

Exhibitors

**Social Work
Conference 2018**
**Sponsor, Exhibitor,
Advertiser Prospectus**
Ft. Lauderdale, FL

Meet with
Customers

Sponsorships

Build
Relationships

Exhibit Set Up: June 13, 2018
Exhibit Dates: June 14-15, 2018
Conference Dates: June 14-16, 2018

Overview

WELCOME TO SOCIAL WORK CONFERENCE 2018

In June 2018, 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. 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
- Gerontologists
- 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;
- Badge identification with ribbons for up to two representatives; and
- Electrical outlets and internet access are available for a fee, arranged through the Marriott Ft. Lauderdale North Hotel.

HOTEL

Marriott Ft. Lauderdale North
6650 N. Andrews Ave.
Ft. Lauderdale, FL 33309

Room Rate: \$119.00

Reservations: 1-800-228-9290

Cut Off Date: May 25, 2018

Exhibitors & Sponsors

OPPORTUNITIES FOR EXHIBITING AND SPONSORSHIP

Exhibitor and sponsor applications must be received and finalized by Wednesday, May 23, 2018. 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 <i>May 1 deadline</i>	\$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 Due May 23	Back Cover/ Full Page	Full Page	Half Page	Quarter Page	
Bag Stuffer Due May 23	Three	Two	Two	One	
Recognition & Logo on Sign Due May 23	Large	Large	Medium	Medium	
Conference Registrations	Three	Two	One	One	
Speaking Opportunity	Three Minutes	One Minute			
Logo on Promo Item	Choice of Item				

EXHIBIT HALL SCHEDULE

Exhibitor Registration:

Wednesday, June 13 from 12:00 - 5:00 p.m.

Thursday, June 14, from 7:00 - 8:00 a.m.

Exhibitor Schedule:

Thursday, June 14 from 8:30 a.m. - 5:00 p.m.

Thursday, June 14 from 5:30 - 7:30 p.m. - Poster Presentations and Reception (Optional)

Friday, June 15, 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.

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:

PLATINUM SPONSOR \$5,000

- **Conference Tote Bag:** Used 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, 2018, to guarantee logo inclusion on promotional item. After May 1, 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 23, 2018)
- Up to three bag stuffers included in Conference tote bags (Due May 23, 2018)
- Large logo on "Thank You to Our Sponsors" sign (Due May 23, 2018)
- Up to three registrations to the Conference
- Verbal and written recognition throughout the Conference
- All core benefits listed in Overview

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 (Due May 23, 2018)
- Up to two bag stuffers included in the Conference tote bags (Due May 23, 2018)
- Large logo on "Thank You to Our Sponsors" sign (Due May 23, 2018)
- Up to two registrations to the Conference
- Verbal and written recognition throughout the Conference
- All core benefits listed in Overview

IMPORTANT DATES

APPLICATION DEADLINE: MAY 23, 2018

Some Platinum Sponsorships may be unavailable after May 1, 2018.

HOTEL RESERVATION: MAY 25, 2018

BAG STUFFER DEADLINE: MAY 23, 2018

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 23, 2018)
- Up to two bag stuffers included in Conference tote bags (Due May 23, 2018)
- Medium logo on "Thank You to Our Sponsors" sign (Due May 23, 2018)
- 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 23, 2018)
- One bag stuffer included in Conference tote bags (Due May 23, 2018)
- Medium logo on "Thank You to Our Sponsors" sign (Due May 23, 2018)
- 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 23, 2018

All artwork for advertisements must be to size, listed below, and sent to 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

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.

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 23** for receipt of finalized, high resolution, sized artwork to 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. Items for insert must be received by NASW-FL no later than May 23, 2018, 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.

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, and must be accompanied by payment before May 23, 2018. Any space not claimed and occupied for which no special arrangements have been made by 10:30 a.m. on Thursday, June 14, 2018, may be resold or reassigned by NASW-FL. Exhibitors requesting cancellation and providing written notice to the NASW-FL office no later than May 23, 2018, will receive a refund less a \$100 release fee. Exhibitors who cancel after May 23, 2018, 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 13, 2018, or if needed from 7:30–8:30 a.m. on Thursday, June 14, 2018. No installation work will be permitted after 10:30 a.m. on June 14 without special permission from NASW-FL.

DISMANTLING EXHIBITS: The Exhibit Hall will close at 4:00 p.m. on Friday, June 15, 2018. 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 954-771-0440 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 23, 2018

DEADLINE FOR PLATINUM SPONSOR OPPORTUNITIES IS MAY 1, 2018

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
- Reception/Poster: \$1,000

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

If you have any questions,
please contact Christine Call
1-800-352-6279
ccall.naswfl@socialworkers.org

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 receive complementary 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: _____ CW Code: _____

Billing Zip Code: _____ Exp. Date: _____

REGISTRATION DEADLINE IS MAY 23, 2018

DEADLINE FOR PLATINUM SPONSOR OPPORTUNITIES IS MAY 1, 2018