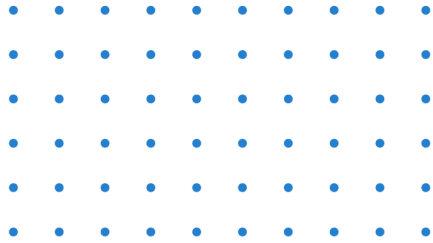




S O C I A L W O R K
COMPASSION
+ ACTION



2025

NASW-FL ANNUAL CONFERENCE

SPONSOR PROSPECTUS

SPONSOR > ADVERTISE > PROMOTE

Sponsor Hall Hours
June 12 - 13, 2025
8:00 am - 5:00 pm (ET)

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



Annual Conference

OVERVIEW

- Annual Social Work Conference offers two full days for sponsors, including a Thursday night Networking Reception and Poster Session in the Sponsor Hall.
- Attracts up to 500 social workers, mental health professionals, health care providers, administrators and students across Florida and nationally
- Breakfast and breaks served in the Sponsor Hall
- 50 sponsor 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 Bingo game
- Full access to attendees via the app
- Logo on NASW-FL's website with link to your organization through Dec. 31, 2025
- Badge identification with ribbons for two representatives
- One Conference bag with Program
- Two Awards Luncheon Tickets
- Your logo / Company Name on Sponsor signs produced by NASW-FL



Schedule, Hotel & Checklist

Registration and Set Up:

Wednesday, June 11 from 12:00 - 5:00 p.m.

Thursday, June 12, from 7:00 - 8:00 a.m.

Sponsor Hall Schedule:

The Sponsor Hall opens at 7:30 am Thursday, June 12 and Friday, June 13.

The continental breakfast is served in the Sponsor Hall to provide dedicated time to network and increase traffic to your display to expand awareness of your organization, services and resources.

There are three coffee breaks served in the Sponsor Hall to increase traffic during the day.

Thursday evening is the Poster Session and Reception, which is optional for sponsors. This Learn and Network opportunity attracts up to 200 attendees. There are Hors d'oeuvres and beverages in a relaxed environment.

Friday afternoon is the Awards Luncheon, which all sponsors are invited to attend.

Late Friday afternoon is the Sponsor Bingo raffle.

The Sponsor Hall closes 5:00 pm Friday.

Hotel:

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

Room Rate: \$135.00

Reservations: 1-800-588-4656

Cut Off Date: May 26, 2025

Sponsor Checklist:

- Deadline to sign up as a sponsor <http://www.naswfl.org/conference.html> (April 21, 2025)
- Contact Hotel about Electricity/Shipping & Storing Materials (if needed)**
- Provide Logo (May 1, 2025)
- Provide Conference Program Ad (April 11, 2025)
- Complete Complimentary Conference Registration(s) (if applicable) (May 15, 2025)
- Bag Stuffers to NASW-FL (Received by May 15, 2025)
- Confirm Speaking Opportunity (if applicable) (May 1, 2025)
- Make Hotel Reservation(s) (May 26, 2025)

Conference Champion Exclusive Sponsorship \$10,000



This is our most prestigious and exclusive sponsorship. The Conference Champion is recognized throughout the conference and is highlighted with your banner on the event app's home page.

This sponsorship is a powerful way for your company to position itself as a key influencer and leader in the social work profession. You will have maximum exposure and engagement with conference attendees.

The Chapter has actively backed initiatives and legislation that promote equality for everyone, help establish social safety net programs, and elevate and protect social workers.

Conference Champion Exclusive Sponsorship Benefits

Sponsor Visibility
Logo on Conference T-Shirt
Banner Ad on App Home Page
Premium Reserved 8' x 10' Table Location
Social Media - FB / IG / LinkedIn Recognition
Name, logo and 200-Word Description on Conference Website
Recognition & Large Logo on Sign

Connect with Attendees
4 Complimentary Conference Registrations
4 Awards Luncheon Tickets
4-Minute Speaking Opportunity
4 Bag Stuffer Promo Items Sent to NASW-FL
Two E-mails to Conference Attendees - One Before and One After Conference (Sent by NASW-FL)
Sponsor Bingo Game Inclusion
Full Access to Attendees Via The App

Attendee Wellness Sponsorship

\$6,500

The Attendee Wellness Sponsorship is an opportunity for an organization / business that offers services and products to promote self-care and wellness.

This is a three-day sponsorship to promote self-care and wellness to all conference attendees.

“The importance of wellness is about fostering healthy behaviors for positive change. Professional self-care is paramount for competent and ethical social work practice. Professional demands, challenging workplace climates, and exposure to trauma warrant that social workers maintain personal and professional health, safety, and integrity. Social work organizations, agencies, and educational institutions are encouraged to promote organizational policies, practices, and materials to support social workers’ self-care.”



Attendee Wellness Sponsor Benefits

Sponsor Visibility
Logo on Wellness Product
Banner Ad in App
Self-Care / Wellness Dedicated Room
Social Media - FB / IG / LinkedIn Recognition
Logo and 50-Word Description on Conference Website
Recognition & Medium Logo on Sign
Name included at all Pop-Up Self-Care Events such as Yoga & Guided Meditation

Connect with Attendees
2 Complimentary Conference Registrations
2 Awards Luncheon Tickets
2-Minute Speaking Opportunity
2 Bag Stuffer Promo Items Sent to NASW-FL
One E-mail to Conference Attendees - One Before or One After Conference (Sent by NASW-FL)
Sponsor Bingo Game Inclusion
Full Access to Attendees Via The App

Sponsorships Packages

SPONSOR	DIAMOND SPONSOR (1)	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
BENEFITS	\$7,500.00	\$5,000.00	\$3,000.00	\$1,500.00	\$500.00 Non-Profit \$750.00 For-Profit Tabletop
	8' x 10'	8' x 10'	8' x 10'	8' x 10'	
Visibility					
Logo on Product	Logo on Conference Bag	Not Included	Not Included	Not Included	Not Included
Banner Ad in App	Included	Included	Included	Included	Not Included
Table Location	Premium Reserved	Premium Reserved	Premium Reserved	Reserved	Reserved
Social Media FB / IG / LinkedIn 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	Company Name
Connect with Attendees					
Complimentary Conference Registrations	3	2	1	1	Not Included
Awards Luncheon	Included	Included	Included	Included	Included
Speaking Opportunity	3 minutes	2 minutes	1 minute	1 minute	Not Included
Bag Stuffer Sent to NASW-FL	3	2	1	1	Not Included
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)	Not Included	Not Included
Sponsor Bingo Game	Included	Included	Included	Included	Included
Access to Conference Attendees Via App	Included	Included	Included	Included	Included

Sign up online today at <http://www.naswfl.org/conference.html>

Special Sponsorships

SPONSOR BENEFITS	AWARDS LUNCHEON SPONSOR (1)	OPENING KEYNOTE SPONSOR (2)	NETWORKING RECEPTION & POSTER SESSION SPONSOR (2)	FRIDAY NIGHT NETWORKING CELEBRATION SPONSOR (2)	BREAKFAST / COFFEE SPONSOR
	\$15,000.00	\$3,000.00	\$3,000.00	\$1,500.00	\$500.00 Coffee (3) \$1,000.00 Breakfast (2)
	8' x 10'	8' x 10'	8' x 10'		
Visibility					
Logo on Product	Logo on Limited Edition Coffee Mug	Not Included	Not Included	Not Included	Not Included
Banner Ad in App	Included	Included	Included	Included	Not Included
Table Location	Premium Reserved	Premium Reserved	Premium Reserved	Table at the Party	Not Included Special Signage at the Breakfast and / or Coffee Breaks
Social Media - FB / IG / LinkedIn Recognition	Included	Included	Included	Included	Included
Name on Conference Website	Logo plus 200 words	Logo plus 25 words	Logo plus 25 words	Logo plus 25 words	Company Name
Recognition & Logo on Sign	Large Logo	Medium Logo	Medium Logo	Medium Logo	Company Name
Connect with Attendees					
Complimentary Conference Registrations	3	1	1	Not Included	Not Included
Awards Luncheon	VIP Table for 10	Included	Included	Not Included	Not Included
Speaking Opportunity	5 minutes	2 minutes	1 minute	1 minute at the party	Not Included
Bag Stuffer Sent to NASW-FL	4	1	1	Not Included	Not Included
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)	Not Included	Not Included
Sponsor Bingo Game	Included	Included	Included	Not Included	Not Included
Access to Conference Attendees Via App	Included	Included	Included	Included	Included

Sign up online today at <http://www.naswfl.org/conference.html>

Conference Advertising

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 15, 2025**, at 1931 Dellwood Dr., Tallahassee, FL 32303 to ensure inclusion. A minimum of 500 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
90 days	\$600.00

The ad size is 7.2" w x 3" 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.

\$100.00 Per Email up to three units
\$200.00 Per Email to full membership

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



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 10, 2025. Any space not claimed and occupied for which no special arrangements have been made by 10:30 a.m. on Thursday, June 13, 2024, may be resold or reassigned by NASW-FL. Exhibitors requesting cancellation and providing written notice to the NASW-FL office no later than May 1, 2025, will receive a refund less a \$100 release fee. Sponsors who cancel after May 1, 2025, 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 11, 2025, or if needed from 7:00–8:00 a.m. on Thursday, June 12, 2025. No installation work will be permitted after 10:30 a.m. on June 12 without special permission from NASW-FL.

DISMANTLING EXHIBITS: The Exhibit Hall will close at 5:00 p.m. on Friday, June 13, 2025. 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.


NASW-FL Annual Conference Sponsor Hall
June 12 - 13, 2025, Orlando, FL




**Build Your
Presence
with A Target
Audience**



**PROMOTE
YOUR
BRAND**



**Generate
Lucrative
Leads**

 **1-800-352-6279**

 **www.naswfl.org**

 **info.naswfl@socialworkers.org**

 **1931 Dellwood Drive
Tallahassee, FL 32303**

