

January 31, 2018

Dear Potential Exhibitor:

The National Association of Social Workers-Maryland Chapter (NASW-MD) wants to inform you of a number of marketing opportunities for your organization to promote your program and products:

**1) Exhibit areas and sponsorship opportunities are now available for the 2018 NASW-MD statewide Social Work Month Annual Conference.**

Join other exhibitors and sponsors at NASW-MD's Social Work Month Annual Conference on **Thursday March 22 and Friday March 23, 2018**. This year's program includes an exhibit area for up to 30 booths to promote products and services of interest to social workers and other mental health professionals. The exhibit area is positioned in a high-traffic area directly outside of the general session room and adjacent to the snack area. In 2017, 300 participants attended the Annual Conference. Social workers from around the state attend this event which includes workshops, an awards luncheon, and a Friday morning keynote address. Details on the conference program and an exhibitor prospectus are enclosed. ***We must have your sponsorship and/or exhibit reservations by Monday, March 12, 2018.*** Your organization can sponsor the luncheon, program booklet, or place your logo on conference tote bags and/or other items as advertising. **Exhibitors are accepted on a first-come, first-served basis.** In the past, we have run out of exhibit space and interested exhibitors were turned away.

**2) Ad Placement in *The Maryland Social Worker* and on the Chapter website.**

Reach over 13,000 social workers and over 300 organizations statewide through advertisements in *The Maryland Social Worker*, NASW-MD's quarterly newspaper. NASW accepts advertisements for job vacancy notices, continuing education programs, and other products and services on an ongoing basis.

In addition, organizations may place classified advertisements on NASW-MD's web site: [www.nasw-md.org](http://www.nasw-md.org), on a short- or long-term basis. A special ad placement is also available: a 30-word ad for 30 days at the cost of \$40. Additional words are one dollar each.

Don't miss this great opportunity to showcase your programs and services to our members. For additional information on exhibiting and advertising opportunities with the NASW-MD chapter contact Jenni Williams, director of communications and continuing education at [jwilliams.naswmd@socialworkers.org](mailto:jwilliams.naswmd@socialworkers.org).

Sincerely,

*Charles Howard*

Charles Howard, MSW, Ph.D.  
President, NASW-MD Chapter

*Daphne L. McClellan*

Daphne McClellan, Ph.D., MSW  
Executive Director, NASW-MD Chapter

**The National Association of Social Workers- Maryland Chapter's**  
**Annual Social Work Month**  
**Conference 2018**

*2018 Theme - Social Workers: Champions, Advocates, Leaders*

# **EXHIBITOR PROSPECTUS**

**Thursday, March 22<sup>nd</sup> and Friday March 23<sup>rd</sup> , 2018**

**8:00 a.m. - 5:00 p.m.**

**The Maritime Institute of Technology**

**692 Maritime Blvd**

**Linthicum Heights, MD 21090**

## **ABOUT NASW-MD:**

The Maryland Chapter-NASW is the largest professional social work association in the state, with over 3,200 members. The Maryland Chapter produces a quarterly newsletter, *The Maryland Social Worker*, and posts upcoming events on its chapter website, [www.nasw-md.org](http://www.nasw-md.org). Last year 300 participants attended the Annual Conference. The majority of individuals who attend the conference are licensed, MSW-level social workers. This year's conference will begin with a day of intensives on Thursday, March 22<sup>nd</sup>. We invite you to take advantage of this opportunity to share information with our members about your services or products. We are limited to 30 exhibit tables which are available on a first-come, first-served basis.

## **Events:**

This two-day event includes a keynote speaker, awards luncheon, and 20-25 morning and afternoon workshops over the two days. Because the vendor area is strategically positioned in a highly accessible area, you'll have an opportunity to interact with conference participants during registration, continental breakfast, breaks, and lunch.

## **Exhibitor Hours:**

Thursday: 8:00 am – 3:45 pm

Friday: 7:30 am – 3:45 pm

## Exhibit Space Costs:

\$350 per skirted table for Thursday; \$350 per skirted tables for Friday; or \$500.00 for both days.

*(Includes breakfast and lunch for one sponsor representative)*

## Advertising Opportunities:

Exhibitors and conference sponsors will be listed in the program materials that are given to all conference attendees. If you would like to have a more complete description of your products or services included, you may purchase ad space at the rate below. ***Deadline for receiving the Agreement Form and full payment, along with the artwork in digital form is Monday, March 12, 2018.*** Please send via e-mail to:

[jwilliams.naswmd@socialworkers.org](mailto:jwilliams.naswmd@socialworkers.org)

Full Page.....8 w X 10 h \$175.00 (Ads are printed in color)

## Program Sponsorship Opportunities:

### **Platinum Sponsor: \$2000.00 (\$2685.00 value)**



- Full-page advertisement in conference program booklet
- Exhibit table at conference for both days
- Quarter-page advertisement in the next four issues of the Chapter newspaper, *The Maryland Social Worker* (5" x 6.5")
- Six month classified ad (up to 60 words) on Chapter webpage
- One time rental of Chapter mailing list (3500 members)
- Conference registration for one participant each day

### **Gold Sponsor: \$1000.00 (\$1385.00 value)**



- Full-page advertisement in conference program booklet
- Exhibit table at conference for both days
- Quarter-page advertisement in the next three issues of the Chapter newspaper, *The Maryland Social Worker* (5" x 6.5")
- Three month classified ad (up to 60 words) on Chapter webpage

### **Silver Sponsor: \$600.00 (\$865.00 value)**



- Full-page advertisement in conference program booklet
- Exhibit table at conference for one day (***must specify*** Thursday or Friday)
- Quarter-page advertisement in the next two issues of the Chapter newspaper, *The Maryland Social Worker* (5" x 6.5")
- One month classified ad (up to 60 words) on Chapter webpage

**For additional information contact Daphne McClellan at: (410) 788-1066 ext.16.**

The National Association of Social Workers- Maryland Chapter  
**2018 ANNUAL SOCIAL WORK MONTH CONFERENCE**  
**March 22-23, 2018**

**EXHIBITOR/SPONSOR/ADVERTISER APPLICATION**

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization Name: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Mission of organization: \_\_\_\_\_

If exhibiting or advertising, please describe the product(s) or program(s) your organization wishes to promote  
(Please attach written materials as sample.)

Our organization wishes to:

(1) Exhibit at the conference: \_\_\_\_\_ \$350.00 per table for Thursday \_\_\_\_\_ \$350.00 per table for Friday  
\_\_\_\_\_ \$500.00 per table for both days \_\_\_\_\_ We will need an electrical outlet

(2) Place an advertisement in the conference folder: \_\_\_\_\_ Full page color ad (\$175.00)  
Please e-mail to: [jwilliams.naswmd@socialworkers.org](mailto:jwilliams.naswmd@socialworkers.org)

(3) Be an NASW Sponsor of this conference: \_\_\_\_\_ Platinum (\$2,000.00) \_\_\_\_\_ Gold (\$1,000.00)  
\_\_\_\_\_ Silver (\$600.00) If Silver Sponsor, which day will you exhibit? \_\_\_\_\_ Thursday \_\_\_\_\_ Friday

(4) \_\_\_\_\_ Additional vendor lunch @ \$60.00 each per day (lunch for ONE vendor is included)

Total \$ \_\_\_\_\_ Check Amount (payable to NASW- MD)

\_\_\_\_\_ Credit Card Payment: Please charge my credit card: MasterCard \_\_\_\_\_ Visa \_\_\_\_\_

Name on card: \_\_\_\_\_ Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_ 3-digit security code: \_\_\_\_\_

*Decisions regarding the acceptability of exhibits, advertisements, and sponsorships will be made by the Maryland Chapter, National Association of Social Workers. In addition, NASW-MD reserves the right to decline exhibit/advertisement/sponsorship requests. Potential exhibitors are advised that contests, lotteries, raffles, and games of chance may not be conducted without prior approval.*

**Please return by Monday, March 12, 2018 to: [jwilliams.naswmd@socialworkers.org](mailto:jwilliams.naswmd@socialworkers.org)**

NASW-MD Chapter | 5750 Executive Drive | Suite 100 | Baltimore, MD 21228