

# NASW-NE 2020 Virtual Annual Conference

Sponsor & Exhibitor Brochure

**TWO DAYS** - September 24th & 25th, 2020



Featuring

**Joanne Cacciatore, PhD**

***“Bearing the Unbearable:  
Helping Clients Facing Traumatic Grief”***

**Joanne Cacciatore, PhD**, is a tenured professor at Arizona State University in the School of Social Work where she directs the Graduate Certificate in Trauma & Bereavement. Her research and practice focus on all aspects of traumatic grief, primarily the deaths of babies and children, and homicide and suicide. With nearly 70 published papers in top tier journals like The Lancet and BMJ, Dr. Cacciatore’s work has been widely read, and she is known for her humanistic approach to traumatic grief. Her best selling book, *Bearing the Unbearable: Love, loss, and the heartbreaking path of grief*, won the 2017 Indies Book of the Year Award. In 1996, she founded the MISS Foundation, an international NGO helping families facing the death of a child. In 2017, she started the first carefarm in the world for families suffering traumatic grief, Selah Carefarm, that also houses 26 animals rescued from torture and abuse. To learn more about her work, visit [www.SelahCarefarm.com](http://www.SelahCarefarm.com) or [www.BearingTheUnbearable.com](http://www.BearingTheUnbearable.com).

**SOCIAL WORKERS**  
*generations*  
**STRONG**

***The largest meeting of  
social workers in  
Nebraska!***



## National Association of Social Workers

Dear Sponsors, Exhibitors, and Advertisers:

The NASW-Nebraska Chapter urges you to consider becoming a sponsor of our professional association. Sponsorship is not a one time commitment for your organization at our annual conference. Your support of this professional association has the potential of keeping your organization's name visible all year long to social workers throughout the state. Depending on your level of support, you have the potential to have ongoing visibility in our e-newsletter which is published quarterly and posted on our website.

As you are aware, the National Association of Social Workers, NASW, is the largest organization of professional social workers, with over 125,000 members nationwide. Of these, about 550 are members of the Nebraska Chapter. Many people do not realize that many of the state's mental health services are provided by social workers. Even more do not know that social workers are found in hospitals, social service agencies, home health agencies, courts, schools, the military and corporations. It is a profession that prides itself in standing up for others.

In the fall of each year, the Nebraska Chapter hosts its annual conference. **This year's conference will be held virtually.** For the past several years we have had nearly 250 participants and we look forward to as large a crowd this year at our conference scheduled for Thursday & Friday, **September 24 & 25, 2020.**

Our conference committee works all year to ensure the quality event that our participants have come to expect. We offer workshops targeted to social workers and other human-service professionals in a wide variety of practice areas including addiction, administration/management, aging, children and families, corrections and forensics, employee assistance, health, public and private mental health, research/policy and school social work. The support of our sponsors, exhibitors, and advertisers is crucial to maintaining the high quality of our annual meeting.

The various levels of sponsorship opportunities and rates for exhibitors and advertisers are described in this brochure. Please contact me at the NASW-Nebraska Chapter office if you have any questions.

We encourage and solicit your favorable consideration of sponsorship of the largest social work professional organization in Nebraska and we hope to hear from you soon.

Sincerely,

Terry Werner  
Executive Director

***Meet more social workers in one day than you could visit on your own at this once-a-year opportunity. Visit with Nebraska professionals to exchange information and to work on valuable business relationships. It's the most important event in the state for anyone who sells and/or provides human services.***

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## **Who sponsors this event?**

Founded in 1955, the National Association of Social Workers (NASW) is the largest organization of professional social workers in the world, with over 125,000 members in 56 chapters. NASW is committed to advancing professional social work practice and the profession and to promoting human rights, social and economic justice, and unimpeded access to services for everyone. Its members work in a broad range of settings including hospitals and other health care settings, community agencies, government, academia, business, nursing homes, schools, and private practice.

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## **Who attends?**

Our Annual Conference attracts human-service professionals from across Nebraska, Iowa, and other states. They come to learn from the professional programs and to talk with exhibitors about the latest products and services.

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## **Why sponsor?**

This conference is a multi-media marketing opportunity and is the most cost-effective way to reach potential customers and future employees. You will connect to more qualified decision-makers than you could on your own in several months! That two-way communication is personal and provides for an immediate exchange of information and questions.

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## **Who attends the conference?**

Professionals in the following areas of practice will be in attendance:

Academia - Administration - Advocacy/Community Organizing - Aging - Case Management - Children & Families  
Health/Medical - Mental Health - Policy - Private Practice - School Social Work - Higher Education  
Other professionals

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***Save the Date!***  
***NASW-NE Virtual Conference***  
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# NASW 2020 Virtual Conference

## Sponsor Brochure

### An Invitation to Participate

The National Association of Social Workers – Nebraska Chapter invites your organization to become an annual sponsor of our organization. Being a sponsor of the Nebraska Chapter entitles you to a wide variety of benefits. Select the level of sponsorship that best meets your needs.

Depending on the level of sponsorship that your organization selects, you are entitled to exposure far beyond the

**National Association of Social Workers – Nebraska Chapter’s Annual Conference.**

Deadline for Sponsorships/Exhibitors for the 2020 Annual Conference is September 15, 2020 to be included in the conference program. We will accept exhibitors up to the date of the event.

## Sponsorship Opportunities

### Diamond Sponsor Package \$3,500

- Your sponsorship will be prominently displayed on all digital marketing material throughout the two day conference.
- Your organization’s name on signage strategically placed throughout the conference.
- Your logo will be displayed on the footer of the MAIN virtual conference room in a scrolling bar.
- Your logo will be branded on ALL main track sessions and you can pick which session you prefer for a 2-minute pre-recorded promotional video.
- Full page ad in Conference Brochure.
- Full page ad in Chapter e-Newsletter which is published 4 times annually.
- Ad posting on Chapter website for 12 months and link to your website.
- **Four complimentary registrations** for the entire conference for staff or board members.

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### Platinum Sponsor Package \$2,500

- Your sponsorship will be prominently displayed on all digital marketing material throughout the two day conference.
- Your organization’s name on signage strategically placed throughout the conference.
- Your logo will be displayed on the footer of the MAIN virtual conference room in a scrolling bar.
- Your logo will be branded on a main track session to ALL attendees with the option to run a 2-minute pre-recorded promotional video.
- Full page ad in Conference Brochure.
- Half page ad in Chapter e-Newsletter which is published 4 times annually.
- Ad posting on Chapter website for 12 months and link to your website.
- **Three complimentary registrations** for the entire conference for staff or board members.

Deadline for Sponsorships/Exhibitors for the 2020 Annual Conference is September 15, 2020 to be included in the conference program. We will accept exhibitors up to the date of the event.

***See page 6 for additional benefits that all sponsors and exhibitors will receive.***

## **Gold Sponsor Package \$2,000**

- Your sponsorship will be prominently displayed on all digital marketing material throughout the two day conference.
  - Your organization's name on signage strategically placed throughout the conference.
  - Your logo will be displayed on the footer of the MAIN virtual conference room in a scrolling bar.
  - Your logo will be branded on a main track session to ALL attendees with the option to run a 2-minute pre-recorded promotional video.
  - Full page ad in the Conference Brochure.
  - Half page ad in the Chapter e-Newsletter which is published 4 times annually.
  - Ad posting on the Chapter website for 9 months and a link to your website.
  - **Two complimentary registrations for the entire conference** for staff or board members.
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## **Silver Sponsor Package \$1,500**

- Your sponsorship will be prominently displayed on all digital marketing material throughout the two day conference.
  - Your organization's name on signage strategically placed throughout the conference.
  - Your logo will be displayed on the footer of the MAIN virtual conference room in a scrolling bar.
  - Your logo will be branded on a main track session to ALL attendees with the option to run a 2-minute pre-recorded promotional video.
  - Half page ad in the Conference Brochure.
  - Quarter page ad in the Chapter e-Newsletter which is published 4 times annually.
  - Ad posting on the Chapter website for 6 months and link to your website.
  - **Two complimentary registrations for the entire conference** for staff or board members.
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## **Bronze Sponsor Package \$800**

- Your sponsorship will be prominently displayed on all digital marketing material throughout the two day conference.
- Your organization's name on signage strategically placed throughout the conference.
- Your logo will be displayed on the footer of the MAIN virtual conference room in a scrolling bar.
- Your logo will be branded on a main track session to ALL attendees with the option to run a 2-minute pre-recorded promotional video.
- Quarter page ad in the Conference Brochure.
- Business card ad in the Chapter e-Newsletter which is published 4 times annually.
- Ad posting on the Chapter website for 3 months and link to your website.
- **One complimentary registration for the entire conference** for staff or board

Deadline for Sponsorships/Exhibitors for the 2020 Annual Conference is September 15, 2020 to be included in the conference program. We will accept exhibitors up to the date of the event.

***See page 6 for additional benefits that all sponsors and exhibitors will receive.***

**Exhibitor/Web Ad - For Profit \$425**

- One Digital booth in the digital exhibit hall.
  - Organization will be listed in conference brochure as exhibitor.
  - Link on the NASW-NE website for a period of 12 months.
- 

**Exhibitor/Web Ad - Non-Profit \$325**

- One Digital booth in the digital exhibit hall.
  - Organization will be listed in conference brochure as exhibitor.
  - Link on the NASW-NE website for a period of 12 months.
- 

**Exhibitor- For Profit \$275**

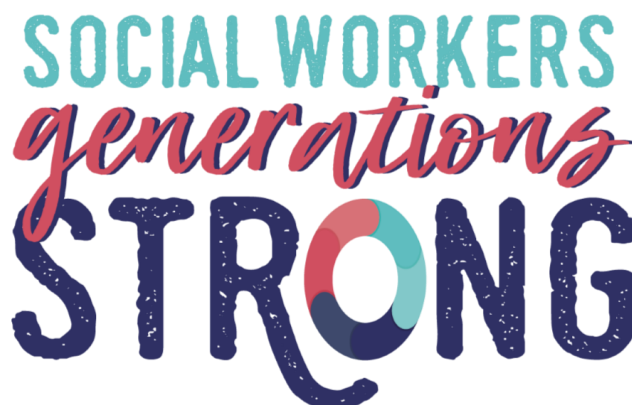
- One Digital booth in the digital exhibit hall.
  - Organization will be listed in conference brochure as exhibitor.
- 

**Exhibitor - Non-Profit \$175**

- One Digital booth in the digital exhibit hall.
  - Organization will be listed in conference brochure as exhibitor.
- 

**All Sponsors and Exhibitors will receive the following:**

- One Digital booth in the digital exhibit hall.
- Organization will be listed in conference brochure as exhibitor.
- Option to have a pre-recorded promotional video for attendees to watch once clicked OR a live Zoom with attendees (you must provide your own Zoom account).
- All will participate in a in an **iPad raffle to encourage attendees to visit your digital booth.**
- If you choose, you can offer a raffle of your own.
- If attendees opt in, you can receive visitor analytics of attendee visit post conference, including, but not limited to emails and names.



# Sponsorship/Exhibitor Contract

## Please register online at [www.naswne.org](http://www.naswne.org)

I hereby agree to become a Sponsor of NASW-NE at the \_\_\_\_\_ level.  
I understand that I will receive a letter of acceptance within seven (7) days of receipt of this signed contract and payment. I further understand that the letter will also outline the start and expiration dates regarding the benefits of the sponsor level that I have chosen.

\_\_\_\_\_  
Signature of Authorized Representative Date

### INFORMATION:

\_\_\_\_\_  
Company Name Address

\_\_\_\_\_  
Authorized By City State Zip

\_\_\_\_\_  
Date Phone

\_\_\_\_\_  
Email Address

### CONTACT INFORMATION:

*Please indicate contact person(s) if different from above in regards to Advertising Copy, Annual Conference Exhibit Space, Annual Conference Staffing of Exhibit Space and/or Confirmation of participation at Annual Conference.*

Contact Person(s): \_\_\_\_\_ Title: \_\_\_\_\_

\_\_\_\_\_  
Mailing Address: (if different from above) \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

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

Electrical Outlet Required for Exhibit: \_\_\_\_\_ Yes \_\_\_\_\_ No

### PAYMENT:

Checks must be made payable to National Association of Social Workers, Nebraska Chapter and mailed to: NASW-NE, 650 'J' Street – Suite 14, Lincoln, Nebraska 68508.

If paying by credit card, please complete the following:

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Credit Card Number /Expiration Date/CVV Code

\_\_\_\_\_  
Name on Card:

\_\_\_\_\_  
Billing Address of the card:

\_\_\_\_\_  
Signature of Cardholder:

Email to [twerner.naswne@socialworkers.org](mailto:twerner.naswne@socialworkers.org)

Deadline for Sponsorships/Exhibitors for the 2020 Annual Conference is September 15, 2020



# ADVERTISEMENT ONLY

## ADVERTISING IN THE ANNUAL CONFERENCE BROCHURE ONLY

Every attendee receives a Program Booklet at the Annual Conference. This booklet is referred to repeatedly during the conference and is used for future reference following the meeting. Each time an attendee opens the booklet, you have the likelihood of reaching them. Here is the perfect opportunity to advertise your organization and support NASW-Nebraska Chapter at the same time. We have a variety of ad spaces available at prices that will give you maximum exposure at minimum cost. Deadline for advertisements for the conference attendee brochure is September 15, 2020

### NASW-NE Advertising Rates for the Annual Conference

**Full Page \$475**

**1/2 Page \$295**

**1/4 Page \$210**

**1/8 Page \$165**

### CAMERA READY ART WORK

Camera Ready artwork is required in pdf or jpg format. The artwork needs to be emailed to [twerner.naswne@socialworkers.org](mailto:twerner.naswne@socialworkers.org) along with the forms. This completed form can be emailed, faxed or mailed with your payment.

### LAYOUT AND DESIGN

There will be a \$100.00 ad layout and design charge for ads not supplied as pdf or jpg format. Ads, which require difficult design elements, will be quoted.

### DEADLINE DATES

The Deadline for the Annual Conference Attendee Brochure is September 15, 2020.

**Mechanicals (Inches)**

**Full Page 7.5 x 10**

**1/2 Page 7.5 x 4 15/16 (H)**

**1/2 Page 3 11/16 x 10 (V)**

**1/4 Page 3 11/16 x 4 15/16**

**1/8 Page 3 11/16 x 2 15/16**

## e-NEWSLETTER ONLY

Over 1000 NASW-NE Members and organizations receive the newsletter every two months. The newsletter is referred to repeatedly during the year for information regarding continuing education opportunities and as a resource. Each time a member opens the newsletter, you have the likelihood of reaching them. Here is the perfect opportunity to advertise your organization and support NASW-Nebraska Chapter at the same time. We have a variety of ad spaces available at prices that will give you maximum exposure at a minimum of cost. Deadline for advertisements for the newsletter is by the 15th of the month prior to publication.

## WEBSITE ADVERTISING AND/OR LINK ONLY

For more information you can call the Chapter Office at 1-402-477-7344 or fax us at 1-402-477-0374 or email us at [twerner.naswne@socialworkers.org](mailto:twerner.naswne@socialworkers.org).

*The largest gathering of social workers in Nebraska!*