

NASW-SD 2020 Annual Conference *Sponsor/Exhibitor Brochure*

Thursday, March 19, 2020

Sioux Falls Convention Center



Featuring

Joanne Cacciatore, PhD

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

ELEVATE SOCIAL WORK

***The largest meeting
of social workers in
South Dakota!***





National Association of Social Workers

Dear Sponsors, Exhibitors, and Advertisers:

The NASW-South Dakota 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. You could even benefit from the web ad visibility 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, over 350 are members of the South Dakota 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 spring of each year, the South Dakota Chapter hosts its annual conference. For the past several years we have had nearly 200 participants and we look forward to as large a crowd this year at our conference scheduled for Thursday & Friday, March 19 & 20, 2020 in Sioux Falls (**Exhibitors only attend on Thursday**). We are really excited to be hosting the event again at the beautiful, high tech, Sioux Falls Convention Center!

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-South Dakota Chapter office if you have any questions.

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

Sincerely,

Terry Werner
Executive Director



NASW-SD 2020 Annual Conference

Meet more social workers in one day than you could visit on your own at this once-a-year opportunity. Visit with South Dakota 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.

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 135,000 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.

Who attends?

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

Why sponsor?

This conference is a multi-media marketing opportunity and is the most cost-effective way to reach potential customers and future loyees. 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.

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

Save the Date!

Friday, March 19 & 20, 2020

Sioux Falls Convention Center

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SOCIAL WORK



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2020 NASW-South Dakota Sponsor Brochure An Invitation to Participate

The National Association of Social Workers – South Dakota Chapter invites your organization to become an annual sponsor of our organization. Being a sponsor of the South Dakota 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 – South Dakota Chapter’s Annual Conference.**

Deadline for sponsorships for the 2020 Annual Conference is March 13, 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

- Name recognition on a significant conference item (e.g. tote bag or portfolio) given to each registrant at the conference. These items are used by attendees during the conference and then become a significant part of their professional items throughout the year at other professional meetings. Each item will acknowledge your sponsorship by displaying your logo.
- Your organization’s name on signage strategically placed throughout the conference.
- Choice of exhibit space at the conference.
- 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 member, which includes all materials, lunch and admission to all events.
- **Includes lunch for one person at the booth.**

Platinum Sponsor Package \$2,500

- Your organization’s name on signage strategically placed throughout the conference.
- You would be designated as a conference host.
- Exhibit space at conference.
- 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 member, which includes all materials, lunch and admission to all events.
- **Includes lunch for one person at the booth.**

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Gold Sponsor Package \$2,000

- Your organization's name on signage strategically placed throughout the conference.
 - Your organization would be designated as hosting a major conference event, the awards luncheon honoring those who have contributed to the field of social work.
 - Exhibit space at the conference.
 - 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 member, which includes all materials, lunch and admission to all events.
 - **Includes lunch for one person at the booth.**
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Silver Sponsor Package \$1,500

- Your organization's name on signage strategically placed throughout the conference.
 - Your organization would be designated as hosting the conference continental breakfast.
 - Exhibit space at the conference.
 - 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 member, which includes all materials, lunch and admission to all events.
 - **Includes lunch for one person at the booth.**
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Bronze Sponsor Package \$775

- Your organization's name on signage strategically placed throughout the conference.
- Your organization would be designated as hosting a conference refreshment break.
- Exhibit space at the conference.
- 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 member, which includes all materials, lunch and admission to all events.
- **Includes lunch for one person at the booth.**

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Exhibitor/Web Ad - For Profit \$415

- Exhibit space at the conference.
- Your organization will be listed in conference brochure as exhibitor.
- Link on the NASW-SD website for a period of 12 months.
- **Includes lunch for one person at the booth.**

Exhibitor/Web Ad - Non-Profit \$315

- Exhibit space at the conference.
- Your organization will be listed in conference brochure as exhibitor.
- Link on the NASW-SD website for a period of 12 months.
- **Includes lunch for one person at the booth.**

Exhibitor- For Profit \$250

- Exhibit space at the conference.
- Organization will be listed in conference brochure as exhibitor
- **Includes lunch for one person at the booth.**

Exhibitor - Non-Profit \$185

- Exhibit space at the conference.
- Organization will be listed in conference brochure as exhibitor
- **Includes lunch for one person at the booth.**

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NOTE: All exhibitor rates include one lunch. Additional lunches can be purchased for \$35 each.



Social Workers
Help starts here.

Sponsorship/Exhibitor Contract

I hereby agree to become a Sponsor of NASW-SD 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, South Dakota Chapter and mailed to: NASW-SD, P.O. Box 1245, Sioux Falls, South Dakota 57101-1245. Please scan and email this form to twerner.naswsd@socialworkers.org or fax it to 402-477-0374.

Register Online at www.naswsd.org

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: _____

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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-South Dakota 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 March 13, 2020.

NASW-SD Advertising Rates for the Annual Conference

Full Page \$475
1/2 Page \$295
1/4 Page \$195
1/8 Page \$145

CAMERA READY ART WORK

Camera Ready artwork is required in pdf or jpg format. The artwork needs to be emailed to twerner.naswsd@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 March 13, 2020.

Mechanicals (Inches)	1/2 Page 3 11/16 x 10 (V)
Full Page 7.5 x 10	1/4 Page 3 11/16 x 4 15/16
1/2 Page 7.5 x 4 15/16 (H)	1/8 Page 3 11/16 x 2 15/16

[Register Online at www.naswsd.org](http://www.naswsd.org)

e-NEWSLETTER ONLY

NASW-SD Members and organizations receive the newsletter on a quarterly basis. 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-South Dakota 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 1-605-339-9104 or email us at twerner.naswsd@socialworkers.org.

