

April 2, 2018

Dear Potential Exhibitor:

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

**1) Exhibit areas and sponsorship opportunities are now available for NASW-MD Chapter's First Annual Ocean City Conference.** Join other exhibitors and sponsors on **Friday and Saturday, May 4 – 5, 2018 at the Dunes Manor Hotel/2800 Baltimore Street/ Ocean City, MD 21842.** This year's program includes an exhibit area for up to 10 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. Social workers from around the state will attend this event, which will feature a full day of ethics workshops with Frederic Reamer, Ph.D. on Friday and on Saturday the workshops will be on the opioid crisis with Narcan training in the morning and a trauma workshop in the afternoon. Details on the conference program and an exhibitor prospectus are enclosed. **We must have your sponsorship and/or exhibit reservations by Monday, April 23, 2018.** Exhibitors are accepted on a first-come, first-served basis.

**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  
**2018 First Annual Ocean City Conference**

**EXHIBITOR  
PROSPECTUS**



**Friday, May 4<sup>th</sup> and Saturday 5<sup>th</sup>**

**8:00 a.m. – 4:30 p.m.**

**Dunes Manor Hotel**

**2800 Baltimore Avenue**

**Ocean City, MD 21842**

**ph.: 410-289-1100**

**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 the website, [www.nasw-md.org](http://www.nasw-md.org). The majority of individuals who attend NASW-MD's conferences are licensed MSW-level social workers. We invite you to take advantage of this opportunity to share information with our members about your services or products. We are limited to 10 exhibit tables which are available on a first-come, first-served basis.

**Events:**

This Inaugural Ocean City Conference will begin with *A Day of Ethics with Frederic Reamer*, on Friday, May 4th. Dr. Reamer is well known in the social work world and is one of the key contributors to the new *NASW Code of Ethics* (which became effective on January 1, 2018) and the new technology standards recently co-produced by NASW, CSWE, ASWB, and CSWA. He will headline this two day event with two workshops on the first day. The morning workshop is entitled *Ethical Issues in the Digital Age: Essential Knowledge for Social Workers*. Lunch will be provided at Dunes Manor, followed by the afternoon workshop, *Boundary Issues and Dual Relationships in Social Work: Complex Ethical and Risk Management Issues*. On Day two of the conference, representatives from the Worcester County Health Department will lead two workshops: the morning workshop, entitled *The Opioid Epidemic Response and Narcan Training for Social Workers* followed by lunch and an afternoon session, *The Effects of Trauma and Chronic Stress*.

## Exhibitor Hours:

Friday: 8:00 am – 4:00 pm

Saturday: 8:00 am – 4:00 pm

## Exhibit Space Costs:

\$300 per skirted table (6 foot) for Friday; \$300 per skirted table (6 foot) for Saturday; or \$450 for both days (*includes breakfast and lunch for one 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, April 23, 2018.** Please send via e-mail to:

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

Full Page.....8 w X 10 h \$150.00 (Ads are printed in color)

## Program Sponsorship Opportunities:

### **Platinum Sponsor: \$2000.00 (\$2640.00 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 (\$1530.00 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 (\$1,070.00 value)**



- Full-page advertisement in conference program booklet
- Exhibit table at conference for one day (specify Friday or Saturday).
- 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 FIRST ANNUAL OCEAN CITY CONFERENCE**  
**MAY 4-5, 2018**  
**EXHIBITOR/SPONSOR/ADVERTISER APPLICATION**

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

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

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: \_\_\_\_\_ \$300.00 per table for Friday \_\_\_\_\_ \$300.00 per table for Saturday  
\_\_\_\_\_ \$450.00 per table for both days

(2) Place an advertisement in the conference folder: \_\_\_\_\_ Full page color ad (\$150.00)  
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? \_\_\_\_\_ Friday \_\_\_\_\_ Saturday

(4) \_\_\_\_\_ Additional vendor lunch @ \$25.00 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 \_\_\_\_\_ AMEX \_\_\_\_\_

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 NASW-MD Chapter. 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, April 23, 2018 to: [jwilliams.naswmd@socialworkers.org](mailto:jwilliams.naswmd@socialworkers.org)**

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