

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 2013 NASW-MD Statewide Social Work Month Annual Conference and Pre-Conference
Join other exhibitors and sponsors at NASW-MD's statewide Social Work Month Annual Conference on **Thursday March 21 and Friday March 22, 2012**. This year's program includes an exhibit area for up to 30 booths to promote products and services of interest to social workers. The exhibit area is positioned in a high-traffic area directly outside of the General Session room and adjacent to the snack area. In 2012, 300 participants attended the Annual Conference. Social workers from throughout the state attend this event which includes workshops, a 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 11, 2013.*** Your organization can sponsor the luncheon, the program booklet, or place your logo on our conference tote bags and/or other items as advertising. **Please remember that this is on a first-come, first-served basis.** At our last conference we ran out of exhibit space and interested exhibitors were turned away.

2) Ad Placement in *The Maryland Social Worker* and on the Chapter Web Site
Reach over 4,000 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 on-going basis.

In addition, organizations may place classified advertisements on NASW-MD's web site: 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 dollars. Additional words are one dollar each.

Don't miss this great opportunity to showcase your programs and services to our members! We hope to contact you personally in the near future to discuss this opportunity further. For additional information on exhibiting and advertising opportunities within the chapter, contact John Costa, Deputy Director at johnnasw.md@verizon.net or call (410) 788-1066, ext. 11, or (800) 867-6776, ext.11 (MD Only).

Sincerely,

Debra Hammen, L.C.P.M.-C
President, NASW-MD Chapter

Daphne McClellan, Ph.D., M.P.W
Executive Director, NASW-MD Chapter

The National Association of Social Workers- Maryland Chapter's

Annual Conference 2013

EXHIBITOR PROSPECTUS



Friday March 22, 2013, 8:00 a.m. - 5:00 p.m.

Pre-Conference Thursday March 21, 2013, 8:30 a.m. – 4:30 p.m.

The Maritime Institute of Technology

692 Maritime Blvd

Linthicum Heights, MD 21090

ABOUT THE MARYLAND CHAPTER, NASW

The Maryland Chapter-NASW is the largest professional social work association in the state, with over 4,000 members. The Maryland Chapter produces a quarterly newsletter, *The Maryland Social Worker*, and posts upcoming events on its chapter website, 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 pre-conference on Thursday, March 21st. We anticipate that the attendance for the pre-conference on Thursday will be less than on Friday. 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 each day, awards luncheon and 16 total morning and afternoon workshops. 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.

The complete conference program is now posted on NASW-MD's website at: www.nasw-md.org



(Please see reverse side)

Exhibitor Hours:

Thursday: 8:00 am – 4:30 pm

Friday: 7:30 am – 5:00 pm



Exhibit Space Costs:

\$150 per skirted table for Thursday; \$200 per skirted tables for Friday; or \$250.00 for both days.

(Includes breakfast and lunch for up to two sponsor representatives)

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 11, 2013.

Full Page.....7 w X 9 h \$125.00

Program Sponsorship Opportunities:

Platinum Sponsor: \$2,000.00



- 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*
- Six month classified ad (up to 60 words) on Chapter webpage
- One time rental of Chapter mailing list (4,000 members)
- Conference registration for up to two participants each day

Gold Sponsor: \$1,000.00



- 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*
- Three month classified ad (up to 60 words) on Chapter webpage
- Conference registration for one participant each day

Silver Sponsor: \$500.00



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

Other opportunities such as providing tote bags for conference attendees with your logo on one side are also available. For additional information please contact John at: (410) 788-1066, ext.11

The National Association of Social Workers- Maryland Chapter

**2013 NASW-MD SOCIAL WORK MONTH
ANNUAL CONFERENCE March 22, 2013
and Pre-Conference March 21, 2013**



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) that your organization wishes to promote
(Please attach written materials as sample.)**

Our organization wishes to:

- (1) **Exhibit at the conference:** \$150.00 per table for Thursday \$200.00 per table for Friday
\$250.00 per table for both days Number of tables We will need an electrical outlet
- (2) **Place an advertisement in the conference folder:** Full page ad (\$125.00)
Please e-mail to: johnnasw.md@verizon.net
- (3) **Be a NASW Sponsor of this conference:** **Platinum (\$2,000.00)** **Gold (\$1,000.00)** **Silver (\$500.00)**

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 11, 2013 to:

National Association of Social Workers—MD Chapter , 5750 Executive Drive, # 100, Baltimore, MD 21228

For questions, contact: John Costa, Deputy Director at johnnasw.md@verizon.net or call (410) 788-1066, ext. 11