

2019 NASW-PA CONFERENCE

September 22-25, 2019 • Poconos, PA

Exhibitor and Sponsor Prospectus



Sign Up Now to Secure the 2018 Rates!

Overview:

Welcome to the 2019 NASW-PA Conference!

The National Association of Social Workers Pennsylvania Chapter (NASW-PA) annual conference is one of the largest annual gatherings of professional social workers in Pennsylvania, averaging between 300 and 500 attendees. The weekend consists of continuing education courses, world-renowned keynote presenters, social/networking gatherings, award ceremonies, student poster presentations, and much more.

As an exhibitor, you will have the opportunity to reach hundreds of social work professionals and students who are seeking information about products and services that can enhance their personal lives or help them do their job more effectively!

For more information on the NASW-PA annual conference please visit www.nasw-pa.org/conference

Who Are Professional Social Workers?

The main goal of social work is to improve human well-being and help meet the basic needs of all people. Social workers help empower individuals, especially those who are vulnerable, oppressed, and living in poverty. Social workers are committed to social justice and enhancing the quality of life for individuals, families, groups, communities, and systems.

Social workers enhance the lives of others by working to create positive opportunities for the future. Each social worker uses a large network of resources to help connect a person to community services that will help them overcome challenges. Social workers are everywhere! They are found in hospitals, veterans' clinics, schools, senior communities, government, policy development, health care, children's services, juvenile and adult corrections, drug and alcohol facilities, and more.

Social workers are the largest providers of mental health services across the nation, with over 642,000 degreed and/or licensed professionals including over 40,000 in Pennsylvania. There are more social workers than psychologists, psychiatrists, professional counselors, and marriage and family therapists combined.

Your contribution as a sponsor and/or exhibitor can have a positive influence on the professional *and* personal lives of the social workers who attend our conference.

Conference Details:

Dates and Location:

Exhibit Hall: September 22-25, 2019

Kalahari Resorts and Conventions: 250 Kalahari Blvd, Pocono Manor, PA 18349

Call for reservations: 877-525-2427 | Mention the NASW-PA 2019 room block

Apply by **December 31, 2018** to secure the 2018 sponsorship and exhibitor rates!



Sponsorship / Exhibiting Opportunities:

By sponsoring the 2019 NASW-PA Conference, you get the opportunity to communicate with hundreds of social workers from across the Commonwealth of Pennsylvania. Not only will you be reaching conference attendees, but you will also have the opportunity to be recognized in our printed newsletter, which is distributed to over **5,000** social workers state-wide. Sponsors will also have the opportunity to advertise in our newsletter at **half-cost!** Schools of social work, social service agencies, retail companies and many more organizations come back year after year to sponsor our conferences because of the valuable relationships they are able to create with conference attendees. Join us this year and start the conversation!

In the following pages, you will find our available conference sponsorship and exhibiting options.

Sponsorship Options:

BENEFITS	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Honorable Mention
Financial Investment	\$4,000	\$3,000	\$2,000	\$1,200	\$450 Non-Profit / \$550 For-Profit
Booth Location	Premium Reserved	Premium Reserved	Reserved	Reserved	Open
Program Ad	Full Page	Full Page	Half Page	Quarter Page	50% off regular prices
Bag Stuffer	Up to 3	Up to 2	One	One	–
Logo on Signage	Large	Large	Medium	Medium	–
Logo on Promo Item (Choose One)	Choose from Extensive List of items or events	Choose from list of items or events	Choose from list of items or events	–	–
Speaking Opportunity	10 Minutes at Lunch	5 Minutes at Lunch	–	–	–

Sponsorship Add-Ons:

Advertising in Conference Brochure or Conference Program:

Advertise your agency in our conference program and have your website linked on NASW-PA's website as a conference supporter. Full page: Outside back cover, \$900; Inside back cover, \$700; Inside program, \$500. Half page: \$350. Quarter page: \$200. Platinum, Gold, and Silver Sponsors receive 50% off brochure ads. Honorable Mention Sponsors receive 50% off program ads. The conference brochure is shipped to social workers around the Commonwealth months before the conference in order to generate interest and advertise the opportunity. The conference program is the complete schedule of events to be handed out to every attendee at the conference. *Brochure deadline: May 1, 2019. Program deadline: July 1, 2019.*

Bag Stuffer:

Add a bag stuffer item for \$300, which will be included in every attendees bag at registration.

Conference Sponsorship Levels:

PLATINUM SPONSOR: \$4,000

- Agency logo featured prominently on a conference item given to all conference attendees or at a conference event. A Platinum Sponsor may choose to sponsor an extensive list of items or events, including but not limited to:
 - Conference tote bag
 - Conference app
 - Padfolio
 - Keynote Sponsor
 - Social Event Sponsor
 - Luncheon Sponsor
- 10-minute speaking opportunity at a plenary session
- First premium location for exhibit booth, with one 6' draped table and two chairs included
- Full page ad in the Conference Program
- Up to three bag stuffers included in conference tote bags
- Large logo on "Thank you to our sponsors" sign
- Up to three registrations to the conference
- Verbal and written recognition throughout the conference

GOLD SPONSOR: \$3,000

- Agency logo featured prominently on a promotional item or event:
 - Padfolio
 - Social event sponsor
 - Conference app
 - Conference program (logo on cover)
 - Drinkware
- 5-minute speaking opportunity at a plenary session
- Second premium location for exhibit booth, with one 6' draped table and two chairs included
- Full page ad in the Conference Program
- Up to two bag stuffers included in the conference tote bags
- Large logo on "Thank you to our sponsors" sign
- Up to two registrations to the conference
- Verbal and written recognition throughout the conference

SILVER SPONSOR: \$2,000

- Agency logo featured prominently on a promotional item or event:
 - Writing Implement
 - Code of Ethics
 - Conference app
- Reserved location for exhibit booth with one 6' draped table and two chairs included
- Half-page ad in the Conference Program
- One bag stuffer included in conference tote bags
- Medium logo on "Thank you to our sponsors" sign
- One registration to the conference
- Verbal and written recognition throughout the conference

BRONZE SPONSOR: \$1,200

- Reserved location for exhibit booth with one 6' draped table and two chairs included
- Quarter-page ad in the Conference Program
- One bag stuffer included in conference tote bags
- Small logo on "Thank you to our sponsors" sign
- One registration to the conference
- Verbal and written recognition throughout the conference

HONORABLE MENTION: \$450 NON-PROFIT / \$550 FOR-PROFIT

- Tabletop space with 6' draped table and two chairs
- 50% off conference program advertisements

CUSTOM SPONSORSHIPS:

Don't see the perfect sponsorship for your organization? Want to upgrade to a bigger space or a larger ad? Contact NASW-PA to discuss a custom sponsorship package at 717-232-4125 or email asagen.naswpa@socialworkers.org

PLEASE NOTE:

Sponsorships are available on a first-come, first-served basis. NASW-PA will contact you if your preferred sponsorship is unavailable.

CONFERENCE PROGRAM AD DIMENSIONS:

* All conference program ads are full color and should be submitted as high resolution (300 dpi) PDF, EPS, or JPEG file formats. Thank you!

FULL PAGE:
8.5"w x 11"h

HALF PAGE:
7.5"w x 4.75"h

QUARTER PAGE:
3.5"w x 4.75"h

Rules and Regulations:

The following terms and conditions comprise the Sponsor Application. Please read carefully. By applying for sponsorship and/or exhibit space you are agreeing to these terms.

Assignment of Exhibit Space:

With the exception of premium packages, all space will be assigned on a first-come, first-served basis based on sponsorship level. Exhibiting agencies will be notified of table assignment upon arrival.

Payment for Space:

Application will not be processed, nor space assigned without the required payment. If the required payment is not received with the application it will be held until the fee is paid. Full payment must be received no later than September 5, 2019. Checks should be made payable to NASW Pennsylvania. Credit card payments may be made online, by phone, or mail (please provide all information requested on the application).

Cancellation Policy:

In order to process a refund, NASW-PA must receive a written notice of cancellation from the sponsor. If NASW-PA receives notice of a cancellation more than 60 days prior to the conference dates, a refund minus an administrative fee of \$100.00 will be issued. No refund will be given for cancellations made less than 60 days prior to the conference. In the case of causes beyond the control of NASW-PA that may prevent the holding of the conference, this contract will not be binding.

Exhibitor Registration, Setup and Breakdown:

Exhibitors must check in at the conference registration table before setup. Exhibitors will be given name badges that must be worn at all times. No one will be admitted to the exhibit hall without a badge.

Giveaways:

NASW-PA encourages the distribution of product literature and small give-away items at your exhibit table. Other items may be distributed or sold only with prior written approval from NASW-PA. Requests should be submitted in writing to the Chapter Office no later than September 5, 2019. Unapproved items may not be distributed. Any exhibitor found distributing unapproved materials will be prohibited from doing so, and may risk expulsion. Exhibitors are encouraged to raffle item to enhance conference attendee experience and promote their agency.

Use of Space:

Exhibitors shall not assign, share, or sublet any space without written consent from NASW-PA. Care must be taken so that no display extends more than three feet from the front table. Loud or distracting noise produced from the operation of any equipment or apparatus is not permitted.

Failure to Occupy Space:

The exhibitor will forfeit space not occupied by the close of exhibit space setup period on the first day of conference, unless prior agreements have been made with NASW-PA Conference staff. This space may be resold, reassigned, or removed. There will be no refund for space not occupied.

Americans with Disabilities Act:

Exhibiting companies shall be responsible for making their exhibits accessible to persons with disabilities as required by the Americans with Disability Act and shall hold NASW-PA harmless from any consequence of exhibiting organizations failure in this regard.

Safety and Security:

NASW-PA cannot guarantee against loss or damaged property of any kind and is not responsible for any loss or damage arising from exhibiting at the conference. Exhibitors must adhere to all municipal, state, and federal laws, rules, and regulations. No combustible decorations may be used at any time.

Sponsor Application Form:

SPONSORSHIP APPLICATION DEADLINE: July 19, 2019

2019 NASW-PA Conference Sponsorship/Exhibitor Registration. Sponsorships are processed on a first-come, first-served basis. Questions can be directed to Amy at asagen.naswpa@socialworkers.org or by calling 717-232-4125.

*****Registration can also be submitted on our website. Please visit www.nasw-pa.org/conference**

Agency: _____

Agency Address (Street, City, State, Zip): _____

Agency Website: _____ Agency Phone Number: _____

Contact Person: _____ Contact Phone Number: _____

Contact Email Address: _____@_____

Name and Title for Name Badge: _____

Will Exhibitor be providing a gift basket? Yes No

Agency Description: _____

Sponsorship / Exhibitor Options: (Check all that apply)

\$4,000.00 - Platinum Sponsorship

\$3,000.00 - Gold Sponsorship

\$2,000.00 - Silver Sponsorship

\$1,200.00 - Bronze Sponsorship

\$450.00 - Honorable Mention (NON PROFIT)

\$550.00 - Honorable Mention (NON PROFIT) plus QUARTER page advertisement

\$625.00 - Honorable Mention (NON PROFIT) plus HALF page advertisement

\$700.00 - Honorable Mention (NON PROFIT) plus FULL page advertisement

\$550.00 - Honorable Mention (FOR PROFIT)

\$650.00 - Honorable Mention (FOR PROFIT) plus QUARTER page advertisement

\$725.00 - Honorable Mention (FOR PROFIT) plus HALF page advertisement

\$800.00 - Honorable Mention (FOR PROFIT) plus FULL page advertisement

\$200.00 - Advertising - QUARTER page INSIDE brochure

\$350.00 - Advertising - HALF page INSIDE brochure

\$500.00 - Advertising - FULL page INSIDE brochure

\$700.00 - Advertising - FULL page INSIDE BACK COVER brochure

\$900.00 - Advertising - FULL page OUTSIDE BACK COVER brochure

\$200.00 - Advertising - QUARTER page INSIDE program

\$350.00 - Advertising - HALF page INSIDE program

\$500.00 - Advertising - FULL page INSIDE program

\$700.00 - Advertising - FULL page INSIDE BACK COVER

\$900.00 - Advertising - FULL page OUTSIDE BACK COVER

\$300.00 - Advertising - Bag Stuffer

TOTAL: \$_____

Application and Payment can be sent to:

1000 Bent Creek Blvd., Suite 40
Mechanicsburg, PA 17050
attn: Amy Sagen

Make checks payable to:

NASW Pennsylvania

Credit card payment can be accepted via
phone: 717-232-4125

Register online at:

www.nasw-pa.org/conference

See you in September!