

FALL EDUCATIONAL FORUM SPONSORSHIP

Invitation to Participate

The National Association of Social Workers – Tennessee Chapter (NASW-TN) invites your company or organization to become a sponsor, advertiser or exhibitor at the NASW-TN 2019 Fall Educational Forum on November 15th. Being a sponsor of this special event entitles you to a wide variety of benefits. Select the level of sponsorship that best meets your needs or contact our chapter for an individualized sponsorship package customized to the needs of your organization or company.

Who attends?

The NASW-TN Continuing Education Program attracts social workers from across the region. Social workers on every level attend to learn from the quality professional educational programs sponsored by NASW, Tennessee Chapter and to network with professional colleagues.

Attendees of NASW events include professionals working in a variety of practice arenas including:

- ♦ Aging
- ♦ Health & Medical
- ♦ Addictions
- ♦ Social Work Education
- ♦ Nonprofit Management
- ♦ Clinical Private Practice
- ♦ School Social Work
- ♦ Veteran Services
- ♦ Advocacy and Organizing
- ♦ Other Areas Serving Our Community
- ♦ Mental Health Services
- ♦ Child & Family Services
- ♦ Poverty
- ♦ Disaster Relief

Why should we exhibit or sponsor this event?

The NASW-TN Continuing Education Program is a marketing medium and cost-effective way to reach potential customers and future employees. You'll connect to more professional social workers in one day than you could on your own through weeks of effort! The two-way communication you will experience at NASW-TN events is personal and provides for an immediate exchange of information and ideas. These events offer a myriad of learning and networking experiences for attendees and exhibitors alike. We encourage exhibiting companies and organizations to consider increasing your impact by sponsoring the 2019 Fall Educational Forum.

How can we become a sponsor or exhibitor?

Exhibit space is limited and will be assigned on a "first come-first served" basis, so don't delay in returning your application. Select your sponsorship choice and send the application, signed agreement, ad copy, and your payment in full to:

Attn: Jacquie Telfer, Program and Marketing Associate

**NASW, Tennessee Chapter
50 Vantage Way, Suite 250
Nashville, Tennessee 37228**

If you prefer to pay by credit card, please fax or email your application and signed agreement to Jacquie Telfer at (615) 327-2676 or jtelfer.naswtn@socialworkers.org. Please indicate on the sponsorship application that you wish to pay by credit card. We will contact you with instructions for submitting your payment.

Applications received without payment will be considered incomplete and held for processing until the fee is paid. The contract, payment in full, and your ad copy must be received by **Monday October 28, 2019** to ensure your agency/company is included in marketing materials and the event program. (Sponsors are asked to also submit an agency logo for our slideshow signage.) We will continue to accept applications as long as there is space available, but don't delay: submit yours today! If you complete the sponsorship process early, your organization will be included in promotion and advance marketing materials ahead of the event!

Sponsorship Levels and Benefits

Prime Sponsor - \$1,500

Two (2) Sponsorships Available at this Level

- Recognition of your organization and the opportunity to present to our full audience for up to three minutes during the breakfast or luncheon
- Recognition in event program and on slideshow signage at our 2019 Fall Educational Forum
- Full page b/w advertisement in event program with premium placement*
*Full page color advertisement available to this level for an additional \$200
- Premium Exhibit space (6' table, 2 chairs, ID sign)
- Two (2) free event admissions including luncheon
- Recognition on NASW-TN Facebook and website (Current Sponsors Page) for twelve (12) months
- **NEW FOR 2019!** A list of attendees with contact information
- **NEW FOR 2019!** Choice of video ad to play once during concurrent activity time

Champion Luncheon Sponsor - \$900

Two (2) Sponsorships Available at this Level

- **NEW FOR 2019!** One (1) brochure (provided by your organization) inserted into each program
- Recognition at the event's opening session
- Recognition in event program and on slideshow signage at our 2019 Fall Educational Forum
- One (1) free event admission including luncheon
- Premium Exhibit space (6' table, 2 chairs, ID sign)
- Recognition on NASW-TN Facebook and website (Current Sponsors Page) for six (8) months

Partner Name Badge Sponsor - \$700

One (1) Sponsorships Available at this Level

- **NEW FOR 2019!** Organization/ agency logo displayed on the opposite side of each attendee name badge
- Recognition at the event's opening session
- Recognition in event program and on slideshow signage at our 2019 Fall Educational Forum
- One (1) free event admission including luncheon
- Exhibit space (6' table, 2 chairs, ID sign)
- Recognition on NASW-TN Facebook and website (Current Sponsors Page) for eight (8) months

Professional Development Sponsor - \$550

Four (4) Sponsorships Available at this Level

- Recognition at the beginning of professional development workshop
- Recognition in event program and on slideshow signage at our 2019 Fall Educational Forum
- Exhibit space (6' table, 2 chairs, ID sign)
- Half page b/w advertisement in event program
- One (1) free event admissions including luncheon
- Recognition on NASW-TN Facebook and website (Current Sponsors Page) for six (6) months

Fall Educational Forum Exhibitor Level - \$350

- Half page b/w advertisement in event program
- Exhibit space (6' table, 2 chairs, ID sign)

(This level does **not** include lunch — separate lunch tickets are available for purchase on sponsorship application)

Advertisements in the Fall Educational Forum Program

Every attendee receives a program booklet at our Fall Educational Forum. This booklet is referred to throughout the event. Each time an attendee opens the program booklet, your agency/ company/ university will have the likelihood of reaching them. Here is the perfect opportunity to advertise your organization and support the Tennessee Chapter of NASW simultaneously.

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 attendee program booklet is **Monday October 28, 2019**.

NASW-TN Advertising Rates for Fall Educational Forum

- | | |
|---|-------|
| • Video Advertisement | \$400 |
| • Full Page B/W Ad in Program | \$250 |
| • Insert in Program (provided by your organization) | \$200 |
| • ½ Page B/W Ad in Program | \$175 |

Video Advertisement:

Video advertisements must be professionally developed by the your university or organization. Video advertisements are limited to 30 seconds in length and will be played once during Concurrent Activity time as well as posted once on the NASW, Tennessee Chapter Facebook page. The video ad needs to be emailed to jtelfer.naswtn@socialworkers.org along with the advertiser application form. We ask that our prime sponsors send both their video ad and logo. The logo will be used to recognize our sponsors in the slideshow signage at our Fall Educational Forum. This completed form should be mailed with your full payment.

Camera Ready Artwork:

Camera ready artwork is required in pdf or jpg format. The artwork needs to be emailed to jtelfer.naswtn@socialworkers.org along with the advertiser application form. We ask that our sponsors send both their ad copy and logo. The logo will be used to recognize our sponsors in the slideshow signage at our Fall Educational Forum. This completed form should be mailed with your full payment.

Layout and Design:

There will be a \$50 ad layout/ design fee charged for ads not supplied as a pdf or jpg format.

Dimensions for Ads (in inches):

See next page for ad dimensions

Ad Sizes

Full Page 7 ½" x 10"

Half Page 7 ½" x 5"

Full Page Ad

(all inside red frame)

Half-Page Ad
(size below dotted line)

Sponsorship/ Exhibitor/ Advertiser Application

Sponsor Information (Please Print Clearly):

Organization/ Company Name: _____

Contact Person(s)/ Title: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email Address: _____ Website: _____

Name Badges (for sponsors and exhibitors):

(1) _____

(2) _____

Do you need extra luncheon tickets?

Yes If yes, number of tickets at \$25.00 each = \$ _____

No

Please select your sponsorship, exhibitor, or advertising choice below. You will be notified upon receipt of your application if your selection is SOLD OUT.

\$1,500 Prime Sponsor

\$900 Champion Luncheon Sponsor

\$700 Partner Name Badge Sponsor

\$550 Professional Development Sponsor

\$350 Fall Educational Forum Exhibitor

Program Advertiser : **Video Ad** **Full Ad in Program** **Brochure** **1/2 Page Ad in Program**

Payment is enclosed in the amount of \$ _____

Credit Card payment will be made by phone in the amount of \$ _____

**Make checks payable to National Association of Social Workers, Tennessee Chapter and mail to:
Attn: Jacquie Telfer, Program and Marketing Associate
NASW, Tennessee Chapter
50 Vantage Way Suite 250
Nashville, TN 37228**

Payment, sponsor/ exhibitor/ advertiser application, signed agreement, and ad copy must be received by Monday October 28, 2019. We ask our sponsors to also send a logo for use in the slideshow signage at our Fall Educational Forum.

_____ (please initial this page)

SPONSORSHIP / EXHIBITOR AGREEMENT

Terms and Regulations: These rules and regulations are a part of the contract between NASW-Tennessee (NASW-TN) and the Sponsor/Exhibitor. NASW-TN reserves the right to render all interpretations and decisions, should questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the event. NASW-TN's decisions and interpretations shall be accepted as final in all cases. Signature on this agreement constitutes acceptance of the agreement with all regulations written herein.

NASW-TN reserves the right to decline exhibit/advertisement/sponsorship requests. Sponsorship is defined as cash, products, or services in exchange for acknowledgement within the context of this agreement. No implication of endorsement by NASW-TN of any product or advertiser may be made.

NASW-TN retains final approval of all sponsor/product messages, banners, and advertising copy that are in relation to the conference, workshop, or any published material. The NASW and/or NASW-TN logo may not be displayed on any sponsoring, exhibiting, or advertising organization's website without approval of the NASW-TN Chapter. No unsolicited commercial messages are allowed. NASW-TN reserves the right to reject, cancel, or remove at any time any advertisement from the NASW-TN website for any reason. In such a case, NASW-TN will provide prompt notice to the advertiser, together with an explanation. NASW-TN also reserves the right to determine the appropriate placement of the advertisement on the website.

Acceptability of Exhibits: All exhibits must serve the interests of the members of NASW-TN and shall be operated in a way that will not detract from other exhibits or the event as a whole. NASW-TN encourages the distribution of product literature, and small giveaways at exhibit tables. Other items may be distributed or sold only with prior written approval from NASW-TN.

NASW-TN does not endorse any companies or products and no implication of endorsement by NASW-TN of any product or advertiser may be made.

Payment: Applications will not be processed, nor space assigned, without the required payment in full and the signed agreement. If the required payment is not received with the application, it will be held until the fee is received in the NASW-TN office. *Checks should be made payable to NASW-TN.* Credit card payments should be made by phone (please indicate on form if payment will be by credit card). Payment must be received by NASW-TN by **Monday October 28, 2019.**

Cancellation Policy: In order to process a refund, NASW-TN must receive a *written notice* of cancellation from the sponsor/exhibitor. If NASW-TN receives the notice of cancellation more than 20 days prior to the event date(s), a refund minus an administrative fee of \$100.00 will be issued. No refund will be given for cancellations made less than 20 days prior to the event date(s).

Authorization: I have read and agree to comply with the conditions governing our participation in the 2019 NASW-TN Fall Educational Forum.

Signature of Authorized Representative

Date

Print/Type Above Name

Title

Please return to:
Jacquie Telfer, Program and Marketing Associate
NASW, Tennessee Chapter
50 Vantage Way, Suite 250
Nashville, TN 37228.

You may also email these forms to jtelfer.naswtn@socialworkers.org or fax to Jacquie Telfer at (615) 327-2676

A completed application and payment in full must be received no later than two (2) weeks before the event in order for NASW-TN to confirm your sponsorship and include your advertising copy in our final workshop or conference materials.

2019 Fall Educational Forum

Friday November 15, 2019

8:15am - 4:15pm

Scarritt Bennett Center

Nashville, TN

Tentative Agenda for the Day

7:45am — 8:15am — Sponsors/ Exhibitors Set-up

8:15am — 8:45am — Registration & Continental Breakfast

8:50am — Welcoming Comments

9:00am—12:00pm — Morning Workshops

- *10:30am—10:45am — Break (Coffee/ Tea/ Water available)*

12:00pm —1:15pm — Lunch, Networking & Visit Exhibits

1:00pm — 4:15pm —Workshop

- *2:30pm—2:45pm — Break (Coffee/ Tea/ Water available)*

