48th Annual NASW
TEXAS STATE CONFERENCE
November 7-9, 2024
Irving, Texas
Overview

48th Annual NASW Texas State Conference
“Empowering Social Workers”
November 7-9, 2024
Irving Convention Center, Irving, Texas

The Conference
• 2 ½ day annual social work conference
• One of the largest social work conferences in the country
• Historically, attracts more than 1,000 social workers, allied professionals, and students
• The Exhibit Hall is the “hub” of conference—where meals, coffee breaks, and our annual Scavenger Hunt and raffle take place. It is the place to be!
• Up to 80 exhibit booth spaces

Core Benefits
• Interact with social workers face-to-face to increase your organization’s brand awareness, generate leads or sell your product!
• Network with industry colleagues and find new business partners.
• Provide customer service to existing customers.
• Gain valuable insight on your customer’s needs.
• Identify potential employees.

Who Sponsors & Exhibits?
• Academic and Educational Institutions
• Government Agencies
• Long-term Care Organizations
• Medical/Healthcare Products and Services
• Mental Health Providers and Services
• Nonprofit Organizations
• Professional Services
• Publishers
• Veteran’s Organizations
The Exhibit Hall

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The Exhibit Hall is the “hub” of the NASW Texas State Conference—where meals, coffee breaks, and our annual Scavenger Hunt and raffle take place. It is the place to be! Our Texas-sized Exhibit Hall holds up to 80 exhibit booth spaces. Sign-up today before space is sold out.

NASW-TX Exhibit Booths include:
- 8’ x 10’ booth space
- 8’ pipe and drape back wall
- 3’ pipe and drape side walls
- 6’ skirted table, 2 chairs, and wastebasket
- One-line identification sign
- Complimentary brunch (November 7), lunch (November 8), and coffee for two booth staff
- Complimentary registration(s) to the NASW Texas State Conference

Exhibit Hall Dates & Hours

Exhibit Set-Up:
Wednesday, November 6, 2024 • 1:00–6:00pm

Exhibit Hours:
Thursday, November 7, 2024 • 7:30am–5:00pm
Friday, November 8, 2024 • 8:00am–4:00pm

Exhibit Breakdown:
Friday, November 8, 2024 • 4:00pm–8:00pm

"The MSW Program at Texas Tech was an exhibitor at the NASW Texas State Conference in Galveston. We were able to meet many BSW students who were looking at grad schools. We especially enjoyed being involved in the Scavenger Hunt because it brought so many students to our booth! We are a fairly new MSW program, and our presence in the Exhibition Hall gave us great exposure to students who did not know about the Texas Tech MSW program."

- Director of BASW Field Education, Texas Tech University
Exhibitor Packages

GOLD-LEVEL EXHIBITOR
• Electronic mailing list of conference attendees’ physical and email addresses after the event
• Choice of premier ad placement on: NASW Texas homepage (rotating, 231x231 pixel) or banner at the top of the NASW Texas electronic newsletter for one month (exclusive placement, 486x60 pixel)
• 8’x10’ exhibit booth at the largest social work conference in the Southwestern US
• Logo and contact information in the exhibitor section of the conference mobile app, if available
• Link to your organization’s website from the exhibitor page of the conference registration website
• Opportunity to participate as a select vendor in Exhibit Hall game designed to increase engagement
• Two complimentary registrations to conference (up to $880 value)
$1825 for profit organizations; $1725 for non-profits (Add $100 on/after August 1)

SILVER-LEVEL EXHIBITOR
• 120x600 pixel digital “skyscraper” ad on the Features page of the NASW Texas electronic newsletter
• 8’x10’ exhibit booth at the largest social work conference in the Southwestern US
• Listing in the exhibitor section of the conference mobile app, if available
• Link to your organization’s website from the exhibitor page of the conference registration website
• Opportunity to participate as a select vendor in Exhibit Hall game designed to increase engagement
• Two complimentary registrations to conference (up to $880 value)
$1525 for profit organizations; $1425 for non-profits (Add $100 on/after August 1)

BRONZE-LEVEL EXHIBITOR
• Digital button advertisement (120x90 pixel) on the Features page of the NASW Texas electronic newsletter
• 8’x10’ exhibit booth at the largest social work conference in the Southwestern US
• Listing in the exhibitor section of the conference mobile app, if available
• Link to your organization’s website from the exhibitor page of the conference registration website
• Opportunity to participate as a select vendor in Exhibit Hall game designed to increase engagement
• One complimentary registration to conference (up to $440 value)
$1225 for profit organizations; $1125 for non-profits (Add $100 on/after August 1)

EXHIBIT BOOTH ONLY
• 8’x10’ exhibit booth at the largest social work conference in the Southwestern US
• Listing in the exhibitor section of the conference mobile app, if available
• Link to your organization’s website from the exhibitor page of the conference registration website
• Opportunity to participate as a select vendor in Exhibit Hall game designed to increase engagement
• One complimentary registration to conference (up to $440 value)
$925 for profit organizations; $825 for non-profits (Add $100 on/after August 1)
Sponsorship Opportunities

PREMIER SPONSOR (3 AVAILABLE)  Sold!
This comprehensive benefits package delivers a whopping 100,000+ impressions amongst our audience of social workers in Texas and beyond. Maximum of three (3) Premier Sponsors per year. Premier Sponsors will have the right of first refusal to maintain their sponsorship placement through January 31 of the following year, before the package is offered to the public.

• Shared logo placement on all conference email marketing promotions (Estimated reach of 75,000+)
• Promo code for 10% discount off conference registration for employees, colleagues, faculty, students, etc.
• Shared logo placement in a prominent location on conference registration homepage
• Largest logo projections on the “Welcome” screen at the Opening and Closing Plenaries in Irving
• Opportunity to speak for 3 minutes at the Opening Plenary or Closing Plenary in Irving
• Exclusive sponsorship of one workshop in the 2024 or 2025 NASW Texas Spring Workshop Series
• 1125x360 pixel oversized banner on the NASW Texas homepage for any two months through 2024
• Sponsored email message sent to 5,000+ NASW Texas members through the chapter listservs
• Sponsored email message sent to conference attendees during event
• Sponsorship of a breakout session, includes acknowledgement in mobile app and registration website
• Sponsored Facebook, Twitter, and Instagram posts on the NASW Texas social media
• List of contact information, including email addresses, for all professional and student attendees
• Push notification through the event mobile app directing attendees to your exhibit booth, if available
• Acknowledgement of sponsorship by Executive Director at Opening Plenary in Irving
• Logo and link to your organization's website on conference registration homepage
• 600x300 pixel digital banner advertisement in the NASW Texas electronic newsletter for one month
• 8'x10’ exhibit booth at the largest social work conference in the Southwestern US
• Logo and listing in the exhibitor section of the conference mobile app, if available
• Opportunity to share one promotional giveaway item in attendee registration tote bag.
• Two complimentary registrations to conference (up to $880 value)

"Best investment ever! Sponsorship at the NASW Texas State Conference was the best return of investment of marketing dollars. The leadership of the conference provided multiple opportunities for face time with attendees and actively promoted our agency before, during and after conference. I would definitely do this conference again!"

- VP Business Development, Angel Hands Hospice
**CATEGORY SPONSOR “PLUS”**  **Amazing deal!**

This sponsorship package includes an upgraded version of the benefits of the "Category Sponsor" plus marketing exposure all year long throughout the NASW Texas network.

- Exclusive sponsorship of one workshop in the 2023 NASW Texas Spring Workshop Series
- Promo code for 10% discount off conference registration for employees, colleagues, faculty, students, etc.
- 1125x360 pixel oversized banner on the NASW Texas homepage for one month
- Sponsored email message sent to conference attendees during event
- Sponsorship of a breakout session, includes acknowledgement in event mobile app and registration website
- Sponsored Facebook post on the NASW Texas Facebook prior to conference
- List of contact information, including email addresses, for all professional and student attendees
- Acknowledgement of sponsorship by Executive Director at Opening Plenary in Irving
- Logo and link to your organization’s website on conference registration homepage
- Logo projection on “Welcome” screen during seating for the Opening Plenary in Irving
- Logo accompanying category listing in Agenda of conference mobile app, if available
- Sponsorship acknowledgement in one email blast to approx. 13,000 social work students & professionals
- Opportunity to share one promotional giveaway item in attendee registration tote bag.
- 600x300 pixel digital banner advertisement in the NASW Texas electronic newsletter for one month
- 8’x10’ exhibit booth at the largest social work conference in the Southwestern US
- Logo and listing in the exhibitor section of the conference mobile app, if available
- Two complimentary registrations to conference (up to $880 value)

$3500 | Package value $5500+  *(Add $100 on/after August 1)*

**CATEGORY SPONSOR**

*Become the exclusive sponsor of one our key event components and enjoy exposure in conference email promotions, the mobile app, registration website, & more! Choose between: Opening Plenary, Closing Plenary, Welcome Brunch, Networking Lunch, Student Volunteer Center, Quiet Room, Accessibility, or Coffee Break.*

- List of contact information, including email addresses, for all professional and student attendees
- Promo code for 10% discount off conference registration for employees, colleagues, faculty, students, etc.
- Acknowledgement of sponsorship by Executive Director at Opening Plenary in Irving
- Logo and link to your organization’s website on conference registration homepage
- Logo projection on “Welcome” screen during seating for the Opening Plenary in Irving
- Logo accompanying category listing in Agenda of conference mobile app, if available
- Sponsorship acknowledgement in one email blast to approx. 13,000 social work students & professionals
- Sponsorship of a breakout session, includes acknowledgement in event mobile app and registration website
- Opportunity to share one promotional giveaway item in attendee registration tote bag.
- 120x600 pixel digital “skyscraper” ad on the Features page of the NASW Texas electronic newsletter
- 8’x10’ exhibit booth at the largest social work conference in the Southwestern US
- Logo, description, and contact information in the exhibitor section of the conference mobile app
- Two complimentary registrations to conference (up to $880 value)

$3000 | Package value $3750+  *(Add $100 on/after August 1)*
Branding Opportunities

**LANYARD SPONSOR, $2400**
Your organization's name or logo will be featured on the badge lanyards distributed to all in-person conference attendees. Also includes contact information for all attendees and logo linking to your organization's website from the conference registration homepage. For just $500, add an “Exhibit Booth Only” package to your lanyard sponsorship!
*(Add $100 on/after August 1)*

**TOTE SPONSOR, Sold!**
Your organization's logo will be featured on the conference mini-tote for use collecting Exhibit Hall giveaways. Also includes contact information for all attendees and logo linking to your organization's website from the conference registration homepage. For just $500, add an “Exhibit Booth Only” package to your tote bag sponsorship!

**SPONSORED EMAIL, $500**
Send a scheduled email message of any length to all conference attendees before the event.
*(Add $100 on/after August 1)*

**BREAKOUT SESSION SPONSOR, $300**
Sponsorship acknowledgement with session description on conference registration website and in the conference mobile app for session of your choice. *(Add $100 on/after August 1)*

**SWAG BAG ITEM, $300**
Include 1,200 of your branded promotional give-away items in the registration totes distributed to all attendees at conference check-in! Note: In an effort to be more environmentally-conscious, we’re no longer accepting paper marketing materials as "swag." Only usable products, such as pens, notepads, stress balls, etc. Limit one item per organization.
*(Add $100 on/after August 1)*
The following rules and regulations are a part of the agreement between NASW Texas and the Sponsor/Exhibitor. NASW Texas reserves the right to render all reasonable 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 conference.

1. CONTRACT & PAYMENT FOR SPACE: Reservations must be accompanied by a deposit of at least ½ of the payment for the total number of booths and sponsorships. Checks should be made payable to NASW Texas, if not submitting payment online. Complimentary registrations must be used for employees of exhibitors.

2. CANCELLATION POLICY: To process a refund, NASW Texas must receive a written notice of cancellation. If NASW Texas receives notice of cancellation more than 60 days prior to the Conference dates, NASW Texas will refund the sponsorship/exhibitor fee(s) minus a 25% processing fee; if cancellation occurs less than 60 days prior to the Conference dates, the processing fee will be 50%. No refunds will be made for cancellations less than 30 days prior to the Conference dates. If an installment plan was approved and a cancellation is requested at any time, a 50% processing fee will apply. Complimentary registrations will be invalid if booth space is cancelled.

3. ACCEPTABILITY OF EXHIBITS: All exhibits must serve the interests of the members of NASW Texas and shall be operated in a way that will not detract from other exhibits or the conference. NASW Texas reserves the right to refuse any exhibitor or require the withdrawal of any exhibit that it deems objectionable to its purpose. This agreement shall be construed under and in accordance with the laws of the State of Texas.

4. DIRECT SALES: All direct sales must comply with local and state regulations concerning licensing and taxes. If any sponsor/exhibitor has questions about such regulations, they should contact the Texas State Comptroller’s office.

5. DISPUTE RESOLUTION: NASW Texas and sponsor/exhibitor agree to use its best efforts to resolve any disputes under this Agreement through informal means. In the unlikely event that formal action must be taken, this Agreement will be interpreted in accordance with the laws of the State of Texas.
6. **NON-DISCRIMINATION:** The Exhibitor affirms that it has a policy prohibiting discrimination based on race, sex, sexual orientation, gender identity & expression, ethnicity, sexual orientation, disability, immigration status, national origin, religion, and age.

7. **ARRANGEMENT OF EXHIBITS:** NASW Texas will provide display space as indicated on the official floor plan but reserves the right to make any necessary changes.

8. **SERVICE CONTRACTORS:** NASW Texas’s designated Service Contractor will furnish all exhibitors with a Service Manual containing shipping, freight, and drayage information, and order forms for booth accessories and other services. Electricity is not included in booth cost and must be obtained through the venue or Service Contractor.

9. **RESTRICTIONS ON USE OF SPACE:** NASW Texas requires that each exhibitor occupy its own booth; there is no sharing of booth space with another exhibitor. Children are not allowed to be in the booth at any time and are not allowed in the exhibit hall if they are unaccompanied/unsupervised by exhibitors. During the exhibit hours, the booth must remain open and staffed. Because of the large number of individuals who occupy the exhibit hall and the close proximity of fellow exhibitors, NASW Texas requests that any audio used at a booth be kept at a minimum. Sales and demonstrations of equipment must remain within the confines of the booth space. Exhibitors are encouraged to demonstrate their products/services within their booth as long as such actions do not obstruct passage in the aisles or make excessive noise that distracts or interferes with other exhibitors’ transactions.

10. **FIRE, SAFETY, & HEALTH REGULATIONS:** The Exhibitor agrees to comply with local, city, and state laws, ordinances, and regulations for fire, safety, and health. All exhibit equipment and materials must be fireproofed and reasonably located within the booth. Arrangement of booth should not hinder traffic flow through the aisles. No combustible materials shall be stored in or around the exhibit booths. Because of the nature of the organization, and accordance with fire codes, there is NO SMOKING allowed at any time in either the meeting rooms or exhibit hall.

11. **SECURITY:** Limited security is provided for the exhibit area. Furnishing of such service shall not be construed to be any assumption of obligation or duty with respect to the protection of the property of exhibitors by NASW Texas; such obligation and duty shall at all times remain in the sole possession, custody, and responsibility of each exhibitor.

12. **LIABILITY:** To the extent permitted by Texas Law, each party agrees to release, defend, and hold harmless the other party, their agents, and employees from and against any and all losses, costs, damages, liability, or expense (including attorney’s fees) arising out of or resulting from any accident, bodily injury, property loss or damage, or other occurrences to any person or persons including the exhibitor, its agents, employees, and invitees, arising out of or resulting from use of the conference facility or any part thereof and proximately caused by the negligence or other malfeasance or nonfeasance of the indemnifying party. To the extent permitted by Texas Law, the exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save Hotel, its owners, its operators, the Irving Convention Center, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney’s fees arising out of or caused by its installation, removal,
maintenance, occupancy or use of the exhibition premises or a part thereof and proximately caused by
the negligence or other malfeasance or nonfeasance of the indemnifying party, excluding any such
liability caused by the negligence of Hotel and its owners, operators, employees, agents and the Irving
Convention Center, and each of their respective parents, subsidiaries, affiliates, employees, officers,
directors and agents. In addition, the exhibitor acknowledges that neither Hotel, its owners, its operator,
nor the Irving Convention Center maintain insurance covering exhibitor’s property and that it is the sole
responsibility of the exhibitor to obtain business interruption and property damage insurance insuring
any losses by the exhibitor.

13. CODE OF CONDUCT: Exhibitors are expected to behave in a way that creates a safe, welcoming, and
supportive environment for all NASW Texas attendees, vendors, staff, speakers, and volunteers. Any
form of harassment, offensive, discriminatory, or threatening speech or behavior, including (but not
limited to) relating to race, gender, gender identity and expression, national origin, religion, disability,
marital status, age, sexual orientation, military or veteran status, or other protected category, will not
be tolerated before, during, or after the conference. Anyone asked to stop unacceptable behavior is
expected to comply immediately. If the behavior continues, the conference organizers may take any
action they deem appropriate, up to and including expulsion from the event, without warning or refund,
or exclusion from all future NASW Texas events.
Sponsor & Exhibitor Reservation Form

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Organization Information (For inclusion in the conference site program and/or mobile app.)

Company/Organization___________________________________________________________
Street Address__________________________________________________________________
City/State/Zip__________________________________________________________________
Phone ________________________________________________________________________
Website URL __________________________________________________________________

Contact Information (This information will not be published. This person will receive all information pertaining to the sponsorship and/or exhibit booth.)

First Name_____________________________ Last Name_______________________________
Title __________________________________________________________________________
Mailing Address_________________________________________________________________
City/State/Zip__________________________________________________________________
Phone___________________________________________________________________________
E-mail Address__________________________________________________________________

I. Organization description for publication (75 words or less. Sell your product or service here!)
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

II. Is one of your marketing goals at conference to hire social workers?
______________________________________________________________________________
III. Sponsor & Exhibitor Package Reservation Prices

- Category Sponsor “Plus”, $3500
- Category Sponsor, $3000
- Gold Level Exhibitor: For Profit $1825; Non-Profit $1725
- Silver Level Exhibitor: For Profit $1525; Non-Profit $1425
- Bronze Level Exhibitor: For Profit $1225; Non-Profit $1125
- Exhibit Booth Only: For Profit $925; Non-Profit $825
- Lanyard Sponsor, $2400
- Tote Bag Sponsor, $2400
- Sponsored Email, $500
- Breakout Session Sponsor, $300
- Swag Bag Item, $300

Add $100 on/after August 1

TOTAL

IV. (REQUIRED) Agreement of Regulations and Cancellation Policy

- I understand and accept the Regulations & Cancellation Policy.

V. Sponsor & Exhibit Booth Payment Information

- Check enclosed made payable to NASW Texas
- Credit card
  - Card Type: VISA, MasterCard, Discover, Amex
  - Expiration _______ CVC Code_____
  - Credit Card Number________________________
  - Full Name Shown on the Credit Card: ______________________
  - Billing Address: ____________________________________________
  - City: ______________________ State: ______________________ Zip: __________
  - Name: ___________________________ Date: ___________________
  - Signature: ____________________________________________

Please return by email: vcantu.naswtx@socialworkers.org or by mail with payment (made payable to NASW Texas) ATTN: Virginia Cantu, NASW Texas, 810 W. 11th Street, Austin, TX 78701. Questions? Please email vcantu.naswtx@socialworkers.org or call 512-474-1454.