

2025 NASW Virtual

TEXAS STATE CONFERENCE

October 16-18, 2025



**SPONSOR
& EXHIBITOR
PROSPECTUS**

 **NASW**
National Association of Social Workers
TEXAS CHAPTER

Event Overview

2025 Virtual NASW-TX State Conference October 16–18, 2025 | Online

This October, the National Association of Social Workers, Texas Chapter (NASW-TX) is bringing together social workers and allied professionals from across Texas and beyond for an unparalleled opportunity to learn, engage with top experts, and virtually connect with colleagues. As the largest social work conference in the Southwestern US, this Texas-sized event is the place to be.

As a sponsor or exhibitor, you'll have direct access to a highly engaged audience of licensed social workers and social work students eager to discover products, services, and resources that can enhance their careers, improve their practice, and elevate the impact they make in their communities

Exhibit Hall Dates & Hours

Conference attendees will be encouraged to explore the Virtual Exhibit Hall during the networking times listed below, giving you prime opportunities to showcase your organization. Engage with these passionate professionals, spark meaningful conversations, and generate valuable leads through an interactive virtual exhibit booth. Don't miss this chance to connect, inspire, and make a lasting impact on the social work community in Texas.

Thursday, October 16, 2025 | 12:00-12:30 PM, 3:00-3:30 PM, 5:30-6:00 PM

Friday, October 17, 2025 | 12:00-12:30 PM, 3:00-3:30 PM, 5:30-6:00 PM

Saturday, October 18, 2025 | 11:30 AM-12:00 PM

** Times subject to change.*

**NUMBER OF ATTENDEES AT THE
2024 NASW TEXAS STATE CONFERENCE:
1,100+**

Attendee Snapshot: The Social Work Professional



- Aged 35-54 years (54%)
 - Licensed social worker (88%)
 - Urban resident (70%)
 - Highly educated with a bachelor's or advanced degree (89%)
 - Primarily work in health/medical, behavioral/mental health sectors, or social work education settings (51%)
 - Top reasons for attending the NASW-TX State Conference are to augment their professional knowledge through top quality continuing education, to network with other social work professionals, and to learn about latest industry trends, best practices, and resources.
-
- Places of employment include Educational Institutions, Government/Publicly Funded Agencies, Healthcare Organizations, Hospice, Hospitals, Justice System, Managed Care Facilities, Medical Centers, Non-Profits, Non-Governmental Organizations, Nursing Homes, Private Practice, Social Services, Veteran's Administration.
 - Roles include Addiction Counselors, Administrators, Case Managers, Child Welfare Advocates, Children & Family Therapists, Clinical Social Workers, Community Organizers, Social Work Educators, Gerontologists, Mental Health Therapists, Occupational Social Workers, Political Advocates, Private Practitioners, School Social Workers, Social Work Supervisors, and more.

Attendee Snapshot: The Social Work Student



- Aged 18-45 years (84%)
- Schools represented include The University of Texas at Arlington, Stephen F. Austin State University, Texas Christian University, Texas A&M University-Central Texas, University of Texas Rio Grande Valley School of Social Work, Tarleton State University Social Work Department, University of North Texas, Diana R. Garland School of Social Work at Baylor University, Our Lady of the Lake University, Walden University, Texas State University School of Social Work, Steve Hicks School of Social Work at The University of Texas at Austin, University of Houston Graduate College of Social Work, and Angelo State University.
- Top reasons for attending the NASW-TX State Conference are to network with social work professionals and students statewide while gaining insights into social work practice and industry trends, exploring career opportunities, and accessing valuable resources to support their professional growth.

Sponsor & Exhibitor Packages

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Impact Title Sponsor

Your organization will have a front-row seat to shaping the future of social work advocacy in Texas. NASW-TX will share our legislative platform with you, keep you informed and involved in our efforts, and seek your input as we champion critical issues at the Texas State Capitol. Your support will empower us to push for meaningful change and stand strong in opposition when needed—making your voice a powerful force in the fight for justice and progress. Other benefits include:

- Boost visibility with your organization's **name and/or logo highlighted at the top of all conference websites and marketing materials, including social media** (reach 100,000+)
- Share your message through a **sponsored 2025 email blast to 13,000+ Texas social workers**.
- Engage your audience with **six (6) sponsored posts on NASW-TX's Facebook or Instagram**.
- Highlight your organization's news in a **spotlight article in the NASW-TX electronic newsletter**.
- Grab attention with **your video auto-playing upon entry in the Conference Lobby** for one day.
- Achieve the highest visibility with the **premier logo placement in the virtual conference "lobby."**
- Featured **logo, video, and company summary placement on the conference log-in page**.
- Get noticed with a **600x300 px banner in the NASW-TX electronic newsletter** for one (1) month.
- Expand your marketing database with an **email & mailing list of attendees contact information**
- Generate web traffic with a **1125x360 px banner on the NASW-TX homepage** for one (1) month.
- Receive sponsor acknowledgment in the **leading placement on the conference registration site**.
- Enhance recognition with **pre-eminent logo placement on the conference site program cover**.
- Receive acknowledgement from **NASW-TX Executive Director during the Opening Session**
- **Exclusive logo placement** in the Virtual Lounge, Auditorium, Gamification, or a general session.
- Showcase your brand with a **full-page, full-color ad** in the official conference site program.
- Gain exposure with a **featured logo on the Sponsor/Exhibitor page of the event registration site**.
- Ensure easy access to your organization with a **comprehensive contact listing in the site program**.
- Enjoy the conference with **four (4) complimentary registrations** (a value of up to \$1,500!)

Your Interactive Virtual Exhibit Booth will:

- Be the largest in the NASW-TX Virtual Conference Exhibit Hall
- Maximize visibility with your **company logo and graphics** prominently displayed.
- Create and share your **virtual business card** with attendees for easy follow-up.
- Highlight your brand with a **pre-recorded video** presentation (up to 3 minutes.)
- **Built-in chat feature** facilitates conversations with booth visitors.
- Share valuable resources by offering downloadable **PDF marketing materials**.
- Make networking easy with a **"Contact Us" button** for direct attendee communication.
- Capture high-quality leads with a detailed **list of all attendees who visit your booth**.
- **Inclusion in our Gamification Contest** will motivate attendees to visit all booths.
- Extend your impact—your virtual **tradeshow booth stays live for one month** after the event! Grab attention instantly with a **welcome popup video**, making a strong first impression as soon as attendees visit your booth!

Marketing investment: \$9,999

(Price increases \$100 on August 1, 2025. Reserve with a deposit. Full payment is due August 29, 2025.)

Premier Sponsor

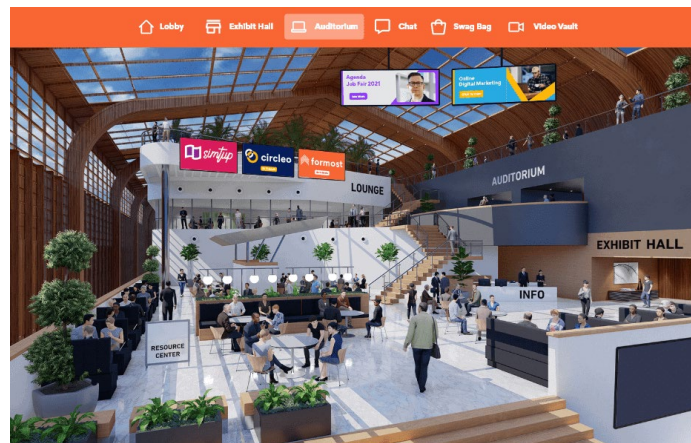
- Increase brand awareness with your **logo on all conference email promotions (reach of 75,000+)**.
- Expand your marketing database with an **email & mailing list of attendees contact information**
- Communicate directly to 5,000+ NASW-TX members via a **sponsored email blast** in 2025.
- Generate web traffic with a **1125x360 px banner on the NASW-TX homepage** for one month.
- Boost visibility with your **logo and company summary included on the conference log-in page**.
- Attract attention with premium **logo placement in the virtual conference "lobby."**
- Maximize your participation with featured **logo placement on the conference registration website**.
- Enhance recognition with **elevated logo placement on the conference site program cover**.
- Receive acknowledgement from **NASW-TX Executive Director during the Opening Session**
- **Exclusive logo placement** in the Virtual Lounge, Auditorium, Gamification, or a general session.
- Showcase your brand with a **full-page, full-color ad** in the official conference site program.
- Reach your audience with **one sponsored social media post** on NASW Texas' Facebook or Instagram.
- Gain exposure with a **featured logo on the Sponsor/Exhibitor page of the event registration site**.
- Ensure easy access to your organization with a **comprehensive contact listing in the site program**.
- Enjoy the conference with **three (3) complimentary registrations** (a value of up to \$1,125!)

Your Interactive Virtual Exhibit Booth will:

- Be highlighted in the NASW-TX Virtual Conference Exhibit Hall
- Maximize visibility with your **company logo and graphics** prominently displayed.
- Create and share your **virtual business card** with attendees for easy follow-up.
- Highlight your brand with a **pre-recorded video** presentation (up to 3 minutes.)
- **Built-in chat feature** facilitates conversations with booth visitors.
- Share valuable resources by offering downloadable **PDF marketing materials**.
- Make networking easy with a **"Contact Us" button** for direct attendee communication.
- Capture high-quality leads with a detailed **list of all attendees who visit your booth**.
- **Inclusion in our Gamification Contest** will motivate attendees to visit all booths.
- Extend your impact—your virtual **tradeshow booth stays live for one month** after the event!
- Grab attention instantly with a **welcome popup video**, making a strong first impression as soon as attendees visit your booth!

Marketing investment: \$4,499

(Price increases \$100 on August 1, 2025. Reserve with a deposit. Full payment is due August 29, 2025.)



Conference Lobby Example
(Final NASW-TX design may vary.)

Conference Sponsor

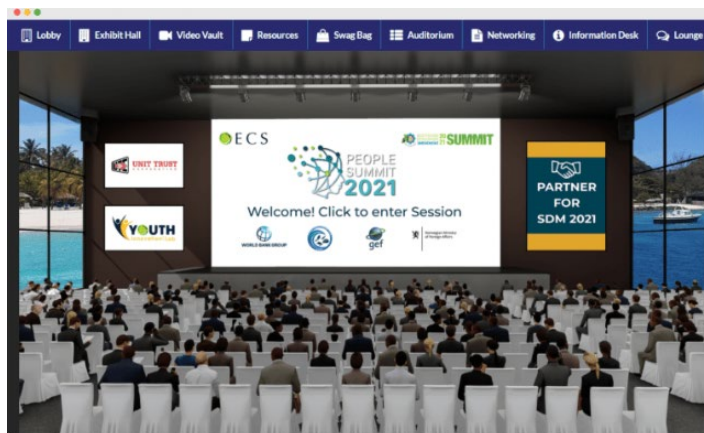
- Highlight your brand with a **full-page, full-color ad** in the official conference site program.
- Expand your marketing database with an **email & mailing list of attendees contact information**
- Increase visibility with your **logo featured in the virtual conference lobby**.
- Stand out with your **logo displayed on the cover of the conference site program**.
- Maximize exposure with a **230x230 px rotating ad on the NASW-TX homepage** for one month.
- Reach all attendees with a **sponsored push notification** sent via the event platform.
- Reach your audience with **one sponsored social media post** on NASW Texas' Facebook or Instagram.
- Drive traffic to your site with a **linked logo on the homepage of the event registration website**.
- Stay top-of-mind with a **logo on the virtual conference log-in page**.
- Gain exposure with a **logo on the Sponsor/Exhibitor page of the event registration site**.
- Ensure easy access to your organization with a **comprehensive contact listing in the site program**.
- Enjoy the conference with **three (3) complimentary registrations** (a value of up to \$1,125!)

Your Interactive Virtual Exhibit Booth will:

- Maximize visibility with your **company logo and graphics** prominently displayed.
- Create and share your **virtual business card** with attendees for easy follow-up.
- Communicate your brand message with a **pre-recorded video** presentation (up to 3 minutes.)
- **Built-in chat feature** facilitates conversations with booth visitors.
- Share valuable resources by offering downloadable **PDF marketing materials**.
- Make networking easy with a **"Contact Us" button** for direct attendee communication.
- Capture high-quality leads with a detailed **list of all attendees who visit your booth**.
- **Inclusion in our Gamification Contest** will motivate attendees to visit all booths.
- Extend your impact—your virtual **tradeshow booth stays live for one month** after the event!
- Make a strong first impression with a **welcome popup video**.

Marketing investment: \$2,499

(Price increases \$100 on August 1, 2025. Reserve with a deposit. Full payment is due August 29, 2025.)



Conference Auditorium Example
(Final NASW-TX design may vary.)

Gold-Level Virtual Exhibitor

- Showcase your brand with a **½ page, full-color ad** in the official conference site program.
- Expand your reach with a **468 x 60 pixel banner ad in the NASW-TX newsletter**, reaching 5,000 licensed social workers and social work students.
- Boost your visibility with **one sponsored social media post** on NASW Texas' Facebook or Instagram.
- Drive traffic to your site with a **linked listing on the homepage of the event registration website**.
- Stay top-of-mind with a **listing on the virtual conference log-in page**.
- Gain exposure with a **listing on the Sponsor/Exhibitor page of the event registration site**.
- Ensure easy access to your organization with a **comprehensive contact listing in the site program**.
- Enjoy the conference with **two (2) complimentary conference registrations** (a value of up to \$775!)

Your Interactive Virtual Exhibit Booth will:

- Maximize visibility with your **company logo and graphics** prominently displayed.
- Create and share your **virtual business card** with attendees for easy follow-up.
- Communicate your brand message with a **pre-recorded video** presentation (up to 3 minutes.)
- **Built-in chat feature** facilitates conversations with booth visitors.
- Share valuable resources by offering downloadable **PDF marketing materials**.
- Make networking easy with a **"Contact Us" button** for direct attendee communication.
- Capture high-quality leads with a detailed **list of all attendees who visit your booth**.
- **Inclusion in our Gamification Contest** will motivate attendees to visit all booths.
- Extend your impact—your virtual **tradeshow booth stays live for one month** after the event!

\$1,199 Non-Profit; \$1,299 For-Profit Organization

(Price increases \$100 on August 1, 2025)

Silver-Level Virtual Exhibitor

- Showcase your brand with a **¼ page, full-color ad** in the official conference site program.
- Drive traffic to your site with a **linked listing on the homepage of the event registration website**.
- Stay top-of-mind with a **listing on the virtual conference log-in page**.
- Gain exposure with a **listing on the Sponsor/Exhibitor page of the event registration site**.
- Ensure easy access to your organization with a **comprehensive contact listing in the site program**.
- Enjoy the conference with **two (2) complimentary conference registrations** (a value of up to \$775!)

Your Interactive Virtual Exhibit Booth will:

- Maximize visibility with your **company logo and graphics** prominently displayed.
- Create and share your **virtual business card** with attendees for easy follow-up.
- Communicate your brand message with a **pre-recorded video** presentation (up to 3 minutes.)
- **Built-in chat feature** facilitates conversations with booth visitors.
- Share valuable resources by offering downloadable **PDF marketing materials**.
- Make networking easy with a **"Contact Us" button** for direct attendee communication.
- Capture high-quality leads with a detailed **list of all attendees who visit your booth**.
- **Inclusion in our Gamification Contest** will motivate attendees to visit all booths.
- Extend your impact—your virtual **tradeshow booth stays live for one month** after the event!
- Grab attention instantly with a **welcome popup video**, making a strong first impression as soon as attendees visit your booth!

\$899 Non-Profit; \$999 For-Profit Organization

(Price increases \$100 on August 1, 2025.)

Virtual Exhibit Booth Only

- Gain exposure with a **listing on the Sponsor/Exhibitor page of the event registration site.**
- Ensure easy access to your organization with a **comprehensive contact listing in the site program.**
- Enjoy the conference with **one (1) complimentary conference registration** (a value of up to \$375!)
- Your Interactive Virtual Exhibit Booth will:
 - Maximize visibility with your **company logo and graphics** prominently displayed.
 - Create and share your **virtual business card** with attendees for easy follow-up.
 - Showcase your brand with a **pre-recorded video** presentation (up to 3 minutes.)
 - **Built-in chat feature** facilitates conversations with booth visitors.
 - Share valuable resources by offering downloadable **PDF marketing materials.**
 - Make networking easy with a **"Contact Us" button** for direct attendee communication.
 - Capture high-quality leads with a detailed **list of all attendees who visit your booth.**
 - **Inclusion in our Gamification Contest** will motivate attendees to visit all booths.
 - Extend your impact—your virtual **tradeshow booth stays live for one month** after the event!

\$599 Non-Profit; \$699 For-Profit Organization

(Price increases \$100 on August 1, 2025.)

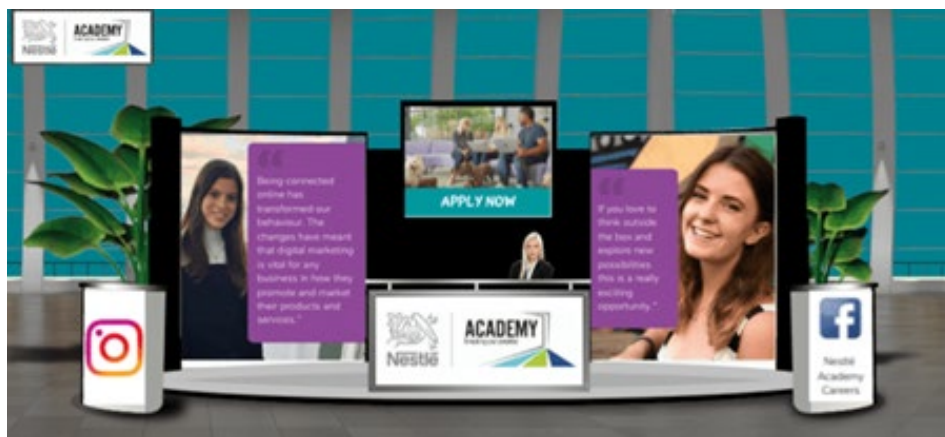
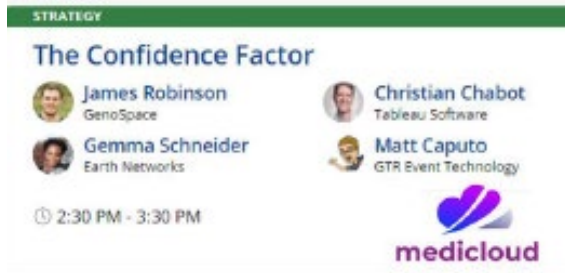


Exhibit Booth Example
(Final NASW-TX design may vary.)

Branding Opportunities

Purchase in conjunction with, or in lieu of, an exhibit booth.
Prices increase \$100 on August 1, 2025.



Session Sponsor \$300

Boost your event presence with a session sponsorship! Get logo placement & sponsorship recognition with the session description on the registration website and in the virtual platform, plus a shoutout in the session Chat at the event. Choose your session. Assignments first come, first served.



Site Program Advertisement

Reinforce your brand awareness during and after the event with an advertisement in the downloadable and interactive full-sized conference site program that will be emailed to all attendees. ([See example](#) of an interactive site program.)

1/2 page full-color ad \$500

8.5" wide x 5.5" high, PNG or JPG

1/4 page full-color ad \$300

4.25" wide x 5.5" high, PNG or JPG



Branded Email \$400

Send a scheduled email message of any length and an accompanying logo or graphic to all attendees through the conference platform!

Regulations & Cancellation Policy

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To expedite registration, reserve and pay for your sponsorship or exhibit booth online! Go to https://naswtx.site-ym.com/page/Conf_ExhibitInfo and select the “Reserve Your Space” link.

The following rules and regulations are a part of the agreement between NASW-TX and the Sponsor/Exhibitor. Exhibit Management reserves the right to render all reasonable interpretations and decisions, should questions arise, and to establish further regulations that may be deemed necessary for the general success and well-being of the conference. Exhibit Management's decisions and interpretations shall be accepted as final in all cases.

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 or sponsorships. Checks should be made payable to NASW-TX, if not submitting payment online. Complimentary registrations must be used for employees of exhibitor. If agreement is submitted on/after August 29, 2025, a \$100 late fee will be charged.**
2. **CANCELLATION POLICY:** To process a refund, NASW-TX must receive a written notice of cancellation. If NASW-TX receives notice of cancellation more than 60 days prior to the Conference dates, NASW-TX 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-TX and should be operated in a way that will not detract from other exhibits or the conference. NASW-TX reserves the right to refuse any exhibitor, which it deems objectionable to its purpose. NASW-TX also reserves the right to request the withdrawal of any exhibit, which it believes to be injurious for the purpose of the organization. This agreement shall be construed under and in accordance with the laws of the State of Texas. All obligations of the parties created hereunder are performable at 810 West 11th Street, Austin, Travis County, Texas.

This agreement shall be binding upon the benefit of the parties hereto and their respective executors, administrators, and legal representatives. Either party cannot assign this contract. In case any one or more of the provisions contained in this agreement shall for any reason be held to be invalid, illegal, or unenforceable in any respect, such invalidity, or unenforceability shall not affect any other provision thereof and this agreement shall be construed as if such invalid, illegal, or unenforceable provision had never been contained herein, if the essential terms and conditions for both parties remain valid, legal, and enforceable. This agreement constitutes the sole and only agreement of the parties hereto and supersedes any prior understandings or written or oral agreements between the parties respecting the within subject matter.

4. DISPUTE RESOLUTION: Association 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 in which the association is situated and notwithstanding the foregoing, two parties must comply with Chapter 2260 of the Texas Gov't Code.
5. NON-DISCRIMINATION: The Exhibitor has a policy of no illegal discrimination based on race, gender, identity & expression, ethnicity, sexual orientation, disability, immigration status, religion, and age.

Sponsor & Exhibitor Reservation Form

2025 Virtual NASW-TX State Conference

October 16–18, 2025 | Online

Organization Information *(As you'd like it to appear in the virtual exhibit booth and/or site program.)*

Organization Name _____

Mailing Address _____

City/State/Zip _____

Phone _____

Website URL _____

Facebook URL _____

Twitter URL _____

Bluesky URL _____

LinkedIn URL _____

Instagram URL _____

Contact Information *(This person will receive all sponsorship/exhibit booth information.)*

First Name _____ Last Name _____

Title _____

Email Address _____

Cell _____

Organization Name (if different than above) _____

Mailing Address _____

City/State/Zip _____

What key outcomes are you aiming for as a sponsor/exhibitor at the conference? _____

Will you be recruiting social workers at the event? If so, we can help. Yes _____ No _____

I. Organization Summary for SITE PROGRAM *(75 words or less. Please email to*

vcantu.naswtx@socialworkers.org) _____

[illegible]

<input type="checkbox"/> Impact Title Sponsor, \$9,999	_____
<input type="checkbox"/> Premier Sponsor, \$4,499	_____
<input type="checkbox"/> Conference Sponsor, \$2,499	_____
<input type="checkbox"/> Gold-Level Virtual Exhibitor: \$1,199 Non-Profit; \$1,299 For-Profit	_____
<input type="checkbox"/> Silver-Level Virtual Exhibitor: \$899 Non-Profit; \$999 For-Profit	_____
<input type="checkbox"/> Virtual Exhibit Booth Only: \$599 Non-Profit; \$699 For-Profit	_____
<input type="checkbox"/> Session Sponsor, \$300	_____
<input type="checkbox"/> Site Program Advertisement, ½ page, \$500	_____
<input type="checkbox"/> Site Program Advertisement, ¼ page, \$300	_____
<input type="checkbox"/> Branded Email, \$400	_____

IV. (REQUIRED) Agreement of Regulations and Cancellation Policy

☐ I understand and accept the Regulations & Cancellation Policy.

V. Payment Information

☐ Check enclosed made payable to NASW-TX

☐ Credit card

Card Type: ☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

Expiration Date _____ CVC Code _____

Card Number _____

Full Name Shown on the Credit Card: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Name: _____ Date: _____

Signature: _____

Please return the Reservation Form via email to vcantu.naswtx@socialworkers.org or by mail with payment (payable to NASW-TX) to Virginia Cantu, NASW-TX, 810 W. 11th Street, Austin, Texas, 78701.

For questions, please email Virginia Cantu, at vcantu.naswtx@socialworkers.org, or call 512-474-1581.