

National Association of Social Workers

Virginia Chapter



2019 Annual Conference Sponsor Prospectus

Employing the Power of Knowledge
March 28-30, 2019



ABOUT THE CONFERENCE

Who We Are

The National Association of Social Workers (NASW) is one of the largest organizations of professional social workers, with over 135,000 members nationwide. The NASW's primary functions include promoting the professional development of members, establishing and maintaining professional standards of practice, advancing sound social policies, and providing services that protect members and enhance their professional status.

The NASW Virginia Chapter (NASWVA) represents nearly 3,000 of these professionals and provides local assistance, professional development, and continuing education throughout the year. The NASW Virginia Conference, hosted during Social Work Month in March, offers the most convenient opportunity for licensed social workers to fulfill their continuing education requirements, meet national experts, gain new knowledge and skills, and network with other professionals in Virginia.

About NASW Virginia Conference Attendees

The annual conference attracts over 350 social workers and other behavioral health and human services professionals. Our participants' diversity of practice settings assures an appealing audience for organizations recruiting social work professionals, seeking referrals, or marketing products and services.

Social Work professionals hold positions as:

- Clinical Social Workers
- Mental Health Counselors
- Children & Family Counselors & Therapists
- Child Welfare Advocates
- Addiction Counselors
- Case Managers
- Private Practitioners
- School Social Workers
- Employee Assistance Counselors
- Social Work Faculty & Educators
- Gerontologists
- Administrators
- Community Organizers
- Supervisors & Managers

Social Workers are employed in:

- Hospitals
- Social Service Agencies
- Justice Systems
- Nonprofit Organizations
- Nursing Homes
- Employee Assistance Programs
- Private Practices
- Medical Centers
- Managed Care Facilities
- Hospice Organizations
- Healthcare Companies
- Government Agencies
- Educational Institutions
- Veterans Services

Why Become a Sponsor?

As a sponsor of the NASW Virginia Conference, you are offered a fantastic opportunity to put your organization in direct contact with a targeted group of consumers, generating greater visibility for your programs, products and services. Conference attendees return to work with lasting impressions to share with their colleagues. Similarly, exhibitors have the chance to make connections with attendees who are seeking information about products and services that can help them do their jobs, grow their practices and serve their clients more efficiently. You will meet professional social workers focused on discovering what's new, what's important, and how to apply the latest best practices in their daily work.



SPONSORSHIP OPPORTUNITIES

Lead Event Sponsor \$2,500 – Exclusive Opportunity! Sponsor package valued at \$4,600+

Gain exclusive access to all conference attendees as the only Lead Event Sponsor of the 2019 NASW Virginia Conference. This is a unique opportunity to interact and gain extensive recognition with more than 350 social workers and other behavioral health professionals during the entire three days of the conference. As the Event Sponsor, you will receive the following benefits:

- Opportunity to welcome Awards Luncheon participants on Saturday (approx. 5 minutes, including on-screen use)
- One Complimentary 3-Day Registration (includes breakfast each day and Awards Luncheon on Saturday)
- Two additional complimentary Awards Luncheon tickets (Saturday)
- Two complimentary tickets to Lunch & Learn session (Friday) and
- Two complimentary tickets to Dinner & Movie session (Friday)
- Custom sponsor table cards featuring your organization's name, logo, and booth # at all events
- Custom email to attendees following the event (content provided by you, sent by NASWVA)
- Registrants mailing labels provided before conference, for one-time use
- Exhibit table in prime location with complimentary electricity for the exhibitor fair Thursday to Saturday
- A second exhibit table in the Student Conference room on Thursday
- Recognition in pre- and post-conference marketing emails, and recognition on conference evaluation forms
- Special recognition in the Conference Program (includes Logo/Name/Company Description up to 120 words)
- Special recognition during daily opening remarks of conference
- Sponsorship of the NASWVA digital newsletter from April-December 2019, including logo and link to your website
- Listing in Exhibitor Passport, and name and logo on the NASWVA website on conference page
- Inclusion of pre-approved, 1-page information sheet/other literature (400 copies, you provide) in registrant packets
- Logo on screen during scrolling presentation during breaks
- Half page color Display Advertisement in Conference Program – 7.5" wide x 4.75" high, no bleed

Awards Luncheon Sponsor \$1,750 – Exclusive Opportunity! Package valued at \$3,200+

As the only Awards Luncheon Sponsor, you will benefit from exclusive access to up to 200 conference participants attending the Saturday Awards Luncheon. The luncheon is dedicated to recognizing outstanding individuals and the Social Work profession as a whole. As the sole Awards Luncheon sponsor, your organization will receive the following benefits:

- Opportunity to welcome Awards Luncheon participants on Saturday (approx. 5 minutes, including on-screen use)
- One Complimentary 3-Day Registration (includes breakfast each day and Awards Luncheon on Saturday)
- Two additional complimentary Awards Luncheon tickets (Saturday)
- Custom sponsor table cards at the Awards Luncheon, featuring your organization's name, logo, and booth #
- Custom email to attendees following the event (content provided by you, sent by NASWVA)
- Registrants mailing labels provided before conference, for one-time use
- Exhibit table in prime location with complimentary electricity for the exhibitor fair Thursday to Saturday
- Recognition in pre- and post-conference marketing emails
- Special recognition in the Conference Program (includes Logo/Name/Company Description up to 120 words)
- Special recognition during daily opening remarks of conference
- An exclusive article on your organization to be featured in an issue of the NASWVA digital newsletter (your choice of January, February or March), if committed by January 1, 2019
- Listing in Exhibitor Passport, and name and logo on the NASWVA website on conference page
- Logo on screen during scrolling presentation during breaks

- Inclusion of pre-approved, 1-page information sheet/other literature (400 copies, you provide) in registrant packets
- Half page color Display Advertisement in Conference Program – 7.5” wide x 4.75” high, no bleed

Lunch & Learn Sponsor \$1,350 – *Exclusive Opportunity! Package valued at \$2,500+*

One Lunch & Learn Sponsor will have exclusive access to all conference participants attending the Friday Lunch & Learn session. This session, attended by up to 200 professionals in past years, offers a unique venue for added exposure and one-on-one time with attendees in a casual setting. As the sole Lunch & Learn sponsor, you will receive the following benefits:

- Opportunity to welcome Lunch & Learn participants on Friday (approx. 5 minutes)
- One Complimentary 3-Day Registration (includes breakfast each day and Awards Luncheon on Saturday)
- Two complimentary Lunch & Learn tickets (Friday)
- Custom sponsor table cards at the Lunch & Learn session, featuring your organization’s name, logo, and booth #
- Registrants mailing labels provided before conference, for one-time use
- Exhibit table in prime location with complimentary electricity for the exhibitor fair Thursday to Saturday
- Recognition in pre- and post-conference marketing emails
- Special recognition in the Conference Program (includes Logo/Name/Company Description up to 120 words)
- Special recognition during daily opening remarks of conference
- One Complimentary job listing in NASWVA digital newsletter (up to 200 words)
- Listing in Exhibitor Passport, and name and logo on the NASWVA website on conference page
- Logo on screen during scrolling presentation during breaks
- Inclusion of pre-approved, 1-page information sheet/other literature (400 copies, you provide) in registrant packets
- Quarter page color Display Advertisement in Conference Program – 3.5” wide x 4.75” high, no bleed

Dinner & Movie Sponsor \$1,350 – *Exclusive Opportunity! Package valued at \$2,500+*

As the only sponsor of the Dinner & Movie session, you’ll connect with conference participants attending the Friday Dinner & Movie session. This session, which features a film screening and discussion, is a great way for your organization to meet attendees in a casual setting. The single Dinner & Movie sponsor will receive the following benefits:

- Opportunity to welcome Dinner & Movie participants on Friday (approximately 5 minutes)
- One Complimentary 3-Day Registration (includes breakfast each day and Awards Luncheon on Saturday)
- Two complimentary Dinner & Movie tickets (Friday)
- Custom sponsor table cards at the Dinner & Movie session, featuring your organization’s name, logo, and booth #
- Registrants mailing labels provided before conference, for one-time use
- Exhibit table in prime location with complimentary electricity for the exhibitor fair Thursday to Saturday
- Recognition in pre- and post-conference marketing emails
- Special recognition in the Conference Program (includes Logo/Name/Company Description up to 120 words)
- Special recognition during daily opening remarks of conference
- One Complimentary job listing in NASWVA digital newsletter (up to 200 words)
- Listing in Exhibitor Passport, and name and logo on the NASWVA website on conference page
- Logo on screen during scrolling presentation during breaks
- Inclusion of pre-approved, 1-page information sheet/other literature (400 copies, you provide) in registrant packets
- Quarter page color Display Advertisement in Conference Program – 3.5” wide x 4.75” high, no bleed

Networking Sponsor \$850 – Two Opportunities – Each package valued at \$1,500+

Networking is a great way to meet new people in the field, find prospects for an open position, or reconnect with colleagues. Tentatively, there will be two short breaks on Thursday and one on Saturday, plus an extended break on Friday afternoon (subject to change). As one of two Networking Sponsors, you will be able to get in front of all conference participants during these relaxed and sociable breaks. Benefits of being a Networking Sponsor include:

- Custom signage at the networking breaks food stations, including your organization's name, logo, and booth #
- One Complimentary 3-Day Registration (includes breakfast each day and Awards Luncheon on Saturday)
- Custom sponsor table cards during networking breaks, featuring your organization's name, logo, web address, and booth number
- Exhibit table in prime location (near food) for the exhibitor fair Thursday to Saturday
- Special recognition in the Conference Program (includes Logo/Name/Company Description up to 120 words)
- Special recognition during daily opening remarks of conference
- Recognition in pre-conference marketing emails
- Listing in Exhibitor Passport, and name and logo on the NASWVA website on conference page
- Logo on screen during scrolling presentation during breaks

Student Conference Sponsor \$850 – Two Opportunities – Each package valued at \$1,600+

On Thursday, we will offer a special, discounted-rate session for students only. This sponsorship is a great way to get in front of up to 100 undergraduate and graduate-level students currently studying social work and soon looking to enter the workforce. Our two Student Conference Sponsors will have exclusive access to these students during the student session.

- Opportunity to speak to first-time participants at the beginning of the Student Conference (approx. 2 minutes)
- Table in Student Conference room, where you can display signage, literature, etc.
- One Complimentary 2-Day Registration (Thursday & Friday, includes breakfast each day)
- Custom sponsor table cards during student sessions, featuring your organization's name, logo, and booth number
- Exhibit table in prime location for the exhibitor fair Thursday and Friday
- Special recognition in the Conference Program (includes Logo/Name/Company Description up to 120 words)
- Special recognition during daily opening remarks of conference
- Recognition in pre-conference marketing emails
- Listing in Exhibitor Passport, and name and logo on the NASWVA website on conference page
- Logo on screen during scrolling presentation during breaks



EXHIBITOR OPPORTUNITIES

The 2019 NASW Virginia Conference will include an exhibitor fair on Thursday and Friday. Your organization can also choose to participate on Saturday morning until 10 am (optional – NO EXTRA COST - conference attendees can choose to attend the conference for one, two, or three days, so there will be some Saturday-only attendees). Note: set up is either Wednesday night from 6:00 – 8:00 pm or Thursday morning from 6:00 – 7:30 am.

Diamond Exhibitor \$900 – Exhibitor Package valued at \$2,100+

- *ALL Gold Level benefits PLUS:*
- One Complimentary Saturday Registration (***Diamond exhibitors get a complimentary registration for all 3 days!*** – includes breakfast each day and Awards Luncheon)
- One Complimentary Ticket to Lunch & Learn (Friday)
- Registrants mailing labels provided before conference, for one-time use
- Recognition during daily welcomes
- Premium booth location at exhibitor fair, with complimentary electricity
- Quarter page color Display Advertisement in Conference Program – 3.5” wide x 4.75” high, no bleed
- *Basic WiFi for booth is included (contact hotel for additional needs)*

Gold Exhibitor \$750 – Exhibitor Package valued at \$1,500+

- *ALL Silver Level benefits PLUS:*
- One Complimentary 2-Day Registration (Thursday/Friday, includes breakfast each day)
- Inclusion of pre-approved, 1-page information sheet/other literature (400 copies, you provide) in registrant packets
- *Note: Electricity is available for an additional charge of \$35, basic WiFi included (contact hotel for other needs)*

Silver Exhibitor \$600 – Exhibitor Package valued at \$800

- *ALL Bronze Level benefits PLUS:*
- Recognition in pre-conference marketing emails
- One Complimentary job listing in NASWVA digital newsletter (up to 200 words)
- *Note: Electricity is available for an additional charge of \$35, basic WiFi included (contact hotel for other needs)*

Bronze Exhibitor \$450 – Exhibitor Package valued at \$500

- Exhibit table
- Logo/Name and Company Description (up to 120 words) in Conference Program
- Logo displayed on-screen during keynote breaks
- Listing in Exhibitor Passport
- Name and logo on the NASWVA website on conference page
- *Note: Electricity is available for an additional charge of \$35, basic WiFi included (contact hotel for other needs)*



ADVERTISING OPPORTUNITIES

The 2019 NASW Virginia Conference affords other advertising opportunities as well. Of course, we hope you join us at the conference as a sponsor or exhibitor; however, you may choose one of the options below without being a sponsor or exhibitor.

Conference Program Advertising

Advertising in the conference program is a great way to get in front of all conference attendees. Some sponsorship and exhibitor packages include a complimentary ad placement. Ad files should be high resolution digital files. Ad files are due to NASWVA no later than 2/15/19. Email to marketing.naswva@socialworkers.org.

Our conference program will be approximately 8.5" wide x 11" high; we have multiple advertising options available:

- **Full Page, premium placement:** Choose a full page, color advertisement on the back cover or the inside back cover. Ad size needs to be 7.5" wide x 10" high, no bleed. 2 placements available only, \$600 each.
- **Full Page:** Choose an interior full page, color advertisement. Ad size is 7.5" wide x 10" high, no bleed. \$400 each page.
- **Half Page:** Choose a half page color ad, either horizontal (7.5" wide x 4.75" high, no bleed) OR vertical (3.5" wide x 10" high, no bleed). \$300 each half page.
- **Quarter Page:** Choose a quarter page color ad. Ad size is 3.5" wide x 4.75" high, no bleed. \$200 each quarter page.

<p>FULL PAGE</p> <p>7.5" w x 10" h \$600 premium/ \$400 interior</p>	<p>7.5" w x 4.75" h \$300</p> <p>HALF PAGE</p>	<p>HALF PAGE</p> <p>3.5" w x 10" h \$300</p>	<p>3.5" w x 4.75" h \$200</p> <p>1/4 PAGE</p>
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Registration Packet Insert

Each conference registrant receives a packet upon check-in. Another advertising option is to include a pre-approved insert (one page flyer or other single piece of literature) in these packets. 400 copies of the item (provided by you) are to be shipped to the Chapter office no later than March 1, 2019. Cost is \$200 per insert.



CONFERENCE DETAILS

Accommodations

This year, we are pleased to announce a new hotel location, still in beautiful Williamsburg. The hotel, the Williamsburg Lodge, is located at 310 South England Street. The hotel offers newly-renovated guest rooms in the heart of the historic area, state-of-the-art meeting facilities for the conference sessions, access to spa services and golf, complimentary parking, and many other amenities. [Click here to learn more about the hotel.](#)

As part of the conference, NASWVA has secured a group discount on room rates for Wednesday through Saturday nights, starting at \$135.00 per night plus applicable taxes. Call the Group Reservations Department at 800-261-9530 (between 8 am and 5 pm, Monday – Friday) and request the National Association of Social Workers – Virginia Conference to book the group rate. Rooms are limited; the deadline for group reservations at the discounted rate is March 6, 2019.

Tentative Conference Schedule *(subject to change)*

Wednesday, March 27, 2019					
6:00 – 8:00 pm	Exhibitor Set Up and Early Registration				
Thursday, March 28, 2019		Friday, March 29, 2019		Saturday, March 30, 2019	
6:00 am	Exhibitor Set Up	7:00 am	Registration, Breakfast, Exhibits	7:30 am	Registration, Breakfast, Exhibits - <i>OPTIONAL</i>
7:30 am	Registration & Breakfast	7:50 am	Morning Sessions	8:30 am	Morning Sessions
8:30 am	Morning session	11:30 am	Lunch & Learn	10:00 am	BREAK
10:00 am	BREAK	1:15 pm	Afternoon sessions	10:15 am	Morning Sessions
10:15 am	Morning session	2:45 pm	Extended BREAK	12:00 pm	Awards Lunch
12:00 pm	Lunch on own	3:30 pm	Afternoon sessions	1:30 pm	Closing Session
1:15 pm	Afternoon session	5:00 pm	Day 2 adjourns	2:30 pm	Day 3 adjourns
2:30 pm	BREAK	6:00 pm	Dinner & Movie		
2:45 pm	Afternoon session				
4:30 pm	Day 1 adjourns				

Exhibitor Passport

NASWVA's unique "Passport to Prizes" brings each attendee directly to you. Exhibiting sponsors may choose to donate a prize or gift basket to be used for our prize drawing, during a conference break. Attendees become eligible to win a prize from the drawings by turning in a completed passport, signed by each exhibitor in attendance. The passport includes an exhibit map and corresponding company or organization name. This is a popular tradition among attendees, and ensures the one-on-one introductions our exhibitors look for at the conference.

Examples of previous prizes include e-readers, tablets, gift cards, baskets or tote bags filled with related items, and many other fun ideas. Should you choose to donate a prize, you may display it at your table or request that it be held by NASWVA until the drawing. During a break toward the end of the conference, attendees will assemble to hear which prizes were donated by whom, and you may present your prize to the winner (NASWVA will present if you wish).



SECURE YOUR SPOT!

Ready to Secure Your Opportunity?

As is always the case with the NASW Virginia Conference, there are a limited number of opportunities available for organizations to participate. This year, we expect to sell out of all sponsorships and exhibitor spaces, so do not delay if you are interested in securing a spot.

Beginning on December 15, we will be taking sponsor and exhibitor reservations online. *Please note: each opportunity has limited availability and is offered on a first-come, first-served basis. Payment must be submitted in full for your reservation to be finalized.*

To discuss your organization's participation at the event, or to get more information, contact Kristin Berrier at marketing.naswva@socialworkers.org. **If you already know that you'd like a particular sponsorship, please let us know and we will reserve it for you, pending payment.**

Important Sponsor, Exhibitor & Advertiser Deadlines

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| As soon as possible: | Secure the sponsorship or exhibitor placement of your choice |
| As soon as possible: | Submit your color AND black and white logos (vector format (.eps, .ai, .svg) AND either .jpg or .png) to marketing.naswva@socialworkers.org |
| February 15, 2019: | Last day to secure your participation and submit payment as a sponsor, exhibitor or advertiser (if available) – <i>don't delay – we expect to sell out!</i> |
| By February 15, 2019: | Submit your 120-word description of your organization for conference program (sponsors & exhibitors) to marketing.naswva@socialworkers.org |
| By February 15, 2019: | Submit your high resolution digital ad file for inclusion in program (for sponsors or exhibitors with a free ad OR paid ads) to marketing.naswva@socialworkers.org |
| By March 1, 2019: | Deliver registration packet inserts (400 copies) to NASWVA office: 4860 Cox Road, Suite 200, Glen Allen, VA 23060 |
| By March 6, 2019: | Make your hotel reservations to get discounted rate (see above) |