

Sponsorship Prospectus

**2024 NASW Virginia and
Metro DC Chapters
Joint Annual Conference**



National Association of Social Workers

VIRGINIA CHAPTER

METRO DC CHAPTER



Find Your Audience

The National Association of Social Workers (NASW) Virginia and Metro DC Chapters will host our Annual Conference on March 21-23, 2024 in person at the Norfolk Waterside Marriott, in Norfolk, Virginia, and again live-virtual from April 18-20, 2024. On-demand conference material will also be available for 60 days following the conference.

Over the course of the 2024 Conference, social workers and other mental health professionals will have the opportunity to hear a variety of speakers on topics related to, but certainly not limited to, race and cultural competency, ethics, social justice, trauma-informed care, clinical advancements, self-care, LGBTQ+ issues, public health priorities, aging, and leadership.

Attendees at our conference, your potential clients and employees, can browse the materials you have on display and interact with your organization directly. Attendees will have access to your virtual conference booth from the start of the in-person conference until the end of the on-demand conference. That's four months of attendee engagement when you combine the in-person, live-virtual, and on-demand conference opportunities, giving your organization maximum visibility with social workers from all walks of life.

By exhibiting at the NASW Virginia and DC Metro Chapters Conference in 2024, you have the chance to reach hundreds, if not thousands, of social work professionals from various backgrounds before, during, and after the conference.

Our social workers are accomplished practitioners, educators, researchers, and policymakers, who are employed in a wide range of settings in rural, suburban, and urban communities. All opportunities are on a first come first serve basis, so don't delay, last year we sold out of nearly every sponsorship level!

Contact

Email marketing.naswva@socialworkers.org

Phone 804-877-8550



Event Highlights

The 2024 annual conference theme is **Connecting Minds, Empowering Lives: Advancing the Practice of Social Work**, which exemplifies the NASW legacy, our continued commitment to serve the disenfranchised, our dedication to connecting with our community, and our focus on emerging trends in social work practice.



In-Person Event

In-person conference attendees will be provided with a dynamic and enriching experience, from hearing captivating insights from industry leaders and innovators, to engaging in meaningful networking interactions with like-minded professionals. Each attendee will visit the sponsor showcase offering cutting edge services that shape the future of social work. They will be left feeling inspired to push the boundaries and make further contributions to their field.



Virtual Event

Our virtual events reimagine the traditional conference experience, seamlessly bringing attendees into an immersive platform where they are able to navigate the virtual event, including interactive digital booths. From engaging video to live chats, the virtual conference offers an unparalleled opportunity for attendees to connect with exhibitors, ask questions and gain valuable insights.

Things to Know

All in-person exhibit booths include:

- Six foot exhibit table, skirted with two chairs and a waste basket.
- Discounted hotel stay when booking through [our room block](#)
 - All accommodations are on a first-come, first-served basis. The last day to book your discounted hotel room is February 28, 2024.
- Wired Internet and power at your booth are available (additional fee).
- Virtual booths are visible to all conference attendees: in-person, virtual, and on-demand.

If you have questions please reach out to the marketing department at marketing.naswva@socialworkers.org.



Exhibit Packages

Premier Partner



\$3,500

- **(PREMIER EXCLUSIVE)** Logo on conference attendee bags and on attendee hotel key cards.
- **(PREMIER EXCLUSIVE)** Notification push during in-person conference.
- Two complimentary attendee registrations.
- One premium placement in-person exhibit booth.
- One virtual exhibit booth with your company information, a live chat feature, a meeting request feature, and the option to add team profiles, videos, documents, and social media links.
- Lead capture and retrieval through your virtual booth, with an in-person attendee badge scanning option.
- Company listing in the digital conference program.
- Marketing in newsletter and conference e-blasts surrounding conferences (8,500+ recipients).
- Recognition during daily opening in-person remarks.
- Conference bag insert.
- Recognition as a workshop sponsor during the virtual conference.
- 30- or 60-day career center listing with a dedicated e-blast to members about your employment opportunity.
- Company logo included in virtual homepage welcome video.

Ready to take your sponsorship to the next level? Learn more about year-round partnership opportunities.



Exhibit Packages

Diamond



\$2,030

- Two complimentary attendee registrations.
- One premium placement in-person exhibit booth.
- One virtual exhibit booth with your company information, a live chat feature, a meeting request feature, and the option to add team profiles, videos, documents, and social media links.
- Lead capture and retrieval through your virtual booth, with an in-person attendee badge scanning option.
- Company listing in the digital conference program.
- Marketing in newsletter and conference e-blasts surrounding conference (8,500+ recipients).
- Recognition during daily opening in-person remarks.
- Conference bag insert.
- 30- or 60-day career center listing with dedicated e-blast to members about your employment opportunity.
- Company logo included in virtual homepage welcome video.

Platinum



\$1,685

- One complimentary attendee registration.
- One premium placement in-person exhibit booth.
- One virtual exhibit booth with your company information, a live chat feature, a meeting request feature, and the option to add team profiles, videos, documents, and social media links.
- Lead capture and retrieval through your virtual booth, with an in-person attendee badge scanning option.
- Company listing in digital conference program.
- Marketing in newsletter and conference e-blasts surrounding conference (8,500+ recipients).
- Recognition during daily opening in-person remarks.
- Conference bag insert.
- Recognition as a workshop sponsor during virtual conference.
- 30- or 60-day career center listing with dedicated e-blast to members about your employment opportunity.

Exhibit Packages

Gold

\$1,300

- One complimentary attendee registration.
- One standard placement in-person exhibit booth.
- One virtual exhibit booth with your company information, a live chat feature, a meeting request feature, and the option to add team profiles, videos, documents, and social media links.
- Lead capture and retrieval through your virtual booth, with an in-person attendee badge scanning option.
- Company listing in digital conference program.
- Marketing in newsletter and conference e-blasts surrounding conference (8,500+ recipients).
- Recognition during daily opening in-person remarks
- 30- or 60-day career center listing (no e-blast).

Silver

\$995

In-Person Exhibit Booth Only, No Virtual Exhibit Booth

- One complimentary attendee registration.
- One standard placement in-person exhibit booth.
- Company listing in digital conference program.
- Marketing in newsletter and conference e-blasts surrounding conference (8,500+ recipients).
- Recognition during daily opening in-person remarks.
- 30-day career center listing (no e-blast).

Bronze

\$650

Virtual Exhibit Booth Only, No In-Person Exhibit Booth

- One virtual exhibit booth with your company information, a live chat feature, a meeting request feature, and the option to add team profiles, videos, documents, and social media links.
- Lead capture and retrieval through your virtual booth.
- Company listing in the digital conference program.
- Marketing in newsletter and conference e-blasts surrounding conference (8,500+ recipients).
- Recognition during daily opening virtual remarks.

COMPARE PACKAGES

BENEFITS	PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
LOGO INCLUDED ON CONFERENCE ATTENDEE BAGS	✓					
LOGO INCLUDED ON CONFERENCE ATTENDEE HOTEL KEY CARDS	✓					
PUSH NOTIFICATION DURING CONFERENCE	✓					
LOGO INCLUDED IN VIRTUAL HOMEPAGE WELCOME VIDEO	✓	✓				
VIRTUAL WORKSHOP SPONSOR	✓		✓			
CONFERENCE BAG INSERT	✓	✓	✓			
NASW CAREER CENTER LISTING	✓	✓	✓	✓*	✓*	
3-DAY COMPLIMENTARY REGISTRATION	2	2	1	1	1	
IN-PERSON EXHIBIT BOOTH	✓	✓	✓	✓	✓	
VIRTUAL EXHIBIT BOOTH	✓	✓	✓	✓		✓
DIGITAL CONFERENCE PROGRAM LISTING	✓	✓	✓	✓	✓	✓
COMPLIMENTARY NEWSLETTER ADVERTISEMENT	✓	✓	✓	✓	✓	✓
RECOGNITION IN CONFERENCE DAILY WELCOMES	✓	✓	✓	✓	✓	✓

*DOES NOT INCLUDE DEDICATED E-BLAST