

EXHIBITOR PROSPECTUS AND APPLICATION



**National Association of Social Workers
2012 National Conference**

July 22-25, 2012
Marriott Wardman Park Hotel
Washington, DC 20008

professionofHOPE.org



Overview

National Association of Social Workers 2012 Conference **RESTORING HOPE: THE POWER OF SOCIAL WORK**

July 22-25, 2012 – Washington, DC - Marriott Wardman Park Hotel

Exhibitor Overview

In July 2012, the National Association of Social Workers (NASW) will bring together more than 1,000 social workers and related professionals from across the country to expand their understanding about the importance of hope and resiliency in their work. Participants will enhance their understanding about the clinical and community uses of hope, discuss best practices, and identify topics for future research.

The conference offers an unparalleled opportunity to network with colleagues, meet national and international experts, and gain new knowledge and skills. As an exhibitor, you have the chance to make connections with attendees who are seeking information about products and services that can help them do their jobs more efficiently.

You will have an opportunity to meet key social work leaders with purchasing power, private practitioners that need small business products and services, and other helping professions as they discover what's new, what's important, and what works, and how to apply the latest best practices in their daily work. Social workers are constantly looking for products and services that help decrease administrative efforts and increase positive outcomes for their clients. Conference participants will also return to work and educate their co-workers about their major conference takeaways, which will include information about exhibitors.

Exhibit spaces are available on a first-come basis, so make your reservation as soon as possible to secure your space.

Conference Sessions and Focus Areas at a Glance

Conference sessions will cover a broad spectrum of topics which may include:

Aging	Disabilities	HIV/AIDS
Ethics	Disasters	International Human Rights
Bereavement, Loss & Grief	Diversity & Equality	Juvenile Justice
Cancer	Education	Leadership
Care Giving	End of Life & Hospice	Research
Child Welfare	Health Care	Social Development
Clinical Issues	Health Disparities	Trauma
Policy & Advocacy	Mental Health	Veterans

Conference Attendee Profile

Social workers throughout the country at every career level attend NASW conferences to learn from expert presenters, to network with their peers, and to talk with sponsors about leading-edge products and services that benefit their clients and communities. Social workers work in a variety of practice areas and work with many different client populations. Below is a demographic sample of the types of participants that will be attending.

Where they work:

- Private practice
- Social services
- Hospitals
- Medical centers
- Rehabilitative centers
- Healthcare organizations
- Businesses
- Nursing homes
- Managed care facilities
- Hospice
- Justice system
- Government
- Veterans Administration
- Nonprofits
- Non-governmental organizations
- Educational institutions

What their roles are:

- Administrators
- Supervisors / managers
- Clinical social workers
- Mental health counselors / therapists
- Children and family counselors / therapists
- Addictions counselors
- Case managers/patient navigators
- Educators
- Private practitioners
- Community organizers
- School social workers
- Employee assistance counselors
- Child welfare advocates
- Political advocates
- Gerontologists
- Occupational social workers

Exhibitor Opportunities and Benefits

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Who Exhibits

- Academic and Educational Programs
- Medical/Health Product Companies
- Professional Services
- Software and Web-Based Services
- Government Agencies
- Financial Institutions/Financial Services
- Publishers
- Advocacy Organizations
- Nonprofit Organizations
- Long-term Care Organizations and Businesses
- Mental Health Providers and Services
- Healthcare Services
- Veteran's Organizations
- Other organizations wanting to reach this unique audience of caregivers

Exhibitor Benefits

- 10' x 10' booth space
- 8' pipe and drape back wall
- 3' pipe and drape side walls
- 6' table, 2 chairs, and wastebasket
- 7" x 44" identification sign
- Listing in the conference program book
- Listing on conference Web site
- Reduced rates on advertising in the conference program book
- Security during off-hours

Exhibit Dates and Hours

Exhibit Set-Up: Monday, July 23, 2012 7:30am – 11:30am

Monday, July 23, 2012 12:00noon–6:00pm

Tuesday, July 24, 2012 7:30am-5:30pm

Wednesday, July 25, 2012 7:30am-1:00pm

Dismantling of Exhibits: Wednesday, July 25, 2012 1:00p

Exhibit Application

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For updated booth availability and faster registration, reserve and pay for your exhibit space online [Click Here]

Company/Organization Information (This information will be used in the conference program book and on the conference Web site.)

Company/Organization _____

Street Address _____

City/State/Zip _____

Phone _____

Web site _____

Contact Information (This information will not be published. This person will receive all information pertaining to exhibits and or advertising.)

First Name _____ Last Name _____

Title _____

Mailing Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail Address _____

Increase Your Exposure by Advertising in the Conference Program Book
Exhibitors receive a special discount.

More than 1,000 attendees will use the official conference program book, referring to its schedule and content throughout the conference. Following the conference, the program book becomes a valuable reference tool used frequently and passed among colleagues, extending its shelf life well beyond the close of the conference. Linking exhibiting and advertising increases brand recognition and awareness, which affects consumers' decisions when they are ready to make a purchase.

Ad reservation and artwork are due by *June 1, 2012*. *NASW reserves the right to accept or deny any ad for the conference program book.*

Complete Your Marketing Strategy at the Conference by Sponsoring

Build a comprehensive conference marketing strategy at our national conference by exhibiting, advertising, and sponsoring. Implementing a complete portfolio of marketing activities at the conference will maximize your efforts and budget to increase brand presence, raise product awareness, and improve competitive positioning. NASW can work with you to determine the sponsorships that best fit your marketing objectives and budget.

Sponsors who secure their support of the conference early receive the most benefit from their participation. For more information, visit www.professionofhope.org.

Business or Organizational Description (limit is 75 words)

II. Exhibit Booth Reservation

Save \$250 when we receive your reservation and payment by March 31, 2012.

<input type="checkbox"/> Early Rate (on or before March 31, 2012):\$950	Number of Booths	Total
10'x10' Booth (maximum of four booths per exhibitor)	_____	_____
<input type="checkbox"/> Regular Rate (April 1 – June 15, 2012): \$1,200		
10'x10' Booth (maximum of four booths per exhibitor)	_____	_____
	Exhibit Booth Total	_____

Exhibit space will be reserved when application and full payment are received and accepted by NASW.

Preferred Exhibit Booth Space

Exhibit booths are assigned on a first-paid, first-served basis. Every attempt will be made to accommodate your preferred choice of booth space.

_____ 1st Choice _____ 2nd Choice _____ 3rd Choice

III. Conference Program Advertising Reservations

Size	Exhibitor	Non-Exhibitor
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,200
<input type="checkbox"/> Half Page	<input type="checkbox"/> \$650	<input type="checkbox"/> \$800
<input type="checkbox"/> Quarter Page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$550

Ad reservation, payment, and artwork are due by June 1, 2012.

NASW reserves the right to accept or deny any ad for the conference program.

IV. Summary of Purchases

	Subtotal
Exhibit Booth(s)	_____
Conference Program Ad	_____
Grand Total	_____

V. Exhibit Booth and Advertising Payment Information

Check enclosed made payable to NASW Foundation Credit Card

Type of Card: AMEX MasterCard VISA Card Number _____

CVC Code _____ Expiration Date _____

Full Name Shown on the Credit Card: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

I have read and agree to the General Rules and Regulations which are a part of this application.

Name: _____ Date: _____

Signature: _____

Authorized signature for applicant

Please return to Elizabeth Cox by fax – 202-336-8292 or by mail with payment (made payable to NASW Foundation) to Elizabeth Cox, NASW, 750 First Street NE, Suite 700, Washington, DC 20002.

If you have any questions please contact Elizabeth Cox at 202-336-8298.

General Rules and Regulations

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The National Association of Social Workers (NASW) and its authorized representatives are hereinafter referred to as "Show Management"

1. Application and eligibility. Applications for booth spaces must be made on the form provided by Show Management, contain the information as requested, and be executed by an individual who has authority to act for the applicant. This exhibition is designed for the display and demonstration of products and services relating to the practice of social work and related professions and the professional education of those individuals attending the conference. Show Management shall determine the eligibility of any company, product or service. Show Management may reject the application of any company whose display of goods or services is not compatible, in the sole opinion of Show Management, with the educational character and objectives of the conference. In the event an application is not accepted, any paid space, rentals fees or deposits will be returned.
2. Payment and refunds. Applications submitted must include payment. Applications received without such payment will not be processed nor will space assignment be made. Booth Space cancelled prior to June 1, 2012 will be refunded, less a \$200 service charge. No refunds will be made after June 1, 2012. It is agreed that in the event payment is not made at the times specified, or if exhibitor fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, Show Management shall have the right to reassign the booth location, to take possession of the space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default of the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages the amount paid for space reservation regardless of whether or not Show Management enters into a further lease for the space involved. In case the exposition shall not be held for any reason, the exhibitor shall be refunded the amount already paid for the event.
3. Space Rental and Assignment of Location. Whenever possible, space assignments will be made by Show Management in keeping with the preference as to location requested by the exhibitor. Show Management reserves the right to make the final determination of all space assignments in the best interest of the exposition.
4. Use of Space, Subletting Space. No Exhibitor shall assign, sublet, or share the space allotted with another business or firm unless approval has been obtained in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of nonexhibiting manufacturers, distributors, or agents in the exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business. No firm organization not assigned exhibit space will be permitted to solicit business within the Exhibit areas.
5. Exhibitors' Authorized Representative. Each exhibitor must name one person to be the representative in connection with installation, operation and removal of the firm's exhibit. Such representatives shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for representation in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned,

and orderly at all times. . For their own safety and protection, children under sixteen (16) years of age will not be admitted to the exhibit halls during move-in and move-out.

6. Installation and Removal. Show Management reserves the right to fix the time for the installation of a booth prior to the exposition opening and for its removal after the conclusion of the exposition. Installation of all exhibits must be fully completed by the opening time of the exposition. Nor will exhibitor be allowed to dismantle or repack any part of this exhibit until after the closing of the exhibit hall.
7. Arrangement of Exhibits. Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, an exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition. Booth construction plans, exhibits in peninsula or island booth space, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exposition.
8. Exhibits & Public Policy. Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire protection and public safety, while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them. All booth decorations, including carpeting must be flame proofed and all hangings must clear the floor. Butane or bottled gas is not permitted. Electrical wiring must conform to National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire or other hazard, the right is reserved to cancel all or such part of the exhibit as may be irregular and require the removal of same at exhibitor's expense. Exhibitors must comply with fire codes applicable to appliances that are to be used. The exhibitor should communicate with Show management for information concerning facilities/regulations.
9. Storage of Packing Crates and Boxes. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the content of crates or boxes improperly labeled as "empty." Crates, boxes, or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Show Management will bill exhibitors for removal time and materials at prevailing rates.
10. Operation of Displays. Show Management reserves the right to restrict the operation of, or evict completely, any exhibit, which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit, which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to successful conduct of the exposition as a whole. Use of so-called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of the persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

11. Contests, Drawings and Lotteries. Show Management must approve all unusual promotional activities in writing no later than 45 days prior to the opening of the exposition. The requirements of all District of Columbia Code mandates will be met.
12. Literature Distribution. All demonstrations or other activities must be confined to the limits of the exhibitor's booth space. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. Exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of most host facility shall distribute no advertising circulars, catalogs, folders, or devices. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.
13. Live Animals. Live animals are prohibited except for service dogs.
14. Sound. Microphones are not permitted. Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, or cause the aisles to be blocked. Operations of noisemaking exhibits must secure approval of operating methods before exhibit opens.
15. Social Activities. Exhibitor agrees to withhold sponsoring hospitality suites/ rooms or other functions during official show activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Show Management. All social functions must be pre-approved by Show Management and may incur a nominal meeting room charge.
16. Americans with Disabilities Act. Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter, "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless the NASW, Show Management, and facility against costs, expenses, liability or damage which may be incident to, arise out of, or be caused by Exhibitor's failure to comply with the act.
17. Liability and Insurance. All exhibitor's property remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members, or directors of any of the same are responsive for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes and the exhibitor expressly waives and release any claim or demand that he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.
18. Indemnification. Exhibitor agrees that it will indemnify and hold and save Show management whole and harmless of, from, and against all claims, demands, actions, damages, loss, cost liabilities, or injury which may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees, or invitees or of any other person entering upon the premises leased hereunder with the expressed or implied invitation or permission of exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees, or invitees of any law, ordinance, or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show management shall be made a party to any litigation commenced by or against exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses,

including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

19. Property Damage. Neither Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty, and Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.
20. Care of Building and Equipment. Exhibitors or their agents shall not injure or deface any part of the exhibit building, the booths, or booth contents or show equipment and décor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.
21. Other Regulations. Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND AND ENFORCE THSE RULES AND REGULATIONS, PROVIDED ANY AMENDMENTS, WHEN MADE, ARE BROUGHT TO THE NOTICE OF EXHIBITORS, EACH EXHIBITOR, FOR HIMSELF AND HIS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO AND CONFORMANCE WITH THE PROCEEDING SENTENCE.