



2026 NASW NATIONAL CONFERENCE

Beyond the Breaking Point: Connection through Purpose and Power

NASW National Conference
June 10–13, 2026 | Marriott Marquis, Washington, DC



In June 2026, the National Association of Social Workers (NASW) will bring together more than 2,000 social workers and related professionals to expand their understanding on how social work is leading social change.

Social workers and related professionals to expand their understanding on how social work is leading social change. Additionally, social workers are constantly looking for products and services to help streamline administrative efforts and increase positive outcomes for their clients.

As an exhibitor, you have the chance to make connections with this group of dedicated, engaged professionals who are seeking information about products and services that can help them do their jobs and need small business products and services, and other helping professionals as they discover what's new, what's important, and what works, and how to apply them in their daily work.

OPTIMIZE YOUR EXPERIENCE



Connect with 2,000+ social workers, professionals, and thought leaders from all 50 states and worldwide—in-person and virtually.



Build brand recognition and generate leads.



Maximize your year-round exposure to the larger social work community including over 90,000 NASW members through NASW's marketing outreach.

MEET YOUR TARGET AUDIENCE

The National Association of Social Workers (NASW) is the largest membership organization of professional social workers with over 90,000 members and 53 chapters. It promotes, develops, and protects the practice of social work and social workers. NASW also seeks to enhance the wellbeing of individuals, families, and communities through its advocacy.

Get in front of social workers throughout the country and abroad at every career level and every area of practice e.g., health and mental health care, substance abuse, child welfare, veterans and military families, school social work, criminal justice, aging, and care coordination- serving people of all ages - from infants to the elderly.

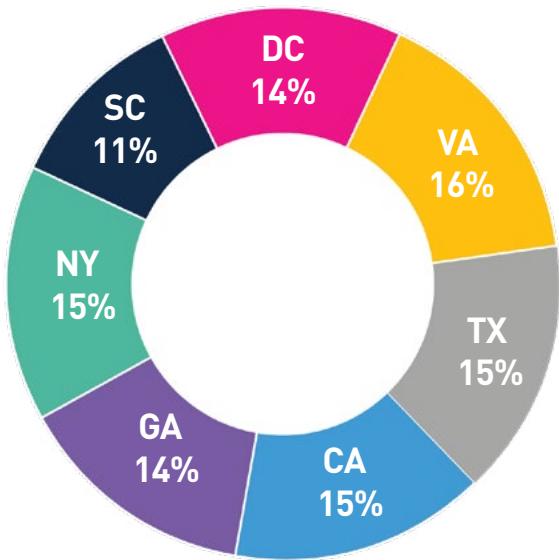
- Thought leaders and decision makers in the field of social work.
- Researchers and practitioners who value research and cutting-edge technology and the impact they make on evidence-based practice.
- Professionals committed to achieving high-quality outcomes and exploring the latest trends and best practices in a variety of social work settings.

CONFERENCE ATTENDEE DEMOGRAPHICS

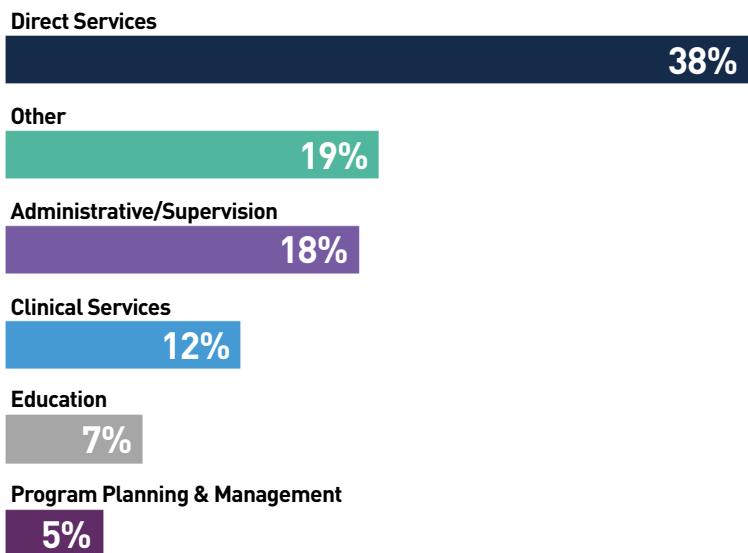


GEOGRAPHIC DISTRIBUTION

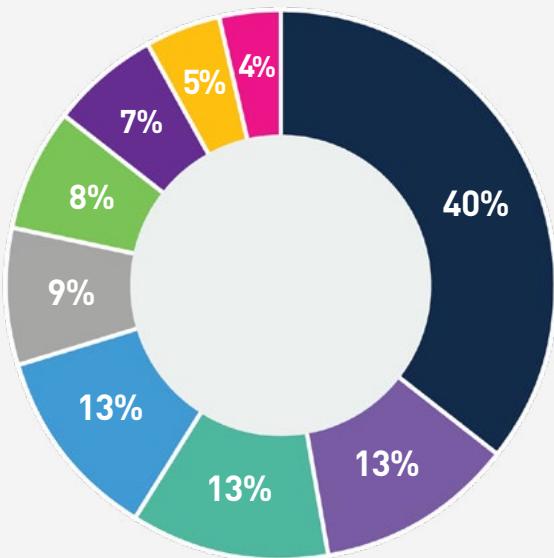
State with the Most Participants



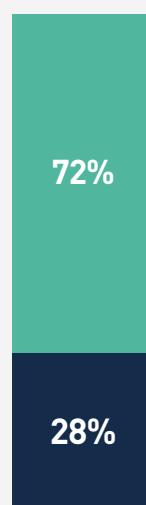
JOB FUNCTIONS



PRACTICE AREA



NASW MEMBERS VS. NON-MEMBERS



Members

Non-members



THANK YOU TO OUR 2025 SPONSORS



School of Social Work



BECOME AN EXHIBITOR



WHO EXHIBITS?

- Academic and Educational programs
- Advocacy organizations
- Educational institutions
- Financial institutions/financial services
- Government agencies
- Healthcare services
- Long-term care organizations and businesses
- Medical/health product companies
- Mental health organizations and providers
- Nonprofit organizations
- Professional services
- Publishers
- Veteran's organizations

WHAT DO YOU GET?

- Pipe & drape
- 8' high back wall
- 3' high side walls
- 6' draped table
- (2) chairs
- (1) waste basket
- (1) ID Sign (17" x 11")



Your company is allotted one complimentary full conference registration and one staff registration with exhibit hall access only per 100 square feet purchased. (i.e. if you have a 10x10 you have one complimentary full conference registration and one booth staff registration, etc.)

IMPORTANT INFORMATION

Regular Sales: November 1, 2025 – March 31, 2026

10 x 10 booth - \$1,750 (inline)
10 x 10 booth - \$2,000 (end cap)

Late Sales: April 1 – May 8, 2026

10 x 10 booth - \$2,000 (inline)
10 x 10 booth - \$2,250 (end cap)

Sales
close on
May 9,
2026

Exhibit floor plan and online registration will be available in January 2026.

For more information and to secure your booth early, please contact:

Kelly: kelly@kelly-partners.com

Natalie: natalie@kelly-partners.com



EXHIBIT BOOTH APPLICATION (please print)

Name _____ Email _____ Phone _____

Exhibiting Organization Name _____

Address _____ State _____ Zip Code _____

Contact Name (if different than person completing the form) _____

Name _____ Company/Work Email _____ Phone _____

Booth Preference: _____ Inline _____ End Cap

I would like to purchase additional booth staff badges (up to 3 per-booth) @ \$275 each _____

AGREEMENT

I/We agree to this sponsorship and recognize the benefits of support. I/We understand the fulfillment of benefits is dependent on my/our timely submission of organization logos, website links and other materials, as required.

Signature _____ Company/Work Email _____ Phone _____

PAYMENT TYPE

Check enclosed for \$ _____ (payable to NASW)

Please charge \$ _____ to my credit card Visa MasterCard AMEX

Name on Card _____ Card Number _____ Exp. Date _____ CVV Number _____

Authorized Signature _____ Billing Address _____ Zip Code _____

If cardholder contact information is different than the individual registering, please complete the information below.

Name of Cardholder _____ Billing Address _____ Zip Code _____

Please complete this form with payment information and email to Kelly@kelly-partners.com and Natalie@kelly-partners.com

Checks can be mailed to: NASW, Attn: National Conference, 750 First Street NE, Suite 800, Washington, DC 20002-4241

Thank you for agreeing to exhibit and/or sponsor at this event. By submitting this agreement, the above-named organization agrees to pay NASW for the exhibit and/or sponsorship selected above by 5/1/2026 in order to guarantee participation as an exhibitor and/or execution of the sponsorship benefits. Please note the costs listed in this agreement do not represent the full costs of the event or item. NASW reserves the right to list companies as co-sponsors of events or items. Contributions made to NASW for the exhibit and/or sponsorship program will be used to enhance the overall conference experience and help defray the overall costs of the conference. For cancellation requests received before March 31, 2025: You will receive a 75 percent refund of your registration fee. For cancellation requests received April 1 - May 30, 2025: You will receive a 50 percent refund of your conference registration fee. After May 30, 2025: No refunds will be issued for any reason. NO REFUNDS will be issued at any time for sponsorships. This agreement serves as a binding legal document and all monies must be paid in full at the time of the order.

BECOME A SPONSOR



	TIER 1 \$50,000	TIER 2 \$20,000	TIER 3 \$10,000	TIER 4 \$5,000
PRE-CONFERENCE BENEFITS				
Logo/link on conference website	Priority Placement	✓	✓	✓
Acknowledgment in Memberlink e-newsletter (Circulation 70,000)	✓	✓	✓	✓
Logo on socialworkers.org site	✓	✓	✓	✓
1 Social Media Post Acknowledging Sponsorship	✓	✓	✓	✓
Pre-conference email blast to full membership acknowledging conference sponsorship and advertising initiative of sponsor's choice	✓			
Pre-conference registration list	✓	✓	✓	✓
VISIBILITY DURING THE CONFERENCE				
Presenting Sponsor of Opening Reception	✓			
Recognition during Opening Reception	✓			
Recognition during Opening Keynote Presentation		✓		
Recognition during Plenary Session		✓		
Continental Breakfasts Sponsorship Acknowledgment			✓	
Refreshment Break Sponsorship Acknowledgment				✓
Organization logo displayed on video screens during conference	✓	✓	✓	✓
Exhibit Space	2 Booths, Prominent Placement	2 Booths	1 Booth	1 Booth
Logo displayed in entrance to exhibit hall and on conference signage	✓	✓	✓	✓
Promotional insert in conference tote bag	✓	✓	✓	✓
Acknowledgment from podium during conference	✓	✓	✓	✓
Complimentary conference registrations	4	3	2	1
POST CONFERENCE BENEFITS				
Recognition in NASW Section Link	✓	✓	✓	✓
Banner ad placement on NASW Professional Development pages	30 Days	15 Days		
Mention in post-conference NASW email follow-up	✓	✓	✓	✓
Opportunity to add a branding item to the tote bag (such as a notebook, koozie, eyeglass cleaner, etc.)	✓	✓	✓	N/A



SPONSORSHIP

EXCLUSIVES

CONFERENCE TOTE BAG

\$10,000 (Exclusive)

Each attendee will be given a reusable conference tote bag with your organization's logo prominently displayed and will stay with them long after the conference.

FILM FESTIVAL

\$7,500 (Exclusive)

Your organization's name and logo will be featured prominently on all signage for the NASW Film Festival and be acknowledged from the podium at each of the three film sessions.



HOTEL

KEY CARD

\$10,000 (Exclusive)

Provide a special welcome to conference attendees by having your logo printed on custom key cards provided directly to participants as the check into the hotel.



CONFERENCE MOBILE APP

\$6,500 (SOLD)

NASW's conference mobile app will be used by attendees multiple times throughout the conference. Your organization's logo will be featured on the splash screen, which is the first screen users see when launching the app.

DIGITAL AD TARGETING

\$5,000 (SOLD)

Get your company's digital ads displayed to your target market - the 2026 Conference attendees - for 2 weeks after the live event.

NAME TAG LANYARD

\$5,000 (SOLD)

Conference attendees will literally wear your organization name and logo on name badge lanyards provided to all participants.

BUILD YOUR OWN SPONSORSHIP!

Customize a sponsorship package.

Contact:

Kelly: kelly@kelly-partners.com

Natalie: natalie@kelly-partners.com

MEET-UPS SPONSORS

\$3,000 (2 available)

Conference attendees will have the opportunity to participate in content specific focused networking sessions. Your organization's name and logo will be featured prominently on program signage and on table cards.



DEDICATED EMAIL BLAST

\$1,500 (5 available)

A dedicated email blast to conference registrants. (subject to NASW approval).

PATRON PROGRAM

\$1,000

- Your organization recognized as a Patron on the conference site.
- 1 complimentary registration to the Virtual Conference
- Your organization's logo will be featured in a PowerPoint loop that will be broadcast before the virtually streamed sessions

SPONSORSHIP



NIGHT OUT WITH NASW PREMIER SPONSOR

\$12,000

Sponsorship of the Friday evening celebration event, with your logo on signage.



HYBRID STREAMING SPONSOR

\$15,000

Your organization's branding featured on all live-streamed sessions.

ACTION LAB SPONSOR

\$10,000

Support the advocacy hub that empowers attendees to take real-time action on NASW's policy priorities, featuring your brand on all Action Lab signage.

CONNECTION LOUNGE SPONSOR

\$10,000

Sponsor the high-traffic lounge where attendees gather to network, recharge, and relax, featuring your logo on signage.

PRE-CONFERENCE INSTITUTE SPONSOR

\$5,000

Showcase your brand on signage and materials for NASW's early workshops, connecting with the most motivated learners before the main conference begins.

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Natalie: natalie@kelly-partners.com

COMMUNITY SERVICE ACTIVATION SPONSOR

\$7,500

Sponsor NASW's on-site service project, such as assembling hygiene kits, and have your logo featured on volunteer shirts and signage.

LETTERS TO THE FUTURE MAILING SPONSOR

\$4,000

Your logo featured on reflective postcards mailed to attendees six months after the event, reinforcing your brand long after the conference ends.

DEMO SESSION SPONSOR

\$3,500

Host a 30-minute educational demo to showcase your product or technology to a live, engaged audience.





SPONSORSHIP AGREEMENT

Sponsor Name - Organization or individual, as you would like it to appear in materials

Contact Name

Address

State

Zip Code

Phone

Alternate Phone

Company/Work Email

Alternate Email

SPONSORSHIP LEVEL

Tier 1 - \$50,000

Tier 2 - \$20,000

Tier 3 - \$10,000

Tier 4 - \$5,000

Patron Program - \$1,000

Custom Package - \$_____

HYBRID STREAMING SPONSOR
\$15,000

NIGHT OUT WITH NASW SPONSOR
\$12,000

ACTION LAB SPONSOR
\$10,000

CONFERENCE TOTE BAG
\$10,000 (Exclusive)

CONNECTION LOUNGE SPONSOR
\$10,000

HOTEL KEY CARD
\$10,000 (Exclusive)

COMMUNITY SERVICE ACTIVATION SPONSOR
\$7,500

FILM FESTIVAL
\$7,500 (Exclusive)

MOBILE CHARGING STATION SPONSOR
\$6,500

CONFERENCE MOBILE APP
\$6,500 (SOLD)

DIGITAL AD TARGETING
\$5,000 (SOLD)

NAME TAG LANYARD
\$5,000 (SOLD)

PRE-CONFERENCE INSTITUTE SPONSOR
\$5,000

LETTERS TO THE FUTURE MAILING SPONSOR
\$4,000

DEMO SESSION SPONSOR
\$3,500

MEET-UPS SPONSORS
\$3,000 (2 available)

DEDICATED EMAIL BLAST
\$1,500 (5 available)

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Contact: Kelly: Kelly@kelly-partners.com

Natalie: [natalie@kelly-partners.com](mailto:Natalie@kelly-partners.com)



nasw

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