



JUNE 20-23, 2018



SHAPING TOMORROW
together
2018 NASW NATIONAL CONFERENCE

Partner with NASW to Reach Social Workers and Other Health and Human Service Professionals at the 2018 NASW National Conference

Shaping Tomorrow Together

June 20-23, 2018 • Washington, DC • Marriott Wardman Park Hotel

The National Association of Social Workers (NASW) is the largest membership organization of professional social workers with over 120,000 members and 55 chapters. It promotes, develops, and protects the practice of social work and social workers. NASW also seeks to enhance the well-being of individuals, families, and communities through its advocacy. To learn more about the National Association of Social Workers, visit www.socialworkers.org

2018 NASW National Conference – Shaping Tomorrow Together

The NASW national conference will be the ultimate gathering of over 2000 social workers and like-minded professionals. Over the span of four days, attendees will hear from inspiring internationally renowned keynote speakers, interactive workshops, and have access to unparalleled opportunities for professional development as well as continuing education credits. They will network with their peers from across the globe, representatives from the national office and industry relevant exhibitors. Whether you offer health and human service products and services, continuing education opportunities or simply want to get in front of social workers, the 2018 NASW National Conference is the place to be.

Join over 2000 social work and allied professionals June 20-23 in Washington, DC to put a spotlight on your company and extend your reach.

Who Attends?

Social workers from 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 newborns to the aged.

NASW National Conference attendees are:

- 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

Reasons to become a sponsoring partner with NASW

- Connect with over **2000 social workers and allied professionals** from all 50 states and across the globe
- Build brand recognition and generate leads onsite
- Maximize your year-round exposure to the larger social work community including **120,000 NASW members** through NASW’s marketing outreach efforts

Unique Sponsorship Opportunities

The following page outlines the levels of support and opportunities available to you. Identify the one that suits your budget or let us customize a support package that is tailored to your specific needs and that works best to spotlight your company’s name in front of more than 2000 professional social workers and health and human services professionals attending the conference.

Sponsors who secure their support of the conference early receive the most benefit from their participation.

	Platinum \$50,000	Gold \$30,000	Silver \$15,000	Bronze \$5,000
Preconference Benefits				
Logo/link on conference web site	Priority Placement	✓	✓	✓
Logo on NASW Specialty Practice Sections – 12 practice areas	✓	✓	✓	
Logo on NASW consumer web site – “Help Starts Here”	Priority Placement	✓		
Acknowledgement in <i>NASW NEWS</i> Ad (Circulation over 120,000)	✓	✓	✓	✓
Logo on SocialWorkers.org, including career sites	✓	✓	✓	
Acknowledgement on NASW Social Media channels	✓	✓	✓	✓
Placement ad in Social Work SmartBrief, NASW’s daily electronic newsletter	One ad for 15 days	One ad for 10 days	One ad for 6 days	One ad for 3 days
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				
Recognition during Opening Reception	✓			
Recognition during Keynote Presentation		✓		

Recognition during Plenary Session		✓		
Continental Breakfasts Sponsorship acknowledgement			✓	
Refreshment Break Sponsorship acknowledgement				✓
Organization logo displayed on video screens during the conference	✓	✓	✓	✓
Exhibit Space	2 Booths Prominent Placement	2 Booths	1 Booth	1 Booth
Logo displayed at entrance to exhibit hall	✓	✓	✓	✓
Acknowledgement on conference signage (display size relative to support)	✓	✓	✓	✓
Promotional insert in conference tote bag	✓	✓	✓	✓
Ad placement in conference program book	Full Page	Full Page	Half Page	Quarter Page
Acknowledgement from podium during the conference	✓	✓	✓	✓
Complimentary conference registrations	4	3	2	1
Post Conference Benefits				
Subscription to <i>NASW NEWS</i>	One Year	6 Months		
Recognition in NASW Section Link	✓	✓	✓	✓
Complimentary booth placement in NASW Virtual Career Fair – includes job posting on NASW job board	✓	✓		
Acknowledged as sponsor of NASW webinar	2 webinars	2 webinars	1 webinar	1 webinar
Banner ad placement on NASW Professional Development web pages	30 days	15 days		

Additional Opportunities

Want greater visibility? Sponsor one of the following and maximize the exposure of your brand, products and services to attendees.

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.

Hotel Key Card | \$10,000 (Exclusive)

Provide a special welcome to conference attendees by having your logo printed on custom keycards provided directly to participants as they check into the Marriott Wardman Park hotel.

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.

Conference Mobile App | \$5,000

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.

Conference Charging Stations | \$5,000

Conference attendees will be able to charge their electronic devices at stations located in the exhibit hall. Your logo will be placed on signage accompanying the charging station.

Conference Bag Tags | \$5,000

Brightly colored luggage tags will help attendees identify their conference tote bags throughout the program and can be used for years after the conference. Your organization's logo will be placed on 2500+ luggage tags and distributed to attendees of the conference.

A Night at the Awards, A Night to Remember | \$5,000

A celebration of the recipients of the NASW National Awards and the NASW Foundation Awards. The evening will include an elegant reception, program, and opportunity for participants to join their colleagues in honoring the award recipients at this festive event.

Name Tag Lanyard | \$4,000

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

Note Pad | \$4,000

Conference attendees will see your logo when they take notes throughout the conference and beyond on specially prepared note pads provided to all attendees.

Meet-Ups Sponsors | \$3,000 (two 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.

To discuss additional opportunities or request a customize package, please contact Raffaele Vitelli at 202-336-8300 or Richard Loomis at 202-336-8248.



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SPONSOR AGREEMENT

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

Contact Name

Address

State

Zip Code

Phone

Alternate Phone

Email Address

Alternate Email Address

SPONSORSHIP LEVEL

- PLATINUM LEVEL – \$50,000**
- GOLD LEVEL – \$30,000**
- SILVER LEVEL – \$15,000**
- BRONZE LEVEL – \$5,000**
- EXHIBITOR – \$1,300**
Early bird rate until March 31, 2018. Rate increases to \$1,500 on April 1.
Visit rebrand.ly/2018NationalConference to register for exhibit space.
- ADVERTISE IN PROGRAM**
Price varies by size of ad
Visit rebrand.ly/2018NationalConference to for more information.
- 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.
- HOTEL KEY CARD | \$10,000 (EXCLUSIVE)**
Provide a special welcome to conference attendees by having your logo printed on custom keycards provided directly to participants as they check into the Marriott Wardman Park hotel.
- 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.
- CONFERENCE MOBILE APP | \$5,000**
NASW's conference mobile app will be used by attendees multiple times throughout the conference. Your organization's logo will be featured on the opening screen users see when launching the app.
- CONFERENCE CHARGING STATIONS | \$5,000**
Conference attendees will be able to charge their electronic devices at stations located in the exhibit hall. Your logo will be placed on signage accompanying the charging station.
- CONFERENCE BAG TAGS | \$5,000**
Brightly colored luggage tags will help attendees identify their conference tote bags throughout the program and can be used for years after the conference. Your organization's logo will be placed on 2,500+ luggage tags and distributed to attendees of the conference.
- A NIGHT AT THE AWARDS | \$5,000**
A celebration of the recipients of the NASW National Awards and the NASW Foundation Awards. The evening will include an elegant reception, program, and opportunity for participants to join their colleagues in honoring the award recipients at this festive event.
- NAME TAG LANYARD | \$4,000**
Conference attendees will literally wear your organization name and logo on name badge holder lanyards provided to all participants.
- NOTE PAD | \$4,000**
Conference attendees will see your logo when they take notes throughout the conference and beyond on specially prepared note pads provided to all attendees.
- MEET-UPS SPONSORS | \$3,000 (TWO 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.

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

Printed Name

Date

PAYMENT TYPE

Check enclosed for \$ _____ (payable to NASW)

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

Name on Card

Card Number

Exp. Date

Authorized Signature

CVV Number

Please return this form with payment to: NASW, Attention: National Conference, 750 First Street NE, Suite 800, Washington, DC 20002-4241