



National Association of Social Workers  
NEW YORK STATE CHAPTER

# **(EM)POWER UP:**

## **SOCIAL WORKERS AS THE VANGUARDS OF CHANGE**

2019 NASW-NYS STATEWIDE CONFERENCE

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SPONSORSHIP,  
EXHIBITOR,  
& ADVERTISING  
PROSPECTUS

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# (EM)POWER UP!

The 2019 NASW-NYS Statewide Conference, **(EM)POWER UP: Social Workers as Vanguard of Change**, will unite social workers and allied mental health professionals in the international tourist destination Saratoga Springs, NY, for three days of continuing education workshops, acclaimed keynote speakers, networking opportunities, the NASW-NYS Social Work Awards, and more! The conference is designed to connect attendees with the newest trends and innovation in practice, conquer professional fatigue, and leave feeling *(em)powered up!* and ready to empower those around them.

As a sponsor or exhibitor, you will reach hundreds of social work professionals and students eager to learn about products and services that will enhance their personal and professional lives, as well as seeking to connect with organizations and agencies for collaboration and job opportunities. With numerous scheduled receptions, general sessions, and breaks, you will have many opportunities to interact with conference attendees and promote your organization or service.



IMAGES COURTESY OF DISCOVER SARATOGA

## CONFERENCE DETAILS

**JUNE 5-7, 2019**  
**SARATOGA SPRINGS, NY**

The 2019 NASW-NYS Conference will take place at the Saratoga Hilton and adjoining Saratoga Springs City Center, centrally located in the heart of downtown Saratoga Springs, NY.

**TAKE A VIRTUAL TOUR OF OUR LOCATION!**

[https://youtu.be/s37oNCG\\_gRI](https://youtu.be/s37oNCG_gRI)

# (EM)POWER UP: SPONSORSHIP OPTIONS

	OFFICIAL	PLATINUM	GOLD	SILVER
CONTRIBUTION	\$10,000	\$5,000	\$3,750	\$2,000
EXHIBIT BOOTH LOCATION <small>(EM)POWER UP: SOCIAL WORKERS AS VANGUARDS OF CHANGE</small>	PREMIUM RESERVED <small>NEXT TO NASW-NYS</small>	PREMIUM RESERVED	RESERVED	RESERVED
PROGRAM AD	FULL PAGE	FULL PAGE	HALF PAGE	HALF PAGE
BAG STUFFER	UP TO 3	UP TO 2	1	
LOGO ON CONFERENCE ITEM <small>Choices include notepad, pens, lanyard, drinkware, etc.</small>	TOTE BAG & 2 OTHER ITEM OF CHOICE	TOTE BAG		
LOGO ON SIGNAGE	LARGE	LARGE	MEDIUM	MEDIUM
SPEAKING OPPORTUNITY	10 MINUTES			
CONFERENCE REGISTRATION	2	1	1	
<b>DIGITAL MARKETING</b>				
RECOGNITION ON CONFERENCE WEBSITE	•	•	•	•
BANNER ON NASW-NYS HOME PAGE	•	•		
LOGO IN CONFERENCE EMAILS	•	•	•	•
AD IN JULY 2019 NASW-NYS MEMBER E-NEWS	FULL PAGE	FULL PAGE	HALF PAGE	HALF PAGE
SOCIAL MEDIA PLUG (FACEBOOK & TWITTER)	2 POSTS	1 POST		
EMAIL TO MEMBERSHIP (1) <small>Your content sent between March 2019 - December 2019</small>	•			

## SPONSOR LEVELS

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### OFFICIAL CONFERENCE SPONSOR

**\$10,000**

- Acknowledgment as Official Conference Sponsor in all conference materials, with prominent logo placement on conference website, conference signage, and in-conference related emails
- Your logo on the conference tote-bag given to all attendees
- Your logo on conference merchandise item, with options including: notepad, pens, lanyard, drinkware
- Large signage featuring organization logo displayed prominently in conference registration area
- Premium reserved exhibit booth placement with two chairs supplied
- Full page ad included in 2019 Conference program
- Full page ad included in the NASW-NYS July 2019 E-Newsletter
- Speaking opportunity (10 minutes) at conference plenary session
- Complimentary registration for **two** organization representatives
- Your choice of up to **three** bag stuffers (provided) in conference tote-bags
- **Two** posts on NASW-NYS Facebook and Twitter accounts (each) recognizing and thanking agency as the Official Conference Sponsor
- **One** email to full NASW-NYS membership of over 7,000 sent between March 2019 and December 2019

### PLATNUM CONFERENCE SPONSOR

**\$5,000**

- Acknowledgment as Platinum Sponsor in all conference materials, with prominent logo placement on conference website, conference signage, and in-conference related emails
- Your logo on the conference tote-bag given to all attendees
- Large signage featuring your logo displayed prominently in conference registration area
- Premium reserved exhibit booth placement with two chairs supplied
- Full page ad included in 2019 Conference program
- Full page ad included in the NASW-NYS July 2019 E-Newsletter
- Complimentary registration for **one** organization representative
- Your choice of up to **two** bag stuffers (provided) in conference tote-bags
- **One** post on NASW-NYS Facebook and Twitter accounts (each) recognizing and thanking agency as the Platinum Sponsor your content

SPONSOR LEVELS CONTINUED

**GOLD SPONSOR**

**\$3,750**

- Acknowledgment as Gold Sponsor in all conference materials, with prominent logo placement on conference website, conference signage, and in-conference related emails
- Medium signage featuring your logo displayed prominently in conference registration area
- Reserved exhibit booth with two chairs supplied
- Half page ad included in 2019 Conference program
- Half page ad included in the NASW-NYS July 2019 E-Newsletter
- Complimentary registration for **one** organization representative
- Your choice of up to **one** bag stuffer (provided) in conference tote-bags

**SILVER SPONSOR**

**\$2,000**

- Acknowledgment as Silver Sponsor in all conference materials, with prominent logo placement on conference website, conference signage, and in-conference related emails
- Small signage featuring your logo displayed prominently in conference registration area
- Reserved exhibit booth with two chairs supplied
- Half page ad included in 2019 Conference program
- Half page ad included in the NASW-NYS July 2019 E-Newsletter

**CUSTOM SPONSORSHIPS AVAILABLE!**

Don't see the perfect sponsorship for your organization? Have a specific sponsor benefit in mind? Want to upgrade to a bigger space or a larger ad? Contact Amelia Lochner-Malavé, Grants & Development Specialist, at [alochner.naswnys@socialworkers.org](mailto:alochner.naswnys@socialworkers.org)

## EXHIBITOR DETAILS

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### FRIENDS OF SOCIAL WORK

#### **\$400 NON-PROFIT/\$550 FOR PROFIT**

- Acknowledgment as conference exhibitor in conference program (given to all attendees)
- Tabletop space with 6' draped table and two chairs
- 25% off conference program advertisements
- Listing in Social Work Exhibitor Passport (given to all attendees)
- Complimentary lunch

### EXHIBITOR SCHEDULE

The schedule for the exhibit hall has been developed to coincide with break times and should allow for the greatest amount of flow in the exhibit hall. In addition, all refreshment breaks during exhibit hours will be held in the exhibitor hall.

#### Exhibitor Hours

Wednesday, June 5: 10:00 a.m. - 6:00 p.m.

Thursday, June 6: 7:00 a.m. - 6:00 p.m.

Friday, June 7: 7:00 a.m. - 3:00 p.m.

*Exhibit hours schedule subject to change*

## SOCIAL WORK EXHIBITOR PASSPORT

The booth traffic-building promotion called **Social Work Passport to Win** is a fun way to attract and keep attendees on the exhibit floor. Each attendee will receive a passport with a list of participating exhibitors and must stop at each booth to receive a stamp on their passport for a chance to win a prize. **We encourage you to bring a gift to be donated as a prize for our conference attendees.**

## EXCLUSIVE SPONSORSHIP OPPORTUNITIES

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### SOCIAL WORK AWARDS SPONSOR

**\$1,500**

A celebration of the recipients of the NASW-NYS Social Work Awards. The evening will include an elegant reception, program, and opportunity for participants to join their colleagues in honoring the award recipients at this prestigious, career celebrating event.

- Recognition as Social Work Awards Sponsor in all conference materials, with prominent logo placement on awards website, awards signage, and in-conference related emails
- Acknowledgment as official Social Work Awards Sponsor at the podium during the awards ceremony

### FILM FESTIVAL

**\$1,500**

Your organization's name and logo will be featured prominently on all signage for the NASW-NYS Movie Night, featuring a film screening and panel discussion that will give the audience the opportunity to gain CE credits through an entertaining and dynamic way.

- Recognition as Film Festival sponsor at the beginning and end of the movie
- Your logo displayed on the screens as attendees enter and depart the Film Festival
- Your sign displayed at the concession stand
- Your choice of item to be distributed to attendees

### PRE-CONFERENCE SPONSOR

**\$1,000**

Be the official sponsor of the pre-conference CE program, a full day of continuing education programming totaling up to 6 CE hours!

- Sponsor will be thanked at the general session for their sponsorship of the pre-conference
- Large signage will identify agency as Pre-Conference Sponsor for pre-conference day
- Recognition as Pre-Conference sponsor in conference program distributed to all attendees
- Sponsor will be identified as the 'Pre-Conference Sponsor' on the CE certificates distributed to attendees



All Exclusive Sponsorship Opportunities comes with **50% OFF Friends of Social Work (Exhibitor)** package. *That's up to \$275 in savings!*  
Sponsorships are available on a first-come, first-served basis.

EXCLUSIVE SPONSORSHIP OPPORTUNITIES CONTINUED

## CONFERENCE CHARGING STATIONS

**\$1,000**

Conference attendees will be able to charge their electronic devices at the charging station during the entirety of the conference. The station will be placed in a high-traffic area which is sure to draw attention AND appreciation for attendees as you rescue them from the dreaded “Low Battery” signal.

- Your logo will be placed on signage accompanying the charging stations
- Conference station will be identified in the conference program map of location with acknowledgment of sponsor

## WI-FI SPONSOR

**\$1,000**

Reliable Wi-Fi is a critical must-have productivity tool. Help attendees stay connected by sponsoring the Wi-Fi connection!

- Recognition as Wi-Fi sponsor on signage throughout the entire conference venue
- Customized network name/password

## REGISTRATION SPONSOR

**\$1,000**

Sponsor the area in which every conference attendee begins their experience – the registration area! Make that initial connection as attendees start their conference experience, giving you optimal time to continue the conversation throughout the event. Perfect to take advantage of the 50% off exhibitor fee!<sup>1</sup>

- Your name and logo prominently displayed on signage around conference registration area
- Up to two promotional pieces provided by sponsor will be made available on the registration table

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\* All Exclusive Sponsorship Opportunities comes with 50% OFF Friends of Social Work (Exhibitor) package. The Friends of Social Work exhibitor package comes with a 25% off conference advertisements (see page 9)



# ADVERTISING OPPORTUNITIES

We are offering attendees and organizations the opportunity to advertise and reach hundreds of attendees in the 2019 NASW-NYS Conference Program.

## ADVERTISING OPTIONS\*

	Space	Rate
Full Page	8.5" w x 11"h	\$575
Half Page (Horizontal)	7.5" w x 4.75" h	\$300
Quarter Page	3.5" w x 4.75" h	\$200
Business Card	3.5" w x 2" h	\$70

\* 25% DISCOUNT WITH EXHIBITOR REGISTRATION

## DETAILS

All conference program ads are full color and should be submitted as high resolution (300 DPI), CMYK color mode. File should be PDF, JPG, or JPEG; Native Illustrator files (e.g. .ai, .eps) would be preferable, but not necessary.

Advertisements to be sent to Amelia Lochner-Malavé at [alochner.naswnys@socialworkers.org](mailto:alochner.naswnys@socialworkers.org)

Submission deadline: April 22, 2019



### EXHIBIT & ADVERTISING POLICY

All exhibitor and advertising is subject to review and approval by NASW-NYS. NASW-NYS reserves the right to refuse any exhibitor or advertisement it deems to be objectionable to its mission and/or policies. The Chapter cannot promote unaffiliated insurance products or vendors.

## APPLICATION FORM

APPLICATION DEADLINE:

APRIL 17, 2019

CONTACT PERSON: \_\_\_\_\_

ORGANIZATION NAME: \_\_\_\_\_

ADDRESS (STREET, CITY, STATE, ZIP): \_\_\_\_\_

WEBSITE: \_\_\_\_\_ PHONE NUMBER: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_@\_\_\_\_\_

NAME & TITLE (FOR EXHIBITOR BADGE): \_\_\_\_\_

WILL EXHIBITOR BE PROVIDING A GIFT BASKET?  YES  NO

ORGANIZATION DESCRIPTION: \_\_\_\_\_

### SPONSORSHIP / EXHIBITOR OPTIONS: (Check all that apply)

- \$10,000.00 – OFFICIAL Conference Sponsor
- \$5,000.00 – PLATINUM Sponsor
- \$3,750.00 – GOLD Sponsor
- \$2,000.00 – SILVER Sponsor
- \$ \_\_\_\_\_ – EXCLUSIVE Sponsor (*Please write*) \_\_\_\_\_
- + 50% FRIENDS OF SOCIAL WORK Exhibitor  \$200.00 (NON PROFIT)  \$275.00 (FOR PROFIT)
  
- \$400.00 – FRIENDS OF SOCIAL WORK (NON PROFIT) Exhibitor
- \$452.50 – FRIENDS OF SOCIAL WORK (NON PROFIT) plus BUSINESS CARD advertisement
- \$550.00 – FRIENDS OF SOCIAL WORK (NON PROFIT) plus QUARTER page advertisement
- \$625.00 – FRIENDS OF SOCIAL WORK (NON PROFIT) plus HALF page advertisement
- \$831.25 – FRIENDS OF SOCIAL WORK (NON PROFIT) plus FULL page advertisement
  
- \$550.00 – FRIENDS OF SOCIAL WORK (FOR PROFIT) Exhibitor
- \$602.50 – FRIENDS OF SOCIAL WORK (FOR PROFIT) plus BUSINESS CARD advertisement
- \$700.00 – FRIENDS OF SOCIAL WORK (FOR PROFIT) plus QUARTER page advertisement
- \$775.00 – FRIENDS OF SOCIAL WORK (FOR PROFIT) plus HALF page advertisement
- \$981.25 – FRIENDS OF SOCIAL WORK (FOR PROFIT) plus FULL page advertisement

### ADVERTISING OPTIONS

- \$70.00 – Advertising - BUSINESS CARD
- \$200.00 – Advertising - QUARTER page
- \$300.00 – Advertising - HALF page (horizontal)
- \$575.00 – Advertising - FULL page

**TOTAL:** \$ \_\_\_\_\_

# (EM)POWER UP:

## APPLICATION FORM

APPLICATION DEADLINE:

APRIL 17, 2019

### AGREEMENT

I/We agree to this sponsorship and recognize the benefits of the 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.

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### PAYMENT TYPE

Check enclosed for \$ (payable to NASW-NYS)

Check # \_\_\_\_\_

Please charge \$ \_\_\_\_\_ to my credit card.

Visa  MasterCard  AMEX  Discover

Name on Card Card \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Number Exp. Date \_\_\_\_/\_\_\_\_

CVV Number \_\_\_\_\_

Billing Address \_\_\_\_\_

\_\_\_\_\_  
Email address (for receipt) \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Please return this form with payment to:

NASW-NYS Chapter

Attention: 2019 Conference

188 Washington Avenue

Albany, NY 12210

**SEE YOU AT THE CONFERENCE!**

**JUNE 5-7, 2019**

SARATOGA SPRINGS, NY

NASWNYS.ORG/CONFERENCE