

The National Association of Social Workers, Florida Chapter and the Florida Chapter of the Society for Social Work Leaders in Health Care present:

SOCIAL WORK CONFERENCE 2012



EXHIBIT HALL & JOB FAIR

Building connections with professional social workers.

**DEADLINE FOR EXHIBIT APPLICATIONS:
MAY 25, 2012**

Set Up: June 13, 2012

Social Work Job Fair: June 13, 2012

**Social Work Conference Exhibit Hall:
June 14–16, 2012**

SWC 2012 Exhibitor, Advertiser, and Sponsor Prospectus
June 13–16, 2012
Hilton Fort Lauderdale Airport

EXHIBIT HALL INFORMATION

Network with 500–600 Professional Social Workers

The annual Florida Social Work Conference (SWC) will be held in Fort Lauderdale, Florida, June 14–16, 2012. Each year, practitioners participate in this annual event to discover new products and services that will aid them in their field. Based on previous conference attendance, we expect to register 500 attendees or more!

The Exhibit Hall

- ◆ Exhibit Breaks: Will be 1/2 hour in length, spread throughout the conference. A complete list of conference breaks will be provided to all exhibitors.
- ◆ Refreshments: Will be served in the Exhibit Hall before seminars as well as during breaks.
- ◆ Door Prizes: Attendees must visit the Exhibit Hall and gather signatures from each booth to be entered to win various door prizes. Door prizes will be awarded at the closing session on Friday, June 15.

Exhibit Booth Details:

- ◆ Exhibit Space: One 6' table top.
- ◆ Exhibitor Rates: \$425 non-profits / \$525 for-profits.
- ◆ Exhibitor Setup: Check-in and installation of exhibits is from 12:00 p.m. until 5:00 p.m. on Wednesday, June 13, 2012.
- ◆ Exhibitor Tear Down: Exhibitors are welcome to stay through the end of the conference, which closes at 12:00 p.m. on Saturday, June 16. We ask that you stay through the last exhibit break on Friday, June 15.

Exhibit Booth Includes:

- ◆ Six-foot exhibit table with exhibitor badges and ribbons;
- ◆ Listing as an exhibitor in the *Conference Program* given to all attendees;
- ◆ Opportunity to participate in the job fair;
- ◆ Opportunity to participate in door prize drawing for attendees;
- ◆ Disk of conference attendee information sent after conference.

Job Fair Details:

- ◆ Job fair to be held Wednesday, June 13 from 5:30 p.m. until 7:30 p.m.
- ◆ Job-seeking social workers will be asked to bring their resumes and meet with potential employers.
- ◆ Held in the exhibit hall.
- ◆ Included for all exhibitors and sponsors.

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SPONSORSHIP OPPORTUNITIES

1. Platinum Sponsor (3 total)—\$5,000

****Special Deadline: April 30, 2012****

Priority/choice given to first received.

- ◆ Your company's logo featured prominently on giveaway item for conference attendees: choice of conference tote bags OR clip boards OR lanyard;
- ◆ Three-minute speaking opportunity at a plenary session;
- ◆ Back cover of the *Conference Program* for first platinum sponsor, full page for all others;
- ◆ First choice of location for exhibit display at the conference;
- ◆ Two (2) complimentary bag stuffers;
- ◆ Recognition as the *Platinum Sponsor* in signage and in the *Conference Program*;
- ◆ Five (5) complimentary registrations to the conference;
- ◆ Space for large standing display;
- ◆ Six-foot exhibit table and all benefits offered to exhibitors;
- ◆ One (1) additional table if requested.

2. Gold Sponsor—\$3,000

- ◆ Includes recognition as a sponsor of a conference event, with your logo prominently displayed;
- ◆ One-minute speaking opportunity during a conference plenary or event;
- ◆ Full-page ad in the *Conference Program*;
- ◆ Second choice of location for exhibit display at the conference;
- ◆ Two (2) complimentary bag stuffers;
- ◆ Recognition as a *Gold Sponsor* in signage and in the *Conference Program*;
- ◆ Three (3) complimentary registrations to the conference;
- ◆ Space for large standing display;
- ◆ Six-foot exhibit table and all benefits offered to exhibitors.
- ◆ One (1) additional table if requested.

3. Silver Sponsor—\$ 2,000

- ◆ Half-page ad in the *Conference Program*;
- ◆ Reserved prime location for exhibit display at the conference;
- ◆ One (1) complimentary bag stuffer;
- ◆ Recognition as a *Silver Sponsor* in signage and in the *Conference Program*;
- ◆ Two (2) complimentary registrations to the conference;
- ◆ Space for large standing display;
- ◆ Six-foot exhibit table and all benefits offered to exhibitors.

4. Bronze Sponsor—\$1,000

- ◆ Quarter-page ad in the *Conference Program*;
- ◆ Reserved location for exhibit display at the conference;
- ◆ Recognition as a *Bronze Sponsor* in signage and in the *Conference Program*;
- ◆ Choice of one (1) complimentary registration to the conference OR one (1) complimentary bag stuffer;
- ◆ Space for large standing display;
- ◆ Six-foot exhibit table and all benefits offered to exhibitors.

5. Sponsor—\$ 750

- ◆ Reserved location for exhibit display at the conference;
- ◆ Recognition as a *Sponsor* in signage and in the *Conference Program*;
- ◆ Choice of Business card ad in the *Conference Program* OR one (1) complimentary registration to the conference;
- ◆ Space for large standing display;
- ◆ Six-foot exhibit table and all benefits offered to exhibitors.

6. Custom Sponsorship

Don't see the perfect sponsorship for your company? Is the sponsorship you were interested in already filled? Contact NASW-FL to discuss a custom sponsorship package at 1-800-352-6279. You pick the benefits you want, we'll quote you a price!

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ADVERTISING OPPORTUNITIES

Program Booklet Advertisements

Every attendee receives a Program Booklet at the Annual Conference. The booklet is referred to repeatedly during the conference and is used for future reference following the meeting. Each time an attendee opens the booklet, you have the likelihood of reaching them. Here is the perfect opportunity to advertise your organization and support NASW-Florida Chapter at the same time.

The following advertising opportunities are available:

Full Page	7.25" w X 9" h	\$ 550
Half Page	7.25" w X 4.5" h	\$ 375
	3.5" w X 9" h	\$ 375
Quarter Page	3.5" w X 4.5" h	\$ 220
Business Card	3.5" w X 2.25" h	\$ 110

The deadline is Friday, May 25, 2012 for receipt of the Application Form and full payment along with artwork formatted to size and in digital format.

Acceptable formats include .pdf, .jpg, .tif, .bmp, .doc, .pub, and .wpd.

Bag Stuffer

\$ 300/item

Another popular way to reach every attendee is with your special insert placed in the conference attendee bag, which is distributed at registration. You provide the insert, and we will make sure it gets distributed to every conference attendee! Here is a way for your company to deliver a personalized message.

Suggested bag stuffer ideas:

- ◆ Flyer, pamphlet, or booklet;
- ◆ Pen or pencil;
- ◆ Notepad;
- ◆ Lanyard;
- ◆ Bottle of water with your logo;
- ◆ Snack food item with your logo or attached business card;
- ◆ Stress ball or other novelty gift.

The deadline for receipt of the Application Form and full payment is Friday, May 25, 2012. Insert items must be received at the NASW-FL Chapter office no later than Friday, June 8 to ensure inclusion in all conference bags. Recommended shipment: 700 inserts.

IMPORTANT!

The advertising opportunities listed above are included in most conference sponsorships.

If you are planning to exhibit at the conference and are considering advertising, you may wish to review the sponsorship options to see what best suits your needs. Please call NASW-FL at 1-800-352-6279 with any questions.

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EXHIBIT / SPONSOR REGISTRATION

Instructions: Fill out both sides completely. **Deadline is May 25, 2012 (April 30 for Platinum level).**

Contact Information for Exhibitors, Advertisers, and Sponsors

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Primary Contact: _____ E-mail: _____

On-Site Representatives: _____

Do you wish to have a complimentary booth at the Job Fair: Yes No

Sponsorships

- | | | | |
|---|----------|---|----------|
| <input type="checkbox"/> Platinum Sponsor (3 available) | \$ 5,000 | <input type="checkbox"/> Bronze Sponsor | \$ 1000 |
| <input type="checkbox"/> Gold Sponsor | \$ 3,000 | <input type="checkbox"/> Sponsor | \$ 750 |
| <input type="checkbox"/> Silver Sponsor | \$ 2,000 | <input type="checkbox"/> Custom Sponsorship | \$ _____ |

Exhibit Booths

- | | | | |
|-------------------------------------|--------|-------------------------------------|--------|
| <input type="checkbox"/> For-profit | \$ 525 | <input type="checkbox"/> Non-profit | \$ 425 |
|-------------------------------------|--------|-------------------------------------|--------|

Program Advertisements

- | | | | |
|------------------------------------|--------|--|--------|
| <input type="checkbox"/> Full Page | \$ 550 | <input type="checkbox"/> Quarter Page | \$ 220 |
| <input type="checkbox"/> Half Page | \$ 375 | <input type="checkbox"/> Business Card | \$ 110 |

Other Marketing / Exhibiting Opportunities

- | | |
|---|--------|
| <input type="checkbox"/> Bag Stuffer (per item) | \$ 300 |
|---|--------|

Payment Method

- Check Purchase Order Visa MasterCard American Express

Credit Card #: _____ Exp. Date: _____

Name on Card: _____ Signature: _____

Remit Payment to:	SWC 2012, NASW-FL, 1931 Dellwood Drive, Tallahassee, FL 32303 or fax to (850) 561-6279.
Questions?	Contact Johanna Byrd at 1-800-352-6279 or johanna@naswfl.org.

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TERMS OF EXHIBIT CONTRACT

Please read carefully and sign below to indicate acceptance of the rules and regulations.

These rules and regulations are a part of the contract between NASW-FL and the Exhibitor. Signature on this form constitutes acceptance with all rules and regulations. Interpretation of all rules and regulations is the responsibility of Exhibit Management. All decisions are final.

PAYMENT FOR SPACE: All applications must be accompanied by payment for the full amount. Access to the exhibit hall will not be allowed unless all fees are paid in full.

BOOTH ASSIGNMENTS: Assignment to booth space will be based on sponsorship level, with reserved spaces held for sponsors. All other booth space will be determined on a first-come, first-served basis. Any exhibitor who occupies a reserved space will be moved. NASW-FL management reserves the right to reassign space as needed.

CANCELLATION POLICY: Exhibitors requesting cancellation of registration and providing **written notice** to the NASW-FL office no later than May 25, 2012 will receive a refund less a \$100 administrative fee. Exhibitors who cancel after May 25, 2012 will not receive a refund.

INSTALLATION OF EXHIBITS: Exhibitor registration will be open between the hours of 12:00 and 5:00 p.m. on Wednesday, June 13. Any exhibitor arriving prior to 12:00 p.m. will be asked to wait until 12:00 p.m. to check in or select an exhibit space. Any exhibit space not occupied by 5:00 p.m. on June 13 will be considered forfeited by the exhibitor and no refund shall be paid. NASW-FL may reassign such space at its discretion without any obligation to the exhibitor.

DISMANTLING EXHIBITS: The Exhibit Hall will close at 12:00 p.m. on Saturday, June 16. Exhibitors are asked not to dismantle before the end of the last exhibit break scheduled on Friday, June 15.

USE OF SPACE: Exhibitors may not assign, sublet, or share with any other company any part of the space allotted to them unless arrangements are approved by NASW-FL prior to the event. Exhibitors must stay within their assigned space unless arrangements are made for

additional tables or space. Amplifying devices that project sound beyond the exhibitor's space are prohibited.

ADVERTISING & SALES: Advertising materials may not be distributed except at the exhibit table. All direct sales must comply with local and state regulations concerning licensing and taxes.

ACCEPTABILITY OF EXHIBITS: All exhibits must serve the interests of the conference attendees and shall be operated in a way that will not detract from other exhibits or the conference as a whole. NASW-FL reserves the right to refuse or require the withdrawal of any exhibitor which it deems objectionable to its purpose, and to prohibit anything that, in its sole judgment, may be deemed to detract from the show in general.

FIRE, SAFETY, & HEALTH REGULATIONS: The Exhibitor agrees to comply with local, city, and state laws, ordinances, and regulations for fire, safety, and health. Arrangement of booth should not hinder traffic flow through the aisles. No combustible materials should be stored in or around the exhibit.

LIABILITY: It is agreed that neither NASW-FL nor its host facility shall be liable for any damage to, or destruction of, any exhibit (or part of an exhibit), or disappearance of any exhibit (or part) or any property contained in and about the exhibit area. The exhibitor agrees to indemnify and hold harmless NASW-FL and host facility and their employees and representatives from and against any and all liability for damage, injury, costs, or loss to all persons and claims arising out of or resulting from exhibitor's use and occupancy of the exhibit area at the conference facility or any part thereof.

NON-DISCRIMINATION CLAUSE: The Exhibitor has a policy of nondiscrimination based on race, gender, ethnicity, sexual orientation, religion, disability, and age.

Authorization: I have read and agree to comply with the Terms of Exhibit Contract.

Signature of Exhibitor's Authorized Representative

Date

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ADDITIONAL INFORMATION



Conference Hotel Information

Hilton Fort Lauderdale Airport

1870 Griffin Road

Dania Beach, FL 33004

Room Rate: \$99 single/double

Hotel Reservations: 1-800-HILTONS
(NASW group rate)

www.fortlauderdaleairport.hilton.com

Reservation Deadline: May 21, 2012

Self Parking: Included in event registration; participants in SWC will receive vouchers for their parking whether they are guests of the hotel or driving in for the day.

Booth Assignments

Sponsors will have preference when assigning booths and will have reserved tables in prime location.

All other booth assignments will be on a first-come, first-served basis between the hours of 12:00 and 5:00 p.m. on Wednesday, June 13, 2012. Please arrive early for the best choice of booth, however, selection of booths will not be permitted prior to the 12:00 p.m. start time. Electrical outlets and internet access are available through the conference hotel.

Conference Hotel Floor Plan

NASW-FL will have exclusive use of all conference space and meeting rooms throughout the conference. Registration will be held in or near the Exhibit Hall, and all food functions will be held inside the Exhibit Hall.

Exhibitor Materials

Upon receipt of a completed Application Form and full payment, exhibitors and sponsors will be sent a confirmation, receipt, and additional information on exhibiting. At check-in, all exhibitors and sponsors will receive an Exhibitor Registration packet including name tags, ribbons, conference program, and participant data. After the conference, exhibitors and sponsors will receive a follow up package including a list of conference attendees.





National Association of Social Workers

1931 Dellwood Drive
Tallahassee, FL 32303
(850) 224-2400 / 1-800-352-6279 (FLA-NASW)
FAX (850) 561-6279 (NASW)
naswfl@naswfl.org



**SAVE THE DATE: JUNE 13–16, 2012
ATTENTION ALL EXHIBITORS!**

**SOCIAL WORK CONFERENCE 2012
EXHIBIT HALL & JOB FAIR**

**Hilton Fort Lauderdale Airport
Fort Lauderdale, Florida**

- ◆ **Participate in largest statewide meeting of social work professionals & students;**
- ◆ **Enjoy plentiful opportunities to market your products and services;**
- ◆ **Network with and recruit licensed and non-licensed social workers;**
- ◆ **Sponsorship, advertising, and marketing opportunities abound, or customize to suit your needs!**

SIGN UP NOW using the enclosed form.

MAKE THE CONNECTIONS YOU NEED WITH PROFESSIONAL SOCIAL WORKERS!