

*Partner with the Largest Association of Professional Social Workers,  
Behavioral Health and Human Services Professionals in the State*

# PROSPECTUS<sup>2018</sup>



National Association of Social Workers  
**Virginia Chapter**  
**2018 Annual Conference**

*Social Workers Employing the Power of Knowledge*

# The National Association of Social Workers, Virginia Chapter 2018 Annual Conference

March 15 - 17, 2018 ~ Williamsburg, Virginia

The NASW Virginia Chapter invites you to the 2018 Annual Conference. We are pleased to return to the Kingsmill Resort and hope to see you there. We encourage you to make plans to join us once again to interact with social workers whose daily practice impacts individuals, families and communities throughout Virginia.

## Who We Are

The National Association of Social Workers (NASW) is the largest organization of professional social workers, with over 135,000 members nationwide. The NASW's primary functions include promoting the professional development of its' members, establishing and maintaining professional standards of practice, advancing sound social policies, and providing services that protect its members and enhance their professional status.

The Virginia Chapter represents nearly 3,000 of these professionals and provides local assistance, professional development, and continuing education throughout the year. The NASWVA Annual Conference, hosted during Social Work Month in March, offers the most convenient opportunity for licensed social workers to fulfill their continuing education requirements, meet national experts, gain new knowledge and skills, and network with other professionals in Virginia.

**"PREMIER EVENT  
in the area!"**

*"Each person encountered is a  
**POTENTIAL REFERRAL SOURCE"***

## Who Attends

The Annual Conference attracts over 350 social workers and other behavioral health and human services professionals. Our participant's diversity of practice settings assures an appealing audience for organizations recruiting social work professionals, seeking referrals, or marketing products and services.

Social Work professionals hold positions as:

- Clinical Social Workers
- Mental Health Counselors
- Children & Family Counselors & Therapists
- Child Welfare Advocates
- Addiction Counselors
- Case Managers
- Private Practitioners
- School Social Workers
- Employee Assistance Counselors
- Social Work Faculty & Educators
- Gerontologists
- Administrators
- Community Organizers
- Supervisors & Managers

Social Workers are employed in:

- Veterans Administration
- Social Services
- Hospitals
- Justice Systems
- Non-profits
- Nursing Homes
- Employee Assistance Programs
- Private Practices
- Medical Centers
- Managed Care Facilities
- Hospice
- Healthcare
- Government Agencies
- Educational Institutions

## Why Sponsor

Sponsors of the NASWVA Annual Conference generate greater visibility of your programs, products, and services with a targeted group of consumers. Conference attendees return to their work places and schools with lasting impressions that they share with their colleagues. Similarly exhibitors have the chance to make connections with attendees who are seeking information about products and services that can help them do their jobs and serve their clients more efficiently. Sponsors and exhibitors will have an opportunity to meet leaders with purchasing power, private practitioners that need small business products and services, and other helping professionals discover what's new, what's important, and how to apply the latest best practices in their daily work.

	Event Sponsor	Awards Lunch	Lunch & Learn	Network-ing	Student	Dinner & Movie	1st Time Attend-ees	Diamond Exhibitor	Gold	Silver	Bronze
Exhibit Table	Prime w/ electric	Prime w/ electric	Prime w/ electric	Prime w/ electric	Prime w/ electric	Prime w/ electric	Prime w/ electric	X	X	X	X
Program	Priority	Priority	Priority	Priority	Priority	Priority	Priority	X	X	X	X
Exhibitor Passport	x	X	X	X	x	x	X	X	X	X	X
Logo on-screen	x	X	X	X	x	x	X	X	X	X	X
Morning Welcome	x	X	X	X	x	x	X	X	X	X	X
Pre/Post con emails	x	X	X	X	x	x	X	X	X	X	
Listing on web	x	X	X	X	x	x	X	X	X	X	
Job Board Listing	x			X	x			X	X	X	X
Registration	3-Day	3-Day	3-Day	3-Day	2-Day	2-Day	2-Day	2-Day	2-Day		
Attendees Mailing List	x	X	X	X	Student		X	X	X		
Awards Lunch	4 tix	2 tix		1 tix	1 tix	1 tix	1 tix	1 tix			
Lunch & Learn	2 tix		2 tix					1 tix			
Dinner & Movie	2 tix					2 tix					
Dedicated Welcome	x	x	x		Student-NEW	Dinner - NEW	x				
1st Time Raffle & Orientation							NEW!				
Custom Email to Attendees	x	X	X				X				
Banner/Custom Table Cards	x	X	X	X	x	X	X				
Post -Con Survey	New!										
Awards e-News	New!	NEW!									
Student e-News	New!				NEW!						
New Member	New!						NEW!				
USBs	Exclusive										
Cost (Returning)	\$2,000 (\$1850)	\$1,750 (\$1620)	\$1350 (\$1250)	\$1,100 (\$1020)	\$1075 (\$995)	\$1025 (\$950)	\$975 (\$900)	\$825 (\$760)	\$700 (\$650) (\$625)	\$525 (\$475)	\$450

**SPONSOR DEADLINE**

*Nov 10, 2017*

# SPONSORSHIP OPPORTUNITIES

## EVENT SPONSOR (\$2,000)

## EXCLUSIVE SPONSORSHIP

Gain exclusive access to all conference attendees as a sponsor of the Event Sponsor of the 2018 NASW Virginia Annual Conference. This is a unique opportunity to interact and gain recognition with more than 350 social workers and other behavioral health professionals. As the sole NASWVA Annual Conference sponsor, you will receive the following:

- A Welcome to luncheon attendees (apprx. 10 min), including on-screen use;
- Complimentary 3-Day Registration (excludes meals);
- 2 Complimentary Tickets to the Awards Luncheon;
- Custom sponsor table cards;
- Custom email to attendees following the luncheon;
- Registrants Mailing List provided beforehand;
- Exhibit table in prime location with complimentary electric and Silver level amenities;
- Special Recognition in the on-site Program;
- Recognition in pre-Conference marketing emails, with logo and weblink

## ANNUAL AWARDS LUNCHEON SPONSOR (\$1,750)

## EXCLUSIVE SPONSORSHIP

Gain exclusive access to over half of all attendees as a sponsor of the Annual Awards Luncheon on Saturday, March 17. The Annual Awards Luncheon program is dedicated to recognizing outstanding individuals and the Social Work profession as a whole. The hour and a half program includes short recipient videos and speeches. As the sole Annual Awards Luncheon sponsor, you will receive the following:

- A Welcome to luncheon attendees (apprx. 10 min), including on-screen use;
- Complimentary 3-Day Registration (excludes meals);
- 2 Complimentary Tickets to the Awards Luncheon;
- Custom sponsor table cards;
- Custom email to attendees following the luncheon;
- Registrants Mailing List provided beforehand;
- Exhibit table in prime location with complimentary electric and Silver level amenities;
- Special Recognition in the on-site Program
- Recognition in pre-Conference marketing emails, with logo and weblink

## LUNCH & LEARN SPONSOR (\$1,350)

## EXCLUSIVE SPONSORSHIP

Gain exclusive access to Friday's nearly 200 attendees of the annual Lunch & Learn program! The Lunch & Learn offers a unique venue for added exposure and one-on-one time in a casual setting. As the sole Lunch & Learn sponsor, you receive the opportunity to:

- Sponsor Recognition for Friday's Networking Break, including displays on snack tables;
- Sponsor Recognition of the Conference Job Board and complimentary job listing (up to 200 words);
- Registrants Mailing List provided beforehand;
- Complimentary 3-Day Registration (excludes meals);
- 2 Complimentary Tickets to the Awards Luncheon;
- Exhibit table in prime location with complimentary electric and Silver level amenities;
- Recognition in pre and post-Conference marketing emails, with logo and weblink
- Custom email to attendees following the luncheon

## NETWORKING SPONSOR (\$1,100)

This year, the NASW Virginia Annual Conference will feature a Job Board, where attendees can find current openings and opportunities from advertisers and exhibitors, in the prefunction hallway. To maximize visibility, this is also the location of the breakfast each morning and the Extended Networking Break, Friday afternoon March 16. As the Networking sponsor, you will receive the following:

- Sponsor Recognition for Friday's Networking Break, including displays on snack tables;
- Sponsor Recognition of the Conference Job Board and complimentary job listing (up to 200 words);
- Registrants Mailing List provided beforehand;
- Complimentary 2-Day Registration (excludes meals);
- 1 Complimentary Tickets to the Awards Luncheon;
- Exhibit table in prime location with complimentary electric and Silver level amenities;
- Recognition in pre and post -Conference marketing emails, with logo and weblink

# SPONSORSHIP OPPORTUNITIES

## STUDENT SPONSOR (\$1075)

This year, the Annual Conference is bringing back a separate student program Thursday, March 15. This half-day program will run parallel to our regular Thursday program, specifically to The Dinner & Movie Sponsor will receive the following, provide career and professional development services to our brick and mortar and distance learning students. Student members may also register to attend the rest of the conference at a discounted rate. The Student Sponsor will receive:

- A Dedicated Welcome to Student Attendees;
- Complimentary 2-Day Registration (excludes meals);
- 2 Complimentary Tickets to the Dinner & Movie, Friday, March 16
- Complimentary Ticket to the Awards Luncheon, Saturday, March 17;
- Exhibit table in prime location with complimentary electric
- Recognized in pre and post-conference marketing emails, including the Student e-newsletter

## DINNER & MOVIE SPONSOR (\$1025)

New, this year, in response to the overwhelming popularity of the Friday movie, NASW Virginia is offering the Dinner & Movie Sponsor, to offer attendees the opportunity to enjoy the full Dinner & Movie experience! The Dinner & Movie Sponsor will enjoy the opportunity to interact and gain recognition in this informal yet informative environment. The Dinner & Movie Sponsor will receive the following,

- A Dedicated Welcome to Dinner & Movie Attendees;
- Complimentary 2-Day Registration (excludes meals);
- 2 Complimentary Tickets to the Dinner & Movie, Friday, March 16
- Complimentary Ticket to the Awards Luncheon, Saturday, March 17;
- Exhibit table in prime location with complimentary electric
- Recognized in pre and post-conference marketing emails, including specific Dinner & Movie communications

## FIRST-TIME ATTENDEES SPONSOR (\$975)

2 AVAILABLE

The First-time Attendee Sponsor welcomes first-time attendees to the NASW Virginia Annual Conference, providing them the opportunity to network and socialize in a small setting over breakfast. NASW VA offers both a Friday and Saturday morning orientation to welcome them and make them feel comfortable. With these orientations, you will have the opportunity to interact with newcomers and receive the following:

- A Welcome to Orientation attendees;
- Recognition as an Orientation Sponsor;
- Display your signage in the room;
- Recognition in pre and post-Conference marketing emails, with logo and weblink;
- Registrants Mailing List provided beforehand;
- Complimentary 2-Day Registration (excludes meals);
- Complimentary Ticket to the Awards Luncheon;
- Complimentary Ticket to Lunch and Learn
- New - Sponsor of 1st Time Attendee Raffle
- New - Recognized in the Annual Conference invitation to NASWVA New Members!



# EXHIBITOR PACKAGES

## DIAMOND EXHIBITOR

### \$825 (Returning: \$760)

- Exhibit table;
- Logo & Company Description in Program;
- Logo displayed on-screen during keynote breaks;
- Listing in Exhibitor Passport;
- Recognition during welcomes Fri/Sat;
- Recognition pre/postConference marketing emails;
- Listing on the NASW-VA website;
- Registrants Mailing List provided beforehand;
- Complimentary 2-Day Registration (Fri/Sat, excludes meals);
- Complimentary job board listing (up to 200 words);
- **Complimentary Ticket to the Annual Awards Luncheon on Saturday;**
- **Complimentary Ticket to Lunch & Learn Friday;**
- **1/4 Page Display Advertisement in one Issue of the Bi-monthly Newsletter**

## GOLD EXHIBITOR

### \$700 (Returning: \$650)

- Exhibit table;
- Logo & Company Description in Program;
- Logo displayed on-screen during keynote breaks;
- Listing in Exhibitor Passport;
- Recognition during welcomes Fri/Sat;
- Recognition pre/post Conference marketing emails;
- Listing on the NASW-VA website;
- Complimentary job board listing (up to 200 words);
- **Complimentary 2-Day Registration (Fri/Sat, excludes meals);**
- **Registrants Mailing List provided beforehand;**
- **Business Card Advertisement (1/8 page display) in one Issue of the Bi-monthly Newsletter**

## SILVER EXHIBITOR

### \$525 (Returning: \$475)

- Exhibit table;
- Logo & Company Description in Program;
- Logo displayed on-screen during keynote breaks;
- Listing in Exhibitor Passport;
- Recognition during welcomes Fri/Sat;
- Complimentary job board listing (up to 200 words);
- **Recognition in pre-Conference marketing emails;**
- **Listing on the NASW-VA website**

## BRONZE EXHIBITOR

### \$450

- Exhibit table;
- Logo & Company Description in Program;
- Logo displayed on-screen during keynote breaks;
- Listing in Exhibitor Passport;
- Recognition during welcomes Fri/Sat;
- Complimentary job board listing (up to 200 words)

### **Non-Profit Discount - Save 10%**

Provide proof of your 501(c)(3) tax-exempt status with your Exhibitor Application (found on page 7) and receive 10% off the package price! Not applicable to Early Bird rates.

## CUSTOM EXHIBITOR PACKAGE

Don't see an exhibit package that meets your needs? We can customize a package for you. Contact Katie Hellebush at 804-204-1339 or [Katie@naswva.com](mailto:Katie@naswva.com).

## ADVERTISING OPPORTUNITIES

### Conference Registration Brochure (Circulation: over 10,000)

Half Page .....	\$700
Quarter Page .....	\$400

### On-Site Conference Program

Back Cover (Interior or Exterior) .....	\$500
Full Page .....	\$400
Half Page .....	\$300
Quarter Page .....	\$200

Print ads are in full color and must be submitted in high resolution digital files (JPEG, TIFF, PNG).

#### **Deadlines:**

**Registration Brochure - November 10, 2017**

**Conference Program - January 26, 2018**

### Additional Opportunities

#### **Job Board Listing .....\$100**

The 2017 Annual Conference will also feature a Job Board in the pre-function hall, near Registration, for attendees to find available opportunities and contact information for advertising employers. Use your time at the conference to meet with Social Workers from across the state or reach out to potential employees, even if you cannot attend in person! Attendees will be encouraged to come prepared with resumes on-hand and meet with prospective employers as well. Job Listings should not exceed 200 words and must be finalized with NASWVA by **March 2, 2018**.

#### **Registration Packet Insert .....\$200**

A pre-approved insert (brochure, pen or other small promotional item), supplied by the sponsor, is included in every attendee's registration packet when they arrive. Items must be shipped to the Chapter Office no later than **March 2, 2018**.

#### **Pre-Loaded USB Insert .....\$300**

Attendees are given the option to download or print speaker handouts on their own or purchase a pre-loaded USB from NASWVA during the registration process and on-site at the conference. Your pre-approved digital brochure, flyer, letter, or advertisement can also be included on this USB. (110 USB flashdrives were purchased in 2015). Items must be e-mailed to the Chapter Office no later than **March 2, 2018**.

#### **PLEASE NOTE:**

Each opportunity has limited availability and is offered on a first-come, first-served basis. Payment must be submitted in full for final reservation. If a requested sponsor/exhibitor level or advertisement is no longer available, you will be informed as soon as possible and payment will be held for further discussion.

# EXHIBITOR INFORMATION

## Exhibitor Applications

Exhibitors must return their completed application **by November 10th, 2017**. Locations are granted on a first-come, first-served basis. Contact Katie Hellebush and return your Exhibitor Interest Form to express your interest and to fill out and return your application and payment to receive prime table location, no matter the package! There are a limited number of opportunities available for each exhibitor level, so don't delay in reserving your space.

## Accommodations

NASW Virginia & the Kingsmill Resort are offering a group discount on room rates **starting at \$135.00** per night + tax. **Call the Resort Reservations Department at 757-253-1703 or 1-800-832-5665** for availability and request the National Association of Social Workers, VA Chapter, to book the group rate now. **The deadline for hotel reservations is February 21, 2018.**

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## EXHIBIT SCHEDULE

(All times are tentative and subject to change)

### **Thursday, March 15, 2018**

Student Session.....10:00 am  
Exhibitor Set-up Open .....5:00 pm

### **Friday, March 16, 2018**

Exhibitor Set-up Open .....6:00 am  
Registration & Breakfast .....7:00 am  
Lunch & Learn .....11:15 am  
Extended Networking Break .....2:45 pm  
Adjourn .....5:00 pm

### **Saturday, March 17, 2018**

Registration & Breakfast .....7:00 am  
Annual Awards Luncheon .....11:30 am  
Prize Drawing Break .....2:15 pm  
Adjourn .....4:15 pm

Exhibitors must check in at the conference registration table before setting up. Exhibitors will be given name badges and any tickets or registrations purchased upon arrival and directed to their table. Exhibitors may arrive early Thursday, March 15 to check in or set-up between 5:00 pm and 7:00 pm. Set-up must be completed by 7:00 am on Friday, March 16. Break-down begins after 2:30 pm on Saturday, March 17, after the prize drawing break. We strongly urge you to remain in the exhibit hall until after the prize drawing on Saturday afternoon. Some conference-goers are not able to attend Friday. If you leave early, you both miss the opportunity to connect. You also miss the opportunity to present your Passport Prize!

## EXHIBITOR PASSPORT

NASW Virginia's unique "Passport to Prizes" brings each attendee directly to you. Exhibiting sponsors may choose to donate a gift basket to be used for our prize drawing, during the afternoon break on Saturday, March 17.

Attendees become eligible to win a prize from the drawings by turning in a completed passport, signed by each exhibitor in attendance. The passport includes an exhibit map and corresponding company/organization names. This is a popular tradition among attendees and ensures the one-on-one introductions our partners desire.

Examples of previous gift baskets are e-readers, small tablets, gift cards, picnic or tote bags filled with small prizes and promotional items, a Kitchenaid mixer, and a plethora of other winning ideas. Should you choose to donate a prize, you may place it on display at your table during the conference or request that it be held in the NASWVA office until the drawing. During the break on Saturday afternoon, attendees will assemble to hear which prizes were donated by whom and you may present your prize/basket for the drawing.



# SPONSOR/EXHIBITOR INTEREST FORM

Please contact Katie Hellebush about your interest in sponsoring/exhibiting at the 2018 NASW Virginia Annual Conference.

First - fill out this interest form and return it to NASW Virginia Office.

Second - complete and return the Sponsor/Exhibitor Application with your payment.

All exhibit tables will be assigned based on package and will be allocated on a first-come, first-served basis. Spots are not guaranteed until application and payment are both received. To ensure priority placement, return your application as soon as possible. All applications are due by November 10th, 2017 to be processed and included in the program.

Mail Application to:

NASW Virginia, Attn: Annual Conference

4860 Cox Road, Suite 200, Glen Allen, Virginia 23060

P) 804-204-1339 | E) [katie@naswva.com](mailto:katie@naswva.com) (F) 804.510.0381

**Organization:** \_\_\_\_\_

**Organization Address:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **Contact Phone Number:** \_\_\_\_\_

**Contact Email:** \_\_\_\_\_

## Sponsor/Exhibitor Packages

- \_\_\_ **Event Sponsor** (\$2,000)
- \_\_\_ **Annual Awards Luncheon Sponsor:** \$1750
- \_\_\_ **Lunch & Learn Sponsor:** \$1,350
- \_\_\_ **Networking Sponsor:** \$1,100
- \_\_\_ **Student Sponsor:** \$1075
- \_\_\_ **Dinner & Movie Sponsor:** \$1025
- \_\_\_ **First-Time Attendees Sponsor:** \$975
- \_\_\_ **Diamond Exhibitor:** \$850 (Returning \$775)
- \_\_\_ **Gold Exhibitor:** \$700 (Returning: \$650)
- \_\_\_ **Silver Exhibitor:** \$525 (Returning: \$475)
- \_\_\_ **Bronze Exhibitor:** \$450
- \_\_\_ Electricity Required (\$20.00 fee)

## Advertising

- \_\_\_ **Conference Registration Brochure Half Page** \$700    \_\_\_ **Conference Registration Brochure Quarter Page** \$400
- \_\_\_ **Conference Program Back Cover (Interior/Exterior)** \$500    \_\_\_ **Conference Program Full Page** \$400
- \_\_\_ **Conference Program Half Page** \$300    \_\_\_ **Conference Program Quarter Page** \$200

## Additional Opportunities

- \_\_\_ **Job Board Listing** \$100
- \_\_\_ **Registration Packet Insert** \$200
- \_\_\_ **Pre-Loaded USB Insert** \$300
- \_\_\_ Additional Annual Awards Luncheon Ticket (Saturday, March 17): **\$48 per ticket**
- \_\_\_ Non-Profit Discount (10% off, excludes Early Bird rate) - proof of 501(c)(3) tax exempt status must be provided with application.

**Total Due = \$** \_\_\_\_\_

# TERMS AND CONDITIONS

## MUST BE SIGNED AND RETURNED WITH APPLICATION AND PAYMENT

The following terms and conditions comprise the application. Please read carefully before signing. Signature on this form constitutes acceptance of an agreement with all regulations written herein. After completing the application, give a copy of the rules and regulations to the person(s) responsible for the setup and staffing of your exhibit space.

**Advertising Policy:** Submission of an ad constitutes agreement to the following terms. NASWVA reserves the right to refuse any ad it deems to be objectionable to its' mission/policies. All ads have limited availability and will be given on a first-come, first-served basis. If a requested ad is no longer available, you will be informed as soon as possible and payment will be held for further discussion.

**Assignment of Exhibit Space:** With the exception of premium packages, all space will be assigned on a first come, first served basis based on sponsorship level. Exhibiting companies will be notified of table assignment upon arrival. NASWVA will provide an identification sign with exhibiting company's name, two side chairs, and name badges.

**Payment for Space:** Application will not be processed, nor space assigned, without the required payment and signatures. If the required payment is not received with the application, it will be held until the fee is paid. Full payment must be received within two weeks of the application. Checks should be made payable to NASW Virginia. Credit card payments may be made online, by phone, or mail (please provide all information requested on the application). Complimentary registrations must be used for employees and will not be processed until full payment is received.

**Cancellation Policy:** In order to process a refund, NASWVA must receive a written notice of cancellation from the sponsor. If NASWVA receives notice of a cancellation more than 60 days prior to the conference dates, a refund minus an administrative fee of \$100.00 will be issued. No refund will be given for cancellations made less than 60 days prior to the conference. In the case of causes beyond the control of NASWVA that may prevent the holding of the conference, this contract will not be binding.

**Exhibitor Registration, Setup and Breakdown:** Exhibitors must check in at the conference registration table before set-up. Exhibitors will be given name badges that must be worn at all times. No one will be admitted to the exhibit hall without a badge. Set-up must be completed by 7:00 am on Friday, March 16th and break-down will begin after 2:30 pm on Saturday, March 17th.

**Giveaways:** NASWVA encourages the distribution of product literature and small giveaway items at your exhibit table. Other items may be distributed or sold only with prior written approval from NASWVA. Requests should be submitted in writing to the Chapter Office no later than February 16, 2018. Any exhibitor found distributing unapproved materials will be prohibited from doing so and may risk expulsion.

**Use of Space:** Exhibitors shall not assign, share, or sublet any space without written consent from NASWVA. Care must be taken so that no display extends more than three feet from the front of the table. Loud or distractive noise produced from the operation of any equipment or apparatus is not permitted.

**Failure to Occupy Space:** The exhibitor will forfeit space not occupied by the close of exhibit space set-up period on Friday morning. This space may be resold, reassigned, or removed. There will be no refund for space not occupied.

**Americans with Disabilities Act:** Exhibiting companies shall be responsible for making their exhibits accessible to persons with disabilities as required by the Americans with Disability Act and shall hold NASWVA harmless from any consequence of exhibitors' failure in this regard.

**Safety and Security:** NASWVA cannot guarantee against loss or damaged property of any kind and is not responsible for any loss or damage arising from exhibiting at the conference. Exhibitors must adhere to all municipal, state, and federal laws, rules, and regulations. No combustible decorations may be used at any time.

### Authorization:

I Have Read and Agree to Comply with these Terms and Conditions:

Name (Print): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

(E) [katie@naswva.com](mailto:katie@naswva.com) | (F) 804.510.0381

Mail to: NASW Virginia, Attn: Annual Conference | 4860 Cox Road, Suite 200 | Glen Allen, Virginia 23060