



NASW

National Association of Social Workers

Exhibitor and Partnership Proposal

Sponsorship Prospectus; 2022 NASW Conference in partnership
between NASW Virginia chapter and NASW Metro DC chapter

Strengthening Connections
March 24–26, 2022





About Us

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

The Virginia Chapter represents nearly 3,000 of these professionals, with reach to thousands more, and the Metropolitan Washington chapter represents around another 900 of those social work and health care professionals; each chapter providing local assistance, professional development, and continuing education throughout the year.

Social workers are accomplished practitioners, educators, researchers, and policy makers who are employed in a wide range of settings in rural, suburban, and urban communities. The NASW Virginia and Metro DC chapters would like to invite you to join the social work movement!

The 2022 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 the area.

**2022 ANNUAL
CONFERENCE**



NASW
National Association of Social Workers

**VIRGINIA &
METRO DC
CHAPTERS**

VIRTUAL ON MARCH 24-26, 2022

Why become a sponsor?

As a sponsor of the NASW Annual Conference, you are offered a fantastic opportunity to put your organization in direct contact with a targeted group of consumers, generating greater visibility for your programs, products and services. Conference attendees return to work with lasting impressions to 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, grow their practices and serve their clients more efficiently. You will meet professional social workers focused on discovering what's new, what's important, and how to apply the latest best practices in their daily work.



Our Team

Debra Riggs	Executive Director
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Jaime Strohacker	Professional Development Manager
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Bonnie Agnell	Special Projects Assistant
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Cecelia Meredith	Marketing
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Kristin Clarke	Communications
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Cody Lattanzio	Continuing Education Assistant
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About NASW's Annual Conference Attendees

The NASW Annual Conference attracts hundreds of social workers and other behavioral health and human services professionals each year, with last year's conference seeing a 41% increase in registrations from the 2019 conference. With the 2022 virtual conference model we are expecting another increase this year! Diversity of practice and workplace settings among participants ensures an appealing audience for organizations recruiting social work professionals, seeking referrals, or marketing products and services.



Social Work professionals hold positions as:

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

and so much more...

Social Workers are employed by:

- Managed Care Facilities
- Hospice Organizations
- Healthcare Companies
- Government Agencies
- Educational Institutions
- Employee Assistance Programs
- Medical Centers
- Hospitals
- Social Service Agencies
- Veterans Administration
- Justice Systems
- Nonprofit Organizations
- Nursing Homes
- Private Practices

and many more...

Partnership Opportunities



As a valuable event sponsor, some of the ways your company will receive brand visibility throughout and after the conference include:

- your company or associations name will be highlighted in each segment relevant to your sponsorship or exhibitor level
- our virtual brochure will include your logo, descriptions, and some of your highly talked about products and services
- a dedicated introduction, depending on your level of sponsorship, introducing you and your company, brand or association
- view exhibit visitor reports and file access reports
- Each sponsorship includes level of exhibitor-ship - *exhibitor levels may vary dependent upon sponsorship*

At a Glance:

- **Premier Event Sponsor**
- **Self-Care Sponsor**
- **Virtual Networking Sponsor**
- **Lunch & Learn Sponsor**
- **Closing Plenary Sponsor**
- **Conference Tract Sponsor**

Ready to take sponsorship to the next level?

Many of the sponsorship opportunities below offer multi-month opportunities, with year-round partnership add-on options, that include brand visibility on each of our chapter's websites, in our newsletters, yearly specialized digital announcements, posts on our social platforms and options to advertise more times post-conference than ever before. Each sponsorship level is available for year-round customizations to suit the needs of your organization or association. Please feel free to communicate directly with our marketing coordinator about each package and year-round opportunities.

Year–Round Partnership Opportunities



Year-Round Partnership - \$2,750

The NASW Virginia and Metro-DC Chapters present a new opportunity for the 2022 annual conference! With the new year-round partnership opportunities, your association will receive brand visibility like never before. Each sponsorship opportunity is available for customization with a year-round partnership.

Year-Round Partnership Benefits to add to any sponsorship:

- Name and logo on year-round sponsorship page, with special announcement on landing page to include interview
- Custom email to attendees following the event with acknowledgement and thanks to year round sponsors
- Complimentary job listing on the NASW Virginia Job Board web page (reaching 30,000 individuals annually) for one month
- Sponsorship of the NASWVA digital newsletter from April-December 2022, including logo and link to your website
- Sponsorship of the NASW Metro-DC digital newsletter from April-December 2022, including logo and link to your website
- Three complimentary trainings via NASW-VA professional development for two employees or associates for one year
- Dedicated article about your organization or association on our home page – content provided by you, approved by NASW-VA or interview style
- Two professional development trainings per year sponsored by your organization – *professional development topics include supervision, licensing, ethics, and certificates.*
- Spotlight in all relevant sponsored materials
- One-month retargeting campaign for your organization or association after the conference – guaranteed views up to 25,000
- Custom email to attendees following the event with acknowledgement and thanks to year round sponsors
- Publicizing your brand or organization on the NASW chapter's social media sites

Sponsorship Tiers

Premier Event Sponsor - \$2,700

Gain access to all conference attendees as a Premier Event Sponsor of the 2022 Virtual Conference. This is a unique opportunity to interact and gain extensive recognition with hundreds of social workers and other behavioral health professionals during the entire three days of the conference, and after.

As the Premier Event Sponsor, you will receive the following benefits:

- Two Complimentary 3-Day Registration
- Custom email to attendees following the event (content provided by you, sent by NASWVA)
- Virtual exhibitor 'booth' in virtual Exhibitor Fair area of the conference website; the Exhibit Fair will be available to conference attendees and others for up to 30 days after the event. *Limit one. Exhibitor level: Diamond. Premium spot in the exhibit hall.*
- Registrants mailing labels provided before conference, for one-time use only, upon request
- Recognition in pre- and post-conference marketing emails, and recognition on conference evaluation forms
- Special recognition on the Conference website (includes Company graphic with logo & short description provided by you)
- Special recognition during Opening Ceremony of conference
- Recognition in our engagement packet
- Name and logo on the NASWVA website, on conference pages
- Listing in Exhibitor Passport
- Logo on screen during scrolling presentation during breaks
- Banner ad on conference website - rotates with others at top of app screen (ad provided by you, to specs)
- One Text Alert to registrants each day of the conference about sponsor or related sponsored materials (total of 3) - content provided by you
- Opportunity to be recognized as a thought leader and receive a 15 minute "thought leader slot" to speak during the conference



Sponsorship Tiers

Lunch & Learn Sponsor - \$2,000

The Lunch & Learn Sponsor will have access to all conference participants attending the Lunch & Learn session. This session, attended by up to 400+ professionals in past years, offers a unique venue for added exposure and one-on-one time with attendees in a casual setting.

As the Lunch & Learn sponsor, you will receive the following benefits:

- Opportunity to welcome Lunch & Learn participants
- Two Complimentary 3-Day Registration
- Two complimentary Lunch & Learn tickets
- Virtual exhibitor 'booth' in Exhibitor Fair area of the conference website; the Exhibit Fair will be available to conference attendees and others for up to 30 days after the event. *Limit one. Exhibit level: Gold*
- Custom sponsor ad featuring your organization's name, logo, and booth # (provided by you, to spec)
- Registrants mailing labels provided before conference, for one-time use only.
- Special recognition during Opening Ceremony of conference
- Sponsor lunch for all attendees coming to lunch & learn
- Recognition in our engagement package
- Logo on screen during scrolling presentation during breaks
- Listing in Exhibitor Passport, and name and logo on the NASWVA website on conference page
- An exclusive article on your organization to be featured in an issue of the NASWVA digital newsletter previous to the conference (your choice of January, February or March), if committed by December 31st, 2021.
- Opportunity to be recognized as a thought leader and receive a 15 minute "thought leader slot" to speak during the conference



Sponsorship Tiers

Closing Plenary Sponsor - \$1,900

As the Closing Plenary Sponsor, you will benefit from exclusive access to up to 200 conference participants attending the Awards Event. The event is dedicated to recognizing outstanding individuals and the Social Work profession as a whole.

As the Closing Plenary Sponsor, your organization will receive the following benefits:

- One Complimentary 3-Day Registration
- Virtual exhibitor 'booth' in Exhibitor Fair area of the conference website; the Exhibit Fair will be available to conference attendees and others for up to 30 days after the event. *Exhibit level: Gold*
- Registrants mailing labels provided before conference, for one-time use, only.
- Special recognition on the Conference Website (includes Logo/Name/Company Description up to 120 words)
- Special recognition during Opening Ceremony of conference
- Recognition in our engagement package
- Name and logo on the NASWVA website on conference page
- An exclusive article on your organization to be featured in an issue of the NASWVA digital newsletter previous to the conference (your choice of January, February or March), if committed by December 31st, 2021.
- Logo on screen during scrolling presentation during breaks
- Banner ad on conference website - rotates with others at top of the screen (ad provided by you, to specs)
- Opportunity to be recognized as a thought leader and receive a 15 minute "thought leader slot" to speak during the conference



Sponsorship Tiers

Self-Care Sponsor - \$1,750

One sponsor will be highlighted during our Self-Care series. A major focus of the NASW national and affiliated chapters is on how social workers can care, not only for their clients, but also themselves. This sponsor will be able to connect with attendees throughout this important day.

As the Self-Care sponsor, you will receive the following benefits:

- Opportunity to welcome participants on Self-Care Day
 - One Complimentary 3-Day Registration
 - Registrants mailing labels provided before conference, for one-time use
 - Virtual exhibitor 'booth' in Exhibitor Fair area of the conference website; the Exhibit Fair will be available to conference attendees and others for up to 30 days after the event. *Exhibit level: Gold*
 - Recognition in pre- and post-conference marketing emails
 - Special recognition on the Conference website (includes Logo/Name/Company Description up to 120 words)
 - Special recognition during Opening Ceremony of the conference
 - Sponsored self-care to be included in conference packet
 - Recognition in our engagement package
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- Name and logo on the NASWVA website conference page
 - Logo on screen during scrolling presentation during breaks
 - Banner ad on conference website - rotates with others at top of app screen (ad provided by you, to specs)
 - One Text Alert to registrants on Self-Care conference day about sponsor or related sponsored materials - content provided by you
 - Opportunity to be recognized as a thought leader and receive a 15 minute "thought leader slot" to speak during the conference



Sponsorship Tiers



Networking Sponsorship Opportunities - \$1,400

Networking is a great way to meet new people in the field, find prospects for an open position, or reconnect with colleagues. Tentatively, there are 6 opportunities for networking and casual breaks with social workers and other behavioral health professionals (subject to change), where we will allow conference participants to meet in a VIRTUAL breakout room. As a Networking Sponsor, you will be able to get in front of all conference participants during this relaxed and sociable break, share sponsor related networking materials, and receive access to all conference attendees of the 2022 NASW Conference. This is a unique opportunity to interact and gain insight from our attendees, as well as gain extensive recognition during any of the three days of the conference!

Networking opportunities include:

- Coffee with the Executive Director of the NASW Virginia and Metro-DC Chapters, Debra Riggs - specific sponsorship materials included
- Micro-topic networking sessions - two available

Benefits of being a virtual Networking Sponsor include:

- One Complimentary 3-Day Registration
- Virtual exhibitor 'booth' in Exhibitor Fair area of the conference website; the Exhibit Fair will be available to conference attendees and others for up to 30 days after the event. *Exhibit level: Gold*
- Special recognition on the Conference website (includes Logo/Name/Company Description up to 120 words)
- Special recognition during daily Opening Ceremony of the conference
- Name and logo on the NASWVA website conference page
- Logo on screen during scrolling presentation during breaks
- Registrants mailing labels provided before conference, for one-time use, only.
- One Text Alert to registrants before relevant networking event of the conference - content provided by you
- Recognition in our engagement package
- Opening acknowledgements at relevant networking event and the Opening Ceremony of the conference
- Opportunity to be recognized as a thought leader and receive a "15 minute thought leader" time slot to speak during the conference.

Sponsorship Tiers

Conference Tract Sponsor - \$750

Potential Conference tracts to choose from:

- Race and cultural competency
- COVID-19 recovery, & healing
- Ethics
- Social justice
- Trauma-related content
- Clinical advancements
- Self-care
- LGBTQ+ issues
- Business issues related to starting/growing a private practice
- Public health priority topics as listed by the DC Department of Health
- Aging
- Leadership

Benefits of being a conference tract sponsor:

- One Complimentary 3-Day Registration
- Virtual exhibitor 'booth' in Exhibitor Fair area of the conference website; the Exhibit Fair will be available to conference attendees and others for up to 30 days after the event. *Exhibit level: Gold*
- Special recognition on the Conference website (includes Logo/Name/Company Description up to 120 words)
- Special recognition during daily Opening Ceremony of the conference
- Name and logo on the NASWVA website conference page
- Name and logo on the NASWVA website home page promoting networking opportunity, on conference pages and relevant website pages relevant to your sponsorship topic
- Logo on screen during scrolling presentation during breaks
- Banner ad on conference website - rotates with others at top of website (ad provided by you, to specs)
- One Text Alert to registrants during the conference about sponsor or related sponsored materials - content provided by you
- Recognition in our engagement package
- Opportunity to be recognized as a thought leader and receive a "15 minute thought leader" time slot to speak during the conference.





Exhibitor information

Diamond Exhibitor \$950

All Gold Level benefits PLUS:

- Virtual exhibit space also includes two (2) videos, options for live chat AND live meeting
- Two Complimentary 3-Day Registration, includes booth manager registration
- Registrants mailing list, for one-time use, upon request
- Recognition during daily welcomes
- 2022 exhibitors receive a \$100 discount for 2023

Gold Exhibitor \$800

All Silver Level benefits PLUS:

- Virtual exhibit space also includes option for live chat with visitors
- Two Complimentary 3-Day Registration, includes booth manager registration
- Inclusion of pre-approved, 1-page information sheet/other literature – will be sent through mail to all conference attendees
- One featured article in our monthly digital newsletter (up to 300 words, content provided by you)
- 2022 exhibitors receive a \$100 discount for 2023

Silver Exhibitor \$650

All Bronze Level benefits PLUS:

- Virtual exhibit space also includes option for one (1) pre-recorded video
- Recognition in pre- and post-conference marketing emails
- Logo displayed on-screen during virtual conference breaks
- 2022 exhibitors receive a \$100 discount for 2023

Bronze Exhibitor \$500

Benefits:

- Exhibitor Booth space inside the exhibit portal with Name, Logo, Description, Contact information and Intake Contact form (visitor input)
- Logo/Name/Company Description on conference website exhibitor and sponsor page
- Name and logo on the NASW-VA & the NASW Metro DC website conference page's
- One complimentary job listing in NASWVA digital newsletter to ALL NASWVA members and one complimentary job listing on the NASWVA website job board (up to 40,000+ social worker professionals reached each year via the NASW-VA website & digital newsletter)



Ready to Secure Your Opportunity?

As is always the case with the NASW Virginia and Metro DC Annual Conference, there are a limited number of opportunities available for organizations and associations to participate. This year, we expect to sell out of all sponsorships and exhibitor spaces like we have in previous years, so do not delay if you are interested in securing a spot.

Please note: each opportunity has limited availability and is offered on a first-come, first-serve basis. Payment must be submitted in full for your reservation to be finalized.

Important Sponsor, Exhibitor & Advertiser Deadlines

- **As soon as possible:** Secure the sponsorship or exhibitor placement of your choice
- **As soon as possible:** Submit your color AND black and white logos (vector format (.eps, .ai, .svg) AND either .jpg or .png) to marketing.naswva@socialworkers.org
- **December 31st, 2021:** Submit sponsorship material for opportunity at an exclusive article on your organization to be featured in an issue of the NASWVA digital newsletter previous to the conference (your choice of January, February or March), if committed & received confirmation by December 31st, 2021.
- **February 28, 2022:** Last day to secure your participation and submit payment as a sponsor, exhibitor or advertiser (if available) – don't delay – we expect to sell out!
 - **February 28** – Last day to submit all information, photos and descriptions through the sponsor & exhibitor portal by February 28 in order for it to be viewed during the conference.

To discuss your organization's participation at the event, or to get more information, please contact our marketing specialist, Cecelia, at marketing.naswva@socialworkers.org.

If you already know that you'd like a particular sponsorship, please let us know which one and I will be in touch with you within 24 business hours about your confirmation and upcoming payment.

**Click Here
to complete interest form**

Thank you, and
we look forward
to working with
you.