

December 3, 2010

Dear Potential Exhibitor

The National Association of Social Workers-Maryland Chapter (NASW-MD) wants to inform you of a number of marketing opportunities for your organization to promote your program and products:

**1) Exhibit Areas and Sponsorship Opportunities Now Available at the 2011 NASW-MD Statewide Social Work Month Annual Conference and Pre-Conference**

Join other exhibitors and sponsors at NASW-MD's statewide Social Work Month Annual Conference on **Thursday March 24 and Friday March 25, 2011**; our theme this year is "Social Workers Change Futures." This year's program includes an exhibit area for up to 20 booths to promote products and services of interest to social workers. The exhibit area is positioned in a high-traffic area directly outside of the General Session ballroom and buffet lunch area. In 2010, 300 participants attended the Annual Conference and the facility will accommodate up to 500. Social workers from throughout the state attend this event which includes workshops, a luncheon and a Friday morning keynote address. Details on the conference program and an exhibitor prospectus are enclosed. ***We must have your sponsorship and/or exhibit reservations by Monday, March 14, 2011.*** Your organization can sponsor the continental breakfast, luncheon, the program booklet or place your logo on our conference tote bags and/or other items as advertising. **–First-come, first-served.** At our last conference we ran out of exhibit space and interested exhibitors were turned away.

**2) Ad Placement in *The Maryland Social Worker* and on the Chapter Web Site**

Reach over 4,000 social workers and over 300 organizations statewide through advertisements in *The Maryland Social Worker*, NASW-MD's quarterly newspaper. NASW accepts advertisements for job vacancy notices, continuing education programs and other products and services on an on-going basis.

In addition, organizations may place classified advertisements on NASW-MD's web site: [www.nasw-md.org](http://www.nasw-md.org), on a short- or long-term basis. A special ad placement is also available: a 30-word ad for 30 days at the cost of \$40 dollars. Additional words are one dollar each.

Don't miss this great opportunity to showcase your programs and services to our members! We hope to contact you personally in the near future to discuss this opportunity further. For additional information on exhibiting and advertising opportunities within the chapter, contact John Costa, Director of Membership and Finance at (410) 788-1066, ext. 11, or (800) 867-6776, ext.11 (MD Only).

Sincerely,

Tyler Betz, LCSW-C  
President, NASW-MD Chapter

Daphne McClellan, Ph.D., MSW  
Executive Director, NASW-MD Chapter

The National Association of Social Workers- Maryland Chapter's

# Annual Conference 2011

**Our Theme:**

**“Social Workers Change Futures”**



## EXHIBITOR PROSPECTUS

**Friday March 25, 2011, 8:00 a.m. - 5:00 p.m.**

**Pre-Conference Thursday March 24, 2011, 8:30 a.m. – 4:30 p.m.**

**Martin's West**

**6817 Dogwood Road, Baltimore, MD 21244**

### **ABOUT THE MARYLAND CHAPTER, NASW**

The Maryland Chapter-NASW is the largest professional social work association in the state, with over 4,000 members. The Maryland Chapter produces a quarterly newsletter, *The Maryland Social Worker*, and posts upcoming events on its chapter website, [www.nasw-md.org](http://www.nasw-md.org). Last year 300 participants attended the Annual Conference and the facility will accommodate up to 500. The majority of individuals who attend the conference are licensed, MSW level social workers. This year's conference will begin with a pre-conference on Thursday, March 24. We anticipate that the attendance for the pre-conference on Thursday will be less than on Friday. We invite you to take advantage of this opportunity to share information with our members about your services or products. We are limited to 20 exhibit tables which are available on a first-come, first-served basis.

### **Events:**

This two-day event includes a Friday morning keynote speaker, awards luncheon and 18 total morning and afternoon workshops. Because the vendor area is strategically positioned in a highly accessible area, you'll have an opportunity to interact with conference participants during registration, continental breakfast, breaks, and lunch.

**The complete conference program will soon be posted on NASW-MD's website at: [www.nasw-md.org](http://www.nasw-md.org)**



*(Please see reverse side)*

## Exhibitor Hours:

Thursday: 8:00 am – 4:30 pm

Friday: 8:00 am – 5:00 pm



## Exhibit Space Costs:

\$150 per 6 foot skirted tables for Thursday; \$200 per 6 foot skirted tables for Friday; or \$300.00 for both days.

Please note: There is an additional charge of \$25 for electrical hookups.

*(Includes breakfast and lunch for up to two sponsor representatives)*

## Advertising Opportunities:

Exhibitors and conference sponsors will be listed in the program materials that are given to all conference attendees. If you would like to have a more complete description of your products or services included, you may purchase ad space at the rate below. Deadline for receiving the Agreement Form and full payment, along with the artwork in digital form is Monday March 14, 2011

Full Page.....7 w X 9 h \$125.00

## Program Sponsorship Opportunities:

### Platinum Sponsor: \$2,000.00



- Full-page advertisement in conference program booklet
- Exhibit table at conference for both days
- Quarter-page advertisement in the next four issues of the Chapter newspaper, *The Maryland Social Worker*
- Six month classified ad (up to 60 words) on Chapter webpage
- One time rental of Chapter mailing list (4,000 members)
- Conference registration for up to two participants each day

### Gold Sponsor: \$1,000.00



- Full-page advertisement in conference program booklet
- Exhibit table at conference for both days
- Quarter-page advertisement in the next three issues of the Chapter newspaper, *The Maryland Social Worker*
- Three month classified ad (up to 60 words) on Chapter webpage
- Conference registration for one participant each day

### Silver Sponsor: \$500.00



- Full-page advertisement in conference program booklet
- Exhibit table at conference for one day
- Quarter-page advertisement in the next two issues of the Chapter newspaper, *The Maryland Social Worker*
- One month classified ad (up to 60 words) on Chapter webpage

**Other opportunities such as providing tote bags for conferees with your logo on one side or sponsoring a breakfast or dessert reception are also available.**

**For additional information please contact John at: (410) 788-1066, ext.11**



The National Association of Social Workers- Maryland Chapter

**2011 NASW-MD SOCIAL WORK MONTH  
ANNUAL CONFERENCE March 25, 2011  
and Pre-Conference March 24, 2011  
EXHIBITOR/SPONSOR/ADVERTISER APPLICATION**

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Mission of organization: \_\_\_\_\_

If exhibiting or advertising, please describe the product (s) or program (s) that your organization wishes to promote  
(Please attach written materials as sample.)

Our organization wishes to:

- (1)  Exhibit at the conference: \$150.00 per table for Thursday  \$200.00 per table for Friday   
\$300.00 per table for both days  Number of tables  We will need an electrical outlet  (\$25 additional fee)
- (2)  Place an advertisement in the conference folder:  Full page ad (\$125.00)
- (3)  Be a NASW Sponsor of this conference:  Platinum (\$2,000.00)  Gold (\$1,000.00)  Silver (\$500.00)

Total \$ \_\_\_\_\_ Check Amount (payable to "NASW- MD")

Credit Card Payment: Please charge my credit card: MasterCard  Visa  American Express

Name on card: \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_ 3-digit security code: \_\_\_\_\_

*Decisions regarding the acceptability of exhibits, advertisements and sponsorships will be made by the Maryland Chapter, National Association of Social Workers. In addition, NASW-MD reserves the right to decline exhibit/advertisement/sponsorship requests. Potential exhibitors are advised that contests, lotteries, raffles, and games of chance may not be conducted without prior approval.*

**Please return by Monday, March 14, 2011 to:**

**National Association of Social Workers—MD Chapter , 5750 Executive Drive, # 100, Baltimore, MD 21228  
For questions, contact: John Costa, Director of Membership and Finance: (410) 788-1066, ext. 11**