

Social Work 2015:

Embracing



Empowering Community

February 25-27, 2015

Sandia Resort | Albuquerque, NM

Exhibitor

PROSPECTUS

Meet more social workers at this annual event than you could on your own in an entire year. Ours is the largest social work gathering in the state; the conference makes it easy for you to receive name recognition and place product information in front of the right audience. Let NASW-NM bring that audience to you!

www.naswnm.org

 **N A S W** | NEW MEXICO CHAPTER
National Association of Social Workers





Conference Overview

In February 2015, the National Association of Social Workers New Mexico Chapter (NASW-NM) will bring together 800 + social workers and related professionals from around New Mexico to expand their understanding of diversity, culture and community empowerment. Social workers promote positive change and strengthen the safety net of society. Conference participants will enhance their understanding of these important concepts, discuss best practices, and identify topics for future collaboration.



The conference offers an unparalleled opportunity to network with colleagues, meet local and national experts, and gain new knowledge and skills. As an exhibitor, you have the chance to make connections with attendees who are seeking information about products and services that can help them do their jobs more efficiently.

You will have an opportunity to meet social work leaders with purchasing power, private practitioners that need small business products and services, and other helping professionals as they discover what's important, what works, and how to apply the latest best practices in their daily endeavors. Social workers are constantly looking for products and services that help decrease administrative efforts and increase positive outcomes for their clients. Conference participants will also return to work and educate their co-workers about their conference experience, which will include information about sponsors and exhibitors.

Sponsorship opportunities and exhibit spaces are available on a first-come, first-served basis, so reserve your spot early to secure your participation.

Hotel Accommodations:

Sandia Resort, 30 Rainbow Road, NE, Albuquerque, New Mexico 87113. The group rate is \$139 per night single/double occupancy plus taxes. This special rate is January 23, 2015 or when the group room block is full. To make your reservation call 1-800-272-9199 and reference the NASW-NM conference to receive this special group rate.

Who Exhibits:

Organizations wanting to reach this unique audience, such as:

- Academic and Educational Programs
- Advocacy Organizations
- Children's Services Agencies
- Direct Service Agencies
- Government Agencies
- Healthcare Services
- Long-term Care Organizations & Businesses
- Medical Transport Services
- Nonprofit Organizations
- Professional Services
- Specialized Private Practitioners
- Substance Abuse Treatment Facilities
- Veteran's Organizations



Exhibit & Advertising Opportunities

Exhibitor Benefits

- Develop relationships with new prospects and strengthen ties with existing clients
- Gain high visibility to New Mexico social workers
- Opportunity to recruit social workers through our conference job board
- Unparalleled business-to-business networking

Exhibitor Details:

- 6' skirted table with two chairs
- Company listing with email and website in conference program
- Two exhibit badges
- Optional one reduced-rate attendee conference registration (\$100)
- Reduced advertisement rate in conference program (10% off listed ad prices)

Corporate (Early Bird) \$550

Corporate (Regular) \$600

Sole Proprietor (Early Bird) \$400

Sole Proprietor (Regular) \$450

Tax Exempt (Early Bird) \$300

Tax Exempt (Regular) \$350

Early Bird exhibitor registration and payment deadline is October 31, 2014

Exhibit Hours*:

Tuesday, February 24

Set-Up

12:00pm—5:00pm

Wednesday, February 25

Exhibits Open

7:30am—3:30pm

Thursday, February 26

Exhibits Open

7:30am—3:30pm

Friday, February 27 (optional)

Exhibits Open

8:00am—12:00pm

- Times are subject to change and will be confirmed prior to the conference. Exhibitors are not required to staff booths during times attendees are in session.

Advertising in the Conference Program

The program is where attendees find all information about the conference: room assignments, information about exhibit hall, and other conference information. This goes to approximately 900 people— attendees, exhibitors, and speakers. Attendees will be looking at the book throughout the two and a half day conference. Ads are full color glossy pages.

	Corporate/ Sole Proprietor	Tax Exempt Organization
Full Page full-color ad	\$300	\$200
Half Page full-color ad	\$225	\$175
Quarter Page ad	\$150	\$100
Business card ad (Available to NASW-NM Members ONLY)	\$75	\$75

DEADLINE: Monday, January 5, 2015

All advertisements must be pre-paid; ads and payment must be received by January 5, 2015, to be included in the program.





Exhibitor Agreement

☐ **Yes!** My organization wants to exhibit/advertise at NASW-NM's 35th Annual Conference February 25-27, 2015 at Sandia Resort in Albuquerque, New Mexico.

☐ **Exhibitor**

- ☐ Corporate (Early Bird) \$550
- ☐ Corporate (Regular) \$600
- ☐ Sole Proprietor (Early Bird) \$400
- ☐ Sole Proprietor (Regular) \$450
- ☐ Tax Exempt (Early Bird) \$300
- ☐ Tax Exempt (Regular) \$350

☐ Electrical outlet needed* (if you do not provide your own extension cord you may rent one onsite for \$50)

☐ **Program Advertisement**

- ☐ Full Page (Corporate or Sole Proprietor) \$300
- ☐ Full Page (Tax Exempt) \$200
- ☐ Half Page (Corporate or Sole Proprietor) \$225
- ☐ Half Page (Tax Exempt) \$125
- ☐ Quarter Page (Corporate or Sole Proprietor) \$150
- ☐ Quarter Page (Tax Exempt) \$100
- ☐ Business Card (NASW Members Only) \$75

Important Commitment Dates:

Early Bird Exhibitor —October 31, 2014

Program Advertisement— January 5, 2015

Final Exhibitor Deadline — January 5, 2015

If you are purchasing an exhibit table, you can get an ad at 10% off* the listed prices!

*Take 10% off the listed program ad price only if exhibit table and ad are paid for by Early Bird date of October 31, 2014.

☐ **Bag Stuffer Opportunity!**

A popular way to reach every attendee is with your special insert placed in the conference attendee packet, which is distributed at registration. You will provide the insert, which could be a brochure, flyer, pen, or any other small business novelty item. A great way for your company to deliver a personalized message directly into conference attendees' hands!

Quantity = 900

- ☐ With Exhibit...\$200
- ☐ Without Exhibit...\$300

Must have insert/item to office by January 30, 2015.

Ship to: NASW-NM
4501 Indian School Rd NE, Suite 100 West
Albuquerque, NM 87110

A meeting registration to attend the educational (CEU) sessions may be purchased for a discounted rate of \$100. Only one discounted registration may be purchased for each rented space.

☐ I would like to add on conference registration for \$100 (limit one discount per exhibit space rented)

Name of person attending _____

Total Commitment Amount

\$

I/We, the undersigned, do hereby contract for sponsorship/exhibit/advertisement space at the 2015 NASW-NM annual conference. This contract is subject to the Terms and Conditions outlined on the previous pages.

☐ **I have read and agree to the Terms and Conditions.**

Signature

Printed Name

Date



Sponsorship/Exhibitor Agreement

Contact Information (please print legibly)

Company Name

Address

City

State

Zip

Phone

Alternate Phone

E-mail

Contact Person

Information for Program Listing:

Company Website

Phone Number

Two badges will be provided to exhibit staff for each space rented; these are NOT for attendance at the educational sessions.

Please provide the names for the badge:

1. _____
2. _____

PAYMENT INFORMATION

☐ Check # _____

☐ Purchase Order # _____

☐ Credit Card

Amount to Charge \$ _____

Card Number

Expiration

Billing Zip Code

Name on Card

Signature

If someone other than your organization is submitting payment on your behalf, specify name of responsible party:

TERMS OF PAYMENT

Exhibitors, Artisans and Program Advertisers agree to enclose full payment with this application to secure space. Exhibit and advertisement space will not be held without the completed application and full payment. Sponsorships require a 50% deposit to be made with this application, with the balance due by January 9, 2015.

CANCELLATION POLICY

If full payment is not received by January 9, 2015, your space will be forfeited. Cancellations must be made in writing and submitted to NASW-NM by January 5, 2015. The date of receipt of written cancellation notice to the NASW-NM office will be the official cancellation date.

If exhibit space is cancelled on or before January 5, 2015, a refund of the amount paid, less a \$50 administrative fee will be made within 30 days. The 50% sponsorship deposit is non-refundable even if written cancellation is submitted to the office. Program advertisement fees are non-refundable. No refunds will be made after January 9, 2015.

Please initial and date here that you have read and understand the Payment & Cancellation Policy

INITIALS

DATE

Make payment to:

NASW-NM

4501 Indian School Rd. NE,

Suite 100 West,

Albuquerque, NM 87110

For Office Use Only

Date Received _____

Date Paid _____

Amount Paid _____

Balance Due _____

Invoice # _____



Terms & Conditions

BOOTHS

Every exhibit space should allow for the visibility of other spaces. All exhibit booths are 6' table-top displays only and must not occupy surrounding space. Tables will be provided by the hotel and any additional display items may not be brought in without prior agreement with NASW-NM.

Electrical and other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. No part of any equipment or signs relating thereto shall be posted, tacked, taped or otherwise attached to walls, floors, or other parts of the building or its furniture in any way.

UNAVOIDABLE OCCURRENCES

In the event that the conference is cancelled or delayed through no fault of NASW-NM, including but not limited to, flood, labor disputes, natural disasters, acts of God, civil disorders, or other similar events then the exhibitor/sponsor shall not be entitled to any refund or claim for loss or damage.

ELECTICAL OUTLET

Electrical outlets may be used but your need must be marked on the application for placement purposes. If you will need electricity, it is your responsibility to bring the appropriate extension cord. If a cord is rented from the hotel, a \$50 fee must be paid before cord will be issued.

FAILURE TO OCCUPY SPACE

Booth space not occupied by the exhibitor by 7:00pm Tuesday, February 24, 2015 will be forfeited without refund to the exhibitor, and the space may be resold or used at the discretion of NASW-NM.

SET-UP & DISMANTLE

Set-up times are Tuesday, February 24 from 9:00am-4:00pm. Dismantle options are Thursday 3:30pm –5:00pm or Friday at 12:00pm —1:30pm. Dismantling of exhibits outside of these hours is prohibited.

SHIPPING

The only available shipping option is on-site shipment. No advance shipments will be accepted. The Sandia Resort requests that shipments not arrive earlier than three days prior to the event start date. Shipped materials must be labeled as follows:

Sandia Resort & Casino
30 Rainbow Road NE
Albuquerque, NM 87113
Attention Convention Services
Sandra Pena Lopez
NASW-NM
2/25/15—2/27/15
Name of Vendor

TABLE ASSIGNMENTS

All tables will be pre-assigned by NASW-NM prior to exhibitor set up and may not be changed by exhibitors. Priority space assignments will be given to sponsors. Other space will be assigned based on earliest registration and payment date.

SUBLETTING OF SPACE

The subletting, assignment or apportionment of the whole or any part of an exhibitor's space by the exhibitor is prohibited. Exhibitors may not advertise or display goods in their booth other than those manufactured or sold by them in the regular course of their business.