



Support
Social
Workers &
Enhance
Your
Visibility

Recruitment,
Advertisement,
& Sponsorship
Opportunities

About the Association

The National Association of Social Workers (NASW) is the largest membership association for professional social workers. In Pennsylvania, NASW-PA represents over 6,100 members to enhance the professional growth and development of social workers, to create and maintain social work standards, and to advance sound social policies.

Annual Conference Sponsorship Opportunities

Each year, over 450 social workers attend our annual conference to obtain continuing education credits, network with colleagues, learn about new therapies, programs, and services for their client populations, and interact with our sponsors.

Sponsorship is a great way to demonstrate your support for the social work profession and to increase your positive visibility at the largest gathering of professional social workers in the Commonwealth. The conference provides sponsors a unique opportunity to reach out to social workers in all fields of practice. Our conference attendees always remember who demonstrated support for the event, because they understand your sponsorship makes conference attendance more affordable.

Applications and sponsorship choices will be accepted and confirmed in the order in which paid applications are received.

SPONSORSHIP OPPORTUNITIES

Plated Lunch (2 sponsors)	\$4,000
<ul style="list-style-type: none">Publicly thanked from the podium at the luncheonExhibit hall table, prime locationOne complementary conference registrationBag stuffer	
Breakfast (2 sponsors)	\$3,000
<ul style="list-style-type: none">Publicly thanked from the podium at the start of plenary sessionExhibit hall table, prime locationOne conference registrationBag stuffer	
President's Reception (1 full or 2 partial sponsors)	\$2,500
<ul style="list-style-type: none">Publicly thanked at the President's ReceptionFull-page advertisement in conference program	

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Annual Conference Sponsorship Opportunities

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Conference Clipboard (1 sponsor) **\$2,100**

- Your logo on each attendee's conference clipboard
- Exhibit hall table

Conference Bag (1 sponsor) **\$2,000**

- Your logo on each attendee's conference bag
- Exhibit hall table

Metal Water Bottle (1 sponsor) **\$1,600**

- A stylish water bottle will be provided to all attendees with your logo and NASW-PAs logo
- Half-page advertisement in conference program

Afternoon Refreshment Break (2 sponsors) **\$1,000**

- Publicly thanked at the break (day of your sponsorship)
- Exhibit hall table

Morning Refreshment Break (2 sponsors) **\$1,000**

- Publicly thanked at breakfast (day of your sponsorship)
- Exhibit hall table

Opening Ceremony (several sponsors) **\$600**

- Publicly thanked at Opening Ceremony
- Bag stuffer

T-Shirt (1 sponsor) **\$600**

Those who are attending the conference to earn all 30 credits will be given a t-shirt at the beginning of the conference that reads "I am in it for the 30."

- NASW-PA logo and your logo will be included on the t-shirt.

Plenary Session (3 sponsors) **\$300**

- Publicly thanked at the plenary session (day of your sponsorship)
- Bag stuffer

Bag Stuffer (several sponsors) **\$200**

- Place a piece of literature and a pen, pencil, stress ball, or other business-related novelty item in each attendee's conference bag

Table Top (up to 8 agencies) **\$100**

- Place literature on a table (your space is 2 x 2 feet)

Sponsors are responsible for the placement and removal of literature.

Agreement forms can be found by visiting www.nasw-pa.org and by clicking on *Advertise*, *Exhibit*, *Sponsor* on the main page. Please direct questions to Amy Sagen at amy@nasw-pa.org or contact Jenna Mehnert at 717-232-4125.

Sponsorships are non-refundable. The sponsor is responsible for providing all artwork, logos, or printing materials due to fulfill sponsorship. Upon receipt of your PAID sponsorship application, you will be sent a confirmation and list of deadlines for materials due to fulfill your sponsorship.

Annual Conference Exhibitor Table

Having a table at the conference is an effective tool to reach hundreds of professional social workers and other mental health providers. Exhibitors will be listed in the final conference program book and will have the opportunity to place a one-page insert or small item advertising their organization into each attendee's conference bag. One breakfast and lunch ticket will accompany each exhibitor table for Friday and Saturday. If you are obtaining credits from the conference, separate registration is required.

As we have done in past conferences, each attendee will receive an exhibitor passport paper. This paper will be used to collect information from you to show they have stopped by your table. You may use this time (prior to signing or stamping the paper) to describe your program or agency.

Please complete an exhibitor agreement to reserve your table. Tables are on a first-come, first-served basis and will be allocated once payment is received. Please know that many exhibit tables are included for free if you choose to be a sponsor (selected levels).

EXHIBIT TABLE FEES

Organization Type	Fee
For-profit Organizations	\$500
Nonprofit Organizations	\$400
Associated Organizations	\$300

TENTATIVE EXHIBITOR TIMES

Thursday	
Set up	5:00 – 8:00 p.m.
Exhibit	8:30 – 10:00 p.m.
Friday	
Exhibit	7:30 a.m. – 1:30 p.m.
Saturday	
Exhibit	7:30 a.m. – 1:30 p.m.
Break down	1:30 – 3:30 p.m.

To be included in the conference program, all exhibitor agreements must be received by the deadline printed on exhibitor agreement. Agreement forms can be found by visiting www.nasw-pa.org and by clicking on *Advertise*, *Exhibit*, *Sponsor* on the main page. Please direct questions to Amy Sagen at amy@nasw-pa.org or contact Jenna Mehnert at 717-232-4125.

Annual Conference Program Advertising

Advertising in the conference program is a great way to get your program/agency into the hands of social workers without the additional cost of travel, lodging, and staff time of exhibiting.

Every attendee receives a program book at the conference. Each time attendees open the book, you have the likelihood of reaching them. The book is referred to repeatedly and is used for future reference following the conference. This is the perfect opportunity to advertise your organization and support NASW-PA at the same time.

ADVERTISEMENT RATES

Advertisement	Size (Width by Height)	Rate
Outside back cover	7.5 w by 10 h	\$2,000
Inside back cover	7.5 w by 10 h	\$1,500
Full-page ad	7.5 w by 10 h	\$800
½-page ad	7.5 w by 4.75 h	\$450
¼-page ad	3.5 w by 4.75 h	*\$150

*Cannot combine two ¼-page ads to make ½-page ad

Full payment and completed agreement must be submitted by the deadline printed on the conference agreement enclosed. Advertisements are required to meet the following NASW-PA printing standards:

- Advertisements must be correct size.
- Advertisements are reproduced in black and white. Please do not send 2- or 4-color ads.
- High resolution PDFs (saved for “press”) are the preferred file format.
- EPS, TIFF, InDesign, and Quark files are accepted. All graphics and fonts must be included when submitting application files.

Questions on design and layout of advertisements can be directed to Christina Mortensen at christina@nasw-pa.org. Agreement forms can be found by visiting www.nasw-pa.org and by clicking on *Advertise*, *Exhibit*, *Sponsor* on the main page.

Continuing Education – Co-sponsorship/Approval

NASW-PA is a pre-approved provider of professional continuing education for social workers (Section 47.36), marriage and family therapists (48.36), and professional counselors (49.36) by the Pennsylvania State Board of Social Workers, Marriage & Family Therapists and Professional Counselors.

This designation allows NASW-PA to approve workshops for continuing education credits (CEs), which is a benefit to agencies and licensed professionals. If you are an agency that provides educational opportunities for your employees (and possibly community members), adding CEs to the presentation is a great marketing tool. It is NASW-PA's goal that social workers earn credits for appropriate events they are currently attending related to their employment.

NASW-PA does not charge an application fee to acquire CEs for programs and we strive to make the process as user-friendly as possible for agencies. The only cost associated with the CE process is a per certificate fee of \$15 for NASW members, and \$25 for nonmembers. This is a set fee, regardless of the number of credits earned (minimum of 2 credits per certificate as required by the PA State Board). If you obtain approval for credits and no registrants wish to receive credits, there is no expense.

NASW-PA will create all required documentation forms. Forms will be e-mailed prior to the event. Upon completion of the event we will retain all records for 5 years as required by the PA State Board. Take a moment to review the educational opportunities you are providing to your staff and community and consider adding a CE component to them. The process to obtain credits is straight forward, and NASW-PA staff are there to help you.

To receive CE credits from NASW-PA follow these simple steps:

- Complete the co-sponsorship application enclosed in this packet or download the application from www.nasw-pa.org under *Professional Development*
- Send the completed application to NASW-PA CE staff
 - Mail to NASW-PA, 425 N. 21st St., Suite 401, Camp Hill, PA 17011
 - Scan and email to amy@nasw-pa.org or alicia@nasw-pa.org
 - Fax to 717-232-4140

Job Bank

Easy to use
Cost-effective

Are you looking to hire a social worker? – Post your job at www.nasw-pa.org under Career Center.

\$40 (2-month job posting; up to 200 words)

Reach out to thousands of social workers across Pennsylvania and recruit your next professional from marketing on our online job bank. The job bank is an excellent tool for social workers who are looking to change jobs, returning to the workforce, or are just entering the workforce.

Associated Organizations

NASW-PA invites your company, agency, or organization that upholds social work values and principles aligned with the *NASW Code of Ethics* to participate in our Associated Organization program.

The purpose of this program is to develop collaborative relationships with social-work-friendly organizations.

Save up to \$1,200 annually by becoming an associated organization.

For a low annual cost of \$350, your agency may take advantage of the discounts below and increase its visibility among professional social workers.

- **Listing on NASW-PA website** as an associated organization, with a link to your home page (*retail value \$45*)
- **Subscription to The Pennsylvania Social Worker**, with recognition as an associated organization (*retail value \$60*)
- **Half-page ad in The Pennsylvania Social Worker**, annually (*retail value \$280*)
- **Reduced co-sponsorship certificate fee** at all workshops offered by the member agency (\$15 per certificate) (*retail value: unlimited*)
- **Chapter mailing labels** (*complete set*) once per year (*retail value \$700*)
- **Reduced exhibitor rate at annual conference** (*savings of \$100*)

As an associated organization you have the above benefits from the Pennsylvania Chapter; however this membership does not provide agencies with any rights or privileges of membership from the National Association of Social Workers – National.

All rights and privileges are between the agency and NASW-PA, and do not include the ability to vote on any membership issues or to influence the public policy positions taken by the agency.

More information and agreements can be found by visiting www.nasw-pa.org and by clicking on *Advertise, Exhibit, Sponsor* on the main page.

Applications can be found online at www.nasw-pa.org under *Professional Development*.

Advertising in The Pennsylvania Social Worker

The Pennsylvania Social Worker is the official newsletter of the National Association of Social Workers - Pennsylvania Chapter. It is published quarterly and distributed to 6,100+ members. Each summer, the newsletter is distributed to an additional 7,000 social workers, providing an opportunity to reach over 13,000 social workers annually. *The Pennsylvania Social Worker* is read by professionals in all fields and levels of practice.

ADVERTISEMENT FEES AND DIMENSIONS

SIZE	DIMENSIONS (Width x Height)	FEES * print-READY
Full page	7 1/2 x 9 3/4	\$450
1/2-page (horizontal or vertical) ad	7 1/2 x 4 3/4 or 3 1/2 x 9 3/4	\$280
1/4-page (horizontal or vertical) ad	3 1/2 x 4 3/4 1 5/8 x 9 3/4 2 1/2 x 7 1/2	\$200
Back page 2-color ad	7 1/2 x 7	\$325

ADVERTISEMENT REQUIREMENTS

- High resolution PDF, InDesign, Illustrator, Photoshop or Quark.
- All advertisements are printed in black & white, except the advertisement on the back page.
- Please call to determine if space is available on the back page.
- Faxed or handwritten advertisements are not accepted.
- Advertisements will not be accepted to promote CE events that NASW-PA has not approved for credits.

Quantity discounts are available (2–3 consecutive insertions – 5% off; 4–5 consecutive insertions – 10% off)

The Pennsylvania Social Worker is a periodical publication. All advertisements must be related to the field of social work. No advertisements for insurance, banking or travel can be accepted due to non-profit postal regulations. If you would like to view a sample of the newsletter, contact Christina Mortensen at christina@nasw-pa.org.

All advertising requires a signed contract prior to ad insertion. More information on newsletter advertising can be found by visiting www.nasw-pa.org and by clicking on *Newsletter* at the top of the page.