



## 2025 NASW Exhibit & Sponsor Prospectus

In June 2025, the National Association of Social Workers (NASW) will bring together more than 2,000 social workers and related professionals to expand their understanding on how social work is leading social change, positive outcomes for their clients. As an exhibitor or sponsor, you have the chance to make connections with this group of dedicated, engaged professionals who are seeking information about products and services that can help them do their jobs and need small business products and services, and other helping professionals as they discover what's new, what's important, and what works, and how to apply them in their daily work.

### OPTIMIZE YOUR EXPERIENCE

**Connect** with more than **2,000** social workers, like-minded professionals, and thought leaders in the field from all **50 states** and around the globe both in-person and virtually

**Build brand recognition and generate leads**

Maximize your **year-round exposure** to the larger social work community including 110,000 NASW members through NASW's marketing outreach.

### MEET YOUR TARGET AUDIENCE

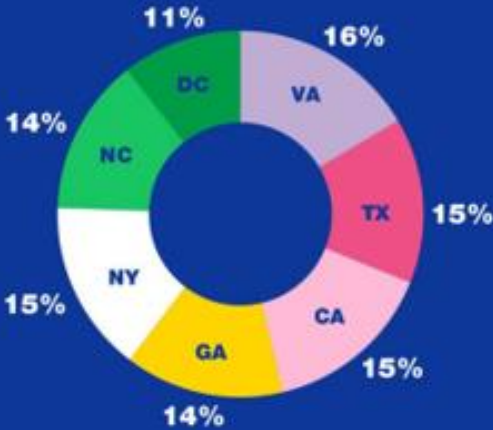
The National Association of Social Workers (NASW) is the largest membership organization of professional social workers with over 110,000 members and 55 chapters. It promotes, develops, and protects the practice of social work and social workers. NASW also seeks to enhance the wellbeing of individuals, families, and communities through its advocacy.

Get in front of social workers throughout the country and abroad at every career level and every area of practice e.g., health and mental health care, substance abuse, child welfare, veterans and military families, school social work, criminal justice, aging, and care coordination– serving people of all ages – from infants to the elderly.

- ***Thought leaders and decision makers in the field of social work***
- ***Researchers and practitioners who value research and cutting-edge technology and the impact they make on evidence-based practice***
- ***Professionals committed to achieving high-quality outcomes and exploring the latest trends and best practices in a variety of social work settings***

# ATTENDEE DEMOGRAPHICS

## GEOGRAPHIC DISTRIBUTION - STATES WITH MOST PARTICIPANTS



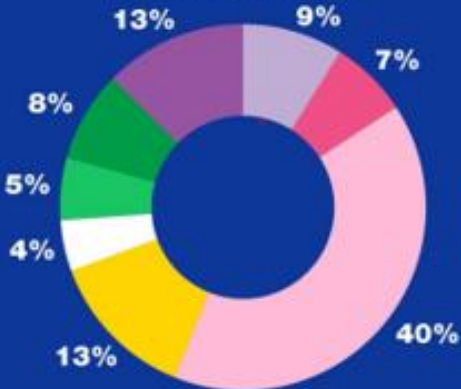
## JOB FUNCTIONS



## NASW Members vs. Non-Members



## PRACTICE AREAS



- Children & Adolescents
- School Social Work
- Mental Health
- Health/Case Management
- Aging/Palliative Care
- Macro
- Addictions/Substance Use/Trauma
- Other

# THANK YOU TO OUR 2024 SPONSORS



# BECOME AN EXHIBITOR

WHO EXHIBITS?	WHAT DO YOU GET?
<p>Academic &amp; Educational programs                      Advocacy organizations                      Educational institutions                      Financial institutions/financial services                      Government agencies                      Healthcare services                      Long-term care organizations &amp; businesses                      Medical/health product companies                      Mental health organizations &amp; providers                      Nonprofit organizations                      Professional services                      Publishers                      Veteran’s organizations</p>	<p>Pipe &amp; drape                      8’ high back wall                      3’ high side walls                      6’ draped table                      (2) chairs                      (1) waste basket                      (1) ID Sign (17” x 11”)</p>

## IMPORTANT DATES & TIMES

REGISTRATION	EXHIBIT HOURS
<p><b>Early Bird Exhibit Registration Deadline:</b></p> <ul style="list-style-type: none"> <li>March 31, 2025</li> </ul> <p><b>Exhibit Registration Deadline:</b></p> <ul style="list-style-type: none"> <li>May 31, 2025</li> </ul>	<p><b>Exhibit Set-Up:</b>  <b>Monday, June 16, 2025</b>  <i>8:00am–3:00pm</i></p> <p><b>Exhibit Hours:</b>  <b>Monday, June 16, 2025</b>  <i>6:00pm–7:30pm</i>  <i>(Conference Welcome Reception)</i></p> <p><b>Tuesday, June 17, 2025</b>  <i>7:30am–6:00pm</i></p> <p><b>Wednesday, June 18, 2025</b>  <i>7:30am–6:00pm</i></p> <p><b>Dismantling of Exhibits and Move Out</b>  <b>Thursday, June 19, 2025</b>  <i>8:00am–12:00pm</i></p>

For more information and to complete the Exhibitor Application, please [visit this link](#)

# BECOME AN EXHIBITOR



For more information and to complete the Exhibitor Application, please [visit this link](#)

# BECOME A SPONSOR

	<b>TIER 1</b> \$50,000	<b>TIER 2</b> \$20,000	<b>TIER 3</b> \$10,000	<b>TIER 4</b> \$5,000
<b>PRECONFERENCE BENEFITS</b>				
Logo/link on conference website	Priority Placement	X	X	X
Acknowledgment in Memberlink e-newsletter (Circulation 70,000)	X	X	X	X
Logo on Socialworkers.org site	X	X	X	X
1 Social Media Post Acknowledging Sponsorship	X	X	X	
Pre-conference email blast to full membership acknowledging conference sponsorship and advertising initiative of sponsor's choice	X			
Preconference registration list	X	X	X	X
<b>VISIBILITY DURING THE CONFERENCE</b>				
Presenting Sponsor of Opening Reception	X			
Recognition during Opening Reception	X			
Recognition during Opening Keynote Presentation		X		
Recognition during Plenary Session		X		
Continental Breakfasts Sponsorship Acknowledgement			X	
Refreshment Break Sponsorship Acknowledgement				X
Organization logo displayed on video screens during conference	X	X	X	X
Exhibit Space	2 Booths, Prominent Placement	2 Booths	1 Booth	1 Booth
Logo displayed in entrance to exhibit hall & on conference signage	X	X	X	X
Promotional insert in conference tote bag	X	X	X	X
Acknowledgement from podium during conference	X	X	X	X
Complimentary conference registrations	4	3	2	1
<b>POST CONFERENCE BENEFITS</b>				
Recognition in NASW Section Link	X	X	X	X
Banner ad placement on NASW Professional Development pages	30 Days	15 Days		
Mention in post-conference NASW email follow-up	X	X	X	X
Opportunity to add a branding item to the tote bag (such as a notebook, koozie, eyeglass cleaner, etc.)	X	X	X	N/A

# BECOME A SPONSOR

## ADD-ON SPONSOR OPPORTUNITIES

### Film Festival

**\$7,500 (Exclusive)**

Your organization's name and logo will be featured prominently on all signage for the NASW Film Festival and be acknowledged from the podium at each of the three film sessions.

### Conference Tote Bag

**\$10,000 (Exclusive)**

Each attendee will be given a reusable conference tote bag with your organization's logo prominently displayed and will stay with them long after the conference.

### Conference Mobile App

**\$6,500**

NASW's conference mobile app will be used by attendees multiple times throughout the conference. Your organization's logo will be featured on the splash screen, which is the first screen users see when launching the app.

### Name Tag Lanyard

**\$5,000**

Conference attendees will literally wear your organization's name and logo on name badge lanyards provided to all participants.

**SOLD**

### Meet-Ups Sponsors

**\$3,000 (2 available)**

Conference attendees will have the opportunity to participate in content specific focused networking sessions. Your organization's name and logo will be featured prominently on program signage and on table cards.

### Dedicated Email Blast

**\$1,500 (5 available)**

A dedicated email blast to conference registrants. (subject to NASW approval).

### Digital Ad Targeting

**\$5,000**

Get your company's digital ads displayed to your target market – the Conference attendees – for 2-weeks after the live event.

### Hotel Key Card

**\$10,000 (exclusive)**

Provide a special welcome to conference attendees by having your logo printed on customer keycards provided directly to participants as they check into the hotel.

## PATRON PROGRAM

**\$1,000**

- Your organization recognized as a Patron on the conference site
- 1 complimentary registration to the Virtual Conference
- Your organization's logo will be featured in a powerpoint loop that will be broadcast before the virtually streamed sessions

### BUILD YOUR OWN SPONSORSHIP!

Customize a sponsorship package

CONTACT:

Kelly, [kelly@kelly-partners.com](mailto:kelly@kelly-partners.com)

Natalie, [natalie@kelly-partners.com](mailto:natalie@kelly-partners.com)

# SPONSOR AGREEMENT

Sponsor Name – Organization or individual, as you would like it to appear in written materials

Contact Name

Address

State

Zip Code

Phone

Alternate Phone

Email Address

Alternate Email Address

## SPONSORSHIP LEVEL

TIER 1 - \$50,000

TIER 3 - \$10,000

PATRON PROGRAM - \$1,000

TIER 2 - \$20,000

TIER 4 - \$5,000

CUSTOM PACKAGE - \$ \_\_\_\_\_

Conference Tote Bag | \$10,000 (Exclusive)

Each attendee will be given a reusable conference tote bag with your organization's logo prominently displayed and will stay with them long after the conference.

Hotel Key Card | \$10,000 (Exclusive)

Provide a special welcome to conference attendees by having your logo printed on custom keycards provided directly to participants as they check into the Hyatt Regency Chicago hotel.

Film Festival | \$7,500 (Exclusive)

Your organization's name and logo will be featured prominently on all signage for the NASW Film Festival and be acknowledged from the podium at each of the three film sessions.

Conference Mobile App | \$6,500

NASW's conference mobile app will be used by attendees multiple times throughout the conference. Your organization's logo will be featured on the opening screen users see when launching the app.

Digital Ad Targeting | \$5,000

Get your company's digital ads displayed to your target market – the 2025 Conference attendees – for 2 weeks after the live event.

Meet-Ups Sponsorship | \$3,000 (2 available)

Conference attendees will have the opportunity to participate in content specific focused networking sessions. Your organization's name and logo will be featured prominently on program signage and on table cards.

Dedicated Email Blast | \$1,500 (5 available)

A dedicated email blast to conference registrants. *(subject to NASW approval)*

## CONTACT

Kelly, [kelly@kelly-partners.com](mailto:kelly@kelly-partners.com)

Natalie, [natalie@kelly-partners.com](mailto:natalie@kelly-partners.com)

Raffaele, [rvitelli.nasw@socialworkers.org](mailto:rvitelli.nasw@socialworkers.org)

## AGREEMENT

I/We agree to this sponsorship and recognize the benefits of support. I/We understand the fulfillment of benefits is dependent on my/our timely submission of organization logos, website links and other materials, as required.

Signature

Printed Name

Date

## PAYMENT TYPE

Check enclosed for \$ \_\_\_\_\_ (payable to NASW)

Please charge \$ \_\_\_\_\_ to my credit card.  Visa  MasterCard  AMEX

Name on Card

Card Number

Exp. Date

Authorized Signature

CVV Number

Please return this form with payment to: NASW, Attention: National Conference, 750 First Street NE, Suite 800, Washington, DC 20002-4241  
Email: [rloomis.nasw@socialworkers.org](mailto:rloomis.nasw@socialworkers.org)

*Thank you for you agreeing to sponsor this event. By submitting this sponsorship contract, the above-named organization agrees to pay NASW for the sponsorship selected above by 4/30/2025 in order to guarantee execution of sponsorship benefits. Please note that costs listed above do not represent the full cost of the event or item. NASW reserves the right to list companies as co-sponsors of events or items. Contributions made to NASW for the sponsorship program will be used to enhance the overall conference experience and help defray the overall costs of the conference. **No refunds may be issued at any time for sponsorship.** This contract serves as a binding legal document and all monies must be paid in full at time of order.*