March 12-15, 2024
Renaissance Baltimore Harborplace Hotel
Baltimore, Maryland

NATIONAL SCHOOL SOCIAL WORK CONFERENCE

Sponsorship & Exhibitor Prospectus
ABOUT SSWAA

The School Social Work Association of America (SSWAA) is a preeminent organization dedicated to championing the role and impact of school social workers. Comprising a diverse community of nearly 3,000 members across the United States and worldwide, SSWAA serves as a collective voice and a platform for collaboration in the field of school social work. Through its initiatives, resources, and advocacy efforts, SSWAA strives to empower school social workers to enhance the social, emotional, and academic well-being of all students. Moreover, by providing comprehensive resources, training, and a steadfast advocacy for the school social work profession, SSWAA catalyzes positive change within educational environments, fostering an inclusive, supportive, and conducive atmosphere for students' overall development.

STAFF

Rebecca Oliver, Executive Director
Capella Hauer, Associate Executive Director
Dr. J.R. Bullard-Batiste, Professional Development Coordinator
Ali Langen, Communications & Marketing Specialist

BOARD

Dr. Terryln Rivers-Cannon, President
Christy McCoy, Past President
Dr. Tish Brookins, Secretary
Mary Boyd
Dr. Marina Badillo Diaz

Sheri Koller
Patrick Mulkern
Dr. Lindsey Oliver
Dr. Summer Woodside
Brandy Hall
The diverse membership of the School Social Work Association of America (SSWAA) encompasses a broad spectrum of professionals committed to the betterment of students' lives. Representing all 50 states in the United States and extending across 7 countries, SSWAA's members form a global community united by a shared dedication to promoting students' well-being. While the majority of members are esteemed school social workers, the association also welcomes a significant contingent of other mental health professionals, particularly those specializing in working with children, schools, and families. This inclusive composition creates a vibrant tapestry of expertise and perspectives that collectively contribute to the advancement of the school social work profession and the holistic growth of students everywhere.

### SSWAA Membership

<table>
<thead>
<tr>
<th>7 COUNTRIES</th>
<th>50 STATES</th>
<th>GRADE LEVELS SERVED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andorra</td>
<td>All U.S. states are represented in SSWAA Membership</td>
<td>1% Pre-Kindergarten</td>
</tr>
<tr>
<td>Belgium</td>
<td></td>
<td>22% Elementary School</td>
</tr>
<tr>
<td>Brazil</td>
<td></td>
<td>10% Middle School</td>
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<tr>
<td>Japan</td>
<td></td>
<td>17% High School</td>
</tr>
<tr>
<td>Puerto Rico</td>
<td></td>
<td>50% Combination of all grades/ages</td>
</tr>
<tr>
<td>Switzerland</td>
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<tr>
<td>United States</td>
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</tbody>
</table>

### Practice Areas

- 37% General Education
- 14% Special Education
- 49% Combination of both General and Special Education

### Ratio of School Social Workers to Students

- 13% report 1:50
- 18% report 1:51 - 1:250
- 26% report 1:251 - 1:500
- 18% report 1:501 - 1:1,000
- 25% report 1:1,000+
NATIONAL CONFERENCE

The National School Social Work Conference stands as the premier annual event within the field of school social work, hosted by SSWAA. This conference serves as a dynamic and vibrant hub where school social workers, educators, practitioners, and advocates convene to exchange insights, strategies, and best practices that drive positive transformation within educational settings. With a diverse array of workshops, keynote presentations, panel discussions, and networking opportunities, the conference offers a platform for attendees to deepen their knowledge, refine their skills, and engage in meaningful discourse around the most pressing issues facing students’ social, emotional, and academic well-being. By fostering collaboration, innovation, and professional growth, the National School Social Work Conference plays an instrumental role in advancing the field, empowering attendees to amplify their impact and contribute to the holistic development of students on a national and global scale.

2023 CONFERENCE DATA

600+ ATTENDEES

47 STATES

200+ SCHOOL DISTRICTS

7 COUNTRIES

38 SPONSORS & EXHIBITORS
Nestled along the picturesque shores of the Chesapeake Bay, Baltimore, Maryland, beckons as a captivating destination that seamlessly blends history, culture, and innovation. Attending a conference hosted in Baltimore promises an enriching experience in a city brimming with diverse attractions and opportunities. Renowned for its historic charm, Baltimore boasts iconic landmarks like the Inner Harbor, where attendees can explore world-class museums, waterfront restaurants, and lively entertainment venues. The city’s vibrant arts scene, encompassing theaters, galleries, and music venues, offers a delightful cultural immersion. With its warm hospitality, storied heritage, and modern amenities, Baltimore provides an inviting and stimulating environment that enhances any conference experience.

**Hotel**
Renaissance Baltimore Harporplace Hotel

**Nearby Airport**
Baltimore/Washington International Thurgood Marshall Airport
National School Social Work Conference
Sponsorships

**Presenting Sponsor $7,500 (Exclusive) - SOLD**
- Complimentary conference registrations for two attendees.
- Cobranded logo recognition with SSWAA on hotel lobby front desk wrap.
- Recognition on signage at event registration.
  - Opportunity to share QR code for conference attendees at event registration.
- Recognition on the SSWAA conference website.
- Exclusive recognition on National Conference email communications.
- Opportunity to welcome attendees at opening general session.
- One complimentary dedicated email blast to pre-registered attendees.
- One complimentary dedicated email blast to conference attendees post-event.
- Two complimentary exhibit tables - premium location.
  - Profile page with company description and representative details in app.
  - Opportunity to submit scavenger hunt question for attendee engagement.
  - Exhibitor badges for up to 4 staff.
- Opportunity to schedule four (4) app notifications to drive traffic to booth.
- Rotating mobile app home screen banner.
- Premier listing in exhibitor and sponsor directories.
- Recognition on post-conference email to attendees.
- Name badges and sponsor ribbons for all staff attendees.
- Ability to insert company materials in attendee’s registration bags.
- Listing in SSWAA Membership app as Business Partner.

**Platinum Sponsor $6,000 (Exclusive)**
- Complimentary conference registrations for two attendees.
- Exclusive sponsor for morning yoga including the following:
  - Recognition on event signage.
  - Recognition on app notifications promoting morning yoga.
  - Opportunity to greet event attendees.
- Opportunity to make 5-minute address at one general session.
- Recognition on signage at event registration.
  - Opportunity to share QR code for conference attendees at event registration.
- Recognition on the SSWAA conference website.
- Two complimentary exhibit tables - premium location.
  - Profile page with company description and representative details in app.
  - Opportunity to submit scavenger hunt question for attendee engagement.
  - Exhibitor badges for up to 4 staff.
- Opportunity to schedule two (2) app notifications to drive traffic to booth.
- Rotating mobile app home screen banner.
- Premier listing in exhibitor and sponsor directories.
- Recognition on post-conference email to attendees.
- Name badges and sponsor ribbons for all staff attendees.
- Ability to insert company materials in attendee’s registration bags.
- Listing in SSWAA Membership app as Business Partner.
National School Social Work Conference
Sponsorships

Gold Sponsor $4,000
• Complimentary conference registration for one attendee.
• Logo recognition during morning coffee/afternoon breaks.
• Recognition on signage at event registration.
  • Opportunity to share QR code for conference attendees at event registration.
• Recognition on the SSWAA conference website.
• One complimentary exhibit table - premium location.
  • Profile page with company description and representative details in app.
  • Opportunity to submit scavenger hunt question for attendee engagement.
  • Exhibitor badges for up to 2 staff.
• Opportunity to schedule two (2) app notifications to drive traffic to booth.
• Rotating mobile app home screen banner.
• Preferred listing in exhibitor and sponsor directories.
• Recognition on post-conference email to attendees.
• Name badges and sponsor ribbons for all staff attendees.
• Ability to insert company materials in attendee’s registration bags.
• Listing in SSWAA Membership app as Business Partner.

Silver Sponsor $2,500
• Complimentary conference registration for one attendee.
• Recognition on signage at event registration.
  • Opportunity to share QR code for conference attendees at event registration.
• Recognition on the SSWAA conference website.
• One complimentary exhibit table - premium location.
  • Profile page with company description and representative details in app.
  • Opportunity to submit scavenger hunt question for attendee engagement.
  • Exhibitor badges for up to 2 staff.
• Preferred listing in exhibitor and sponsor directories.
• Recognition on post-conference email to attendees.
• Name badges and sponsor ribbons for all staff attendees.
• Ability to insert company materials in attendee’s registration bags.
• Listing in SSWAA Membership app as Business Partner.
National School Social Work Conference
Branded Sponsorships Opportunities

**Yeti Bottle Sponsor** $12,000 (Exclusive)
- Cobranded logo recognition on a Rambler 10oz Tumbler with Magslide Lid.
- Available to the first 500 attendees.
- Opportunity to provide one piece of collateral for attendees inside tumblers.
- Recognition in social post (5).
- One complimentary exhibit table including the following:
  - (1) 6-foot skirted table
  - (2) chairs
  - (1) Wastebasket
  - Basic electricity upon request, fee may apply
  - Basic wifi connection
- Profile page with company description and representative details in app.
- Opportunity to submit scavenger hunt question for attendee engagement.
- Exhibitor badges for up to 2 staff.
- Recognition on SSWAA conference website.
- Recognition on Mobile App.
- Recognition on SSWAA Membership app as Business Partner.

**National Awards & Networking Breakfast** $8,500 (Exclusive)
- Opportunity to make 5-minute address at awards event.
- Recognition on signage at breakfast.
- Recognition on email to attendees promoting awards and networking event.
- Recognition in social post (2).
- Opportunity to provide one specialty giveaway product for attendees at designated area.
- Recognition on app notifications to conference attendees about breakfast.
- One complimentary exhibit table including the following:
  - (1) 6-foot skirted table
  - (2) chairs
  - (1) Wastebasket
  - Basic electricity upon request, fee may apply
  - Basic wifi connection
- Profile page with company description and representative details in app.
- Opportunity to submit scavenger hunt question for attendee engagement.
- Exhibitor badges for up to 2 staff.
- Recognition on SSWAA conference website.
- Recognition on Mobile App.
- Recognition on SSWAA Membership app as Business Partner.

**Elevator Wrap** $6,000 (Exclusive) - SOLD
- Cobranded logo recognition on 12 total elevators in hotel lobby (6) and on 5th floor (6) where national conference will take place.

  *Additional Co-Branded Wraps Available Upon Request.*
National School Social Work Conference
Branded Sponsorships Opportunities

Headshot Booth $5,000 (Exclusive)

- This provides the ability to place your company’s logo at a branded headshot booth.
- Will be an area for attendees to create fun conference photos or professional headshots.
- Recognition on Sponsor Signage.
- Recognition in social posts (2).
- Recognition on app notifications to conference attendees about charging station.
- Recognition in post-event email to attendees.
- Exhibit space available at a discounted rate.

Breakfast Focus Group $5,000 (2 available)

To provide optimal access to SSWAA members via different forums, SSWAA can offer access to small meeting rooms for SSWAA partners and vendors to meet with conference attendees. If you elect to take advantage of this opportunity, we recommend securing 7 to 12 SSWAA members for a focus group session on the topic of your choice. Breakfast will be included in the sponsorship for up to 20 people. Audio/Visual costs and arrangements are the responsibility of the partner/vendor. SSWAA policy does not allow the meetings to be scheduled during core meeting times, but can make these rooms available during the morning before the opening session. We will provide an opt-in attendee list that can be used for recruitment.

Since these meetings require personalized scheduling, interested vendors must provide a $1,000 deposit to be applied to any AV or catering charges. Standard AV is included in the cost of this package. The sponsor is responsible for any specially requested AV equipment or services for the session. The deposit will be returned if a mutually agreeable time is not identified.

Keynote Sponsor $5,000 (Exclusive)

- Sponsor logo on approx. 600 resource giveaways from keynote.
- Recognition on sponsor signage during keynote.
- Recognition on the SSWAA conference website.
- Recognition in post-event email to attendees.
- Exhibit space available at a discounted rate.

Hotel Key Card $3,500 (Exclusive)

- Sponsor logo on approx. 600 hotel keycards (along with the SSWAA logo).
- Recognition on Sponsor Signage.
- Recognition on the SSWAA conference website.
- Recognition in post-event email to attendees.
- Exhibit space available at a discounted rate.

Charging Station $2,500 (2 available)

- Give attendees a place to charge their phones and electronics at the conference.
- Two charging stations included per sponsorship.
- Recognition on signage at the charging stations set up in high traffic areas of the conference.
- Opportunity to provide one piece of collateral for attendees at charging station.
- Recognition on app notifications to conference attendees about charging station.
- Exhibit space available at a discounted rate.
National School Social Work Conference
Exhibitor Opportunities

Exhibitor $1,500
- Two (2) conference registrations and exhibitor badges.
- Booth space with the following:
  - (1) 6-foot skirted table
  - (2) chairs
  - (1) Wastebasket
  - Basic electricity upon request, fee may apply
  - Basic wifi connection
- Opportunity to create profile page with company description and representative details in Mobile App.
- Opportunity to submit scavenger hunt question for attendee engagement on Mobile App.
- Recognition on SSWAA conference website.
- Recognition on Mobile App.
- Recognition on SSWAA Membership app as Business Partner.

Non-Profit Exhibitor $1,000
(*Must provide verification of non-profit status.)
- Two (2) conference registrations and exhibitor badges.
- Booth space with the following:
  - (1) 6-foot skirted table
  - (2) chairs
  - (1) Wastebasket
  - Basic electricity upon request, fee may apply
  - Basic wifi connection
- Opportunity to create profile page with company description and representative details in Mobile App.
- Opportunity to submit scavenger hunt question for attendee engagement on Mobile App.
- Recognition on SSWAA conference website.
- Recognition on Mobile App.
- Recognition on SSWAA Membership app as Business Partner.
National School Social Work Conference
Exhibitor Opportunities

Exhibit Table Only $500
- Two (2) exhibitor badges (*Does not include access to attend conference sessions or meals included with conference registration).
- Booth space with the following:
  - 1) 6-foot skirted table
  - 2) chairs
  - (1) Wastebasket
  - Basic electricity upon request, fee may apply
  - Basic wifi connection
- Opportunity to create profile page with company description and representative details in Mobile App.
- Opportunity to submit scavenger hunt question for attendee engagement on Mobile App.
- Recognition on SSWAA conference website.
- Recognition on Mobile App.
- Recognition on SSWAA Membership app as Business Partner.

Non-Profit Exhibitor $350
(*Must provide verification of non-profit status.)
- Two (2) exhibitor badges (*Does not include access to attend conference sessions or meals included with conference registration.)
- Booth space with the following:
  - 1) 6-foot skirted table
  - 2) chairs
  - (1) Wastebasket
  - Basic electricity upon request, fee may apply
  - Basic wifi connection
- Opportunity to create profile page with company description and representative details in Mobile App.
- Opportunity to submit scavenger hunt question for attendee engagement on Mobile App.
- Recognition on SSWAA conference website.
- Recognition on Mobile App.
- Recognition on SSWAA Membership app as Business Partner.
Policies & Procedures

Eligibility to Exhibit: All products and services exhibited at the SSWAA Conference shall be directly related to the SSWAA mission to enhance the mental health and educational competence of children and must be of professional or educational benefit or interest to conference participants. SSWAA reserves the right to determine the eligibility of prospective exhibitors for inclusion in its exhibit hall.

Space Assignments: Exhibitors and Sponsors will be able to select their exhibit table location during registration and will be notified of assignment as soon as it is confirmed. Exhibit tables and placements are sold on a first come first served basis. Please complete online registration as soon as possible. If necessary, SSWAA reserves the right to assign the next best space when space requested is not available.

Cancellation and Refunds: All exhibiting organizations canceling exhibit space will be charged a $100 processing fee. No refunds will be issued for exhibit space cancellations received after February 23, 2024. All cancellation requests must be received in writing.

General Guidelines: Displays must be contained within the assigned exhibit space in such a way that they do not interfere with other exhibitors’ display. All displays, signs, flyers, distribution of literature and souvenirs or any other activities must take place inside the contracted exhibit space only. SSWAA reserves the right to reject or require on-site modifications of any display that, in SSWAA’s sole discretion, is not in keeping with the character of the SSWAA exhibition or in violation of the “good neighbor” policies as described above. SSWAA also reserves the right to remove promotional materials from the show floor that are deemed objectionable. No signs, banners or displays shall be displayed in any other part of the Hotel without the approval of the Catering/Convention Services Manager and Conference Planner. All signs, banners or displays submitted for approval must be professionally produced. All shipping arrangements and handling charges will be the responsibility of the exhibitor.

Conduct/Liability: Insurance and liability are the full and sole responsibility of the exhibitor. The exhibitor agrees to adhere to and be bound by all applicable fire, utility and building code regulations at the exhibit property. Exhibitors must make provisions for safeguarding their goods, materials, equipment, and stations at all times. The School Social Work Association of America or the Baltimore Renaissance Harborplace Hotel will not be responsible for the loss or theft of property belonging to any exhibitor, its agents, employees, visitors or guests.

Damage of Property: The exhibitor shall not deface or damage the Hotel property or exhibit area in any way. Exhibitors are liable for any damage caused to building floors, walls, columns, or tables or to any other exhibitor’s property. It is further agreed that no sign, banner, or display will be affixed to any part of the Hotel.
Policies & Procedures (Cont'd)

**Unoccupied Space:** Should any rented exhibitor space remain unoccupied on the opening day or should any space be forfeited due to the failure to make payment, SSWAA reserves the right to rent that space to any other exhibitor or use that space for such purposes as it may see fit without any liability on its part. This clause shall not affect the obligation of the exhibitor to pay the full amount specified in the application/contract agreement.

**Shipping, Set Up and Dismantle:** Complete Exhibit Service Kit information will be provided 60 to 90 days prior to the conference. All shipping arrangements will be the responsibility of the exhibitor. Shipments may be sent directly to the hotel within three days of the beginning of the Conference.

Questions regarding these policies should be directed to Ali Langen, Marketing and Communications Specialist, via email at ali@sswaa.org.
2024 National School Social Work Conference
Partnership Application Form

Primary Contact__________________________________________
Title_____________________________________________________
Company/Organization Name____________________________________
Address (City, State, Zip) _______________________________________

Email ___________________________ Phone ___________________________
Website URL__________________________________________________

Sponsor Packages
☐ Platinum $6,000  ☐ Gold $4,000  ☐ Silver $2,500

Branded Sponsor Packages
☐ Yeti Bottle Sponsor $12,000  ☐ Awards Breakfast Sponsor $8,500  ☐ Headshot Booth $5,000
☐ Breakfast Focus Group $5,000  ☐ Hotel Keycard Sponsor $3,500  ☐ Charging Station $2,500

Exhibitor Packages
☐ Exhibitor $1,500  ☐ Non-Profit Exhibitor $1,000
☐ Exhibit Table Only $500  ☐ Non-Profit Exhibit Table Only $350

Total : $

☐ Check (please make payable to SSWAA)
☐ Credit Card

Submit completed form with payment to:
SSWAA
P.O. Box 3068
London, KY 40743
Email: ali@sswaa.org

Or complete online registration: