



2022 SSWAA Board

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Rebecca Oliver, Executive Director
Capella Hauer
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Exhibitor / Sponsor/ Advertiser Prospectus

Join SSWAA in Colorado!

The School Social Work Association of America would like to invite you to join us for the 26th National School Social Work ConferenceSM to be held March 29 – April 1, 2023, in Broomfield, CO at the Omni Interlocken Resort in Broomfield, CO.

The 26th National School Social Work ConferenceSM offers a unique opportunity to showcase your company's programs, products, and services to mental health professionals from coast to coast. Conference attendees include School Social Workers, administrators, university professors, agency mental health professionals as well as other educators.

SSWAA uses a Conference Event App to communicate with the attendees via texts and app alerts, share important event information including the schedule and map, track attendee CEUs, and even allow attendees to connect with each other and sponsors/exhibitors. All event items will be posted via the Event App, which provides additional opportunities for you to get the word out and be noticed.

By partnering with SSWAA as a sponsor, advertiser and/or exhibitor, you will be able to increase your exposure to School Social Workers across the country as well as around the world, with an expected attendance of 600+. We look forward to having your organization as part of the 2023 National Conference and look forward to hearing from you soon.

Sincerely,

Rebecca K. Oliver, LMSW, CSW
Executive Director

Ali Langen
Marketing & Communications Specialist



Hotel Information:

Omni Interlocken Resort
500 Interlocken Boulevard
Broomfield, CO 80021

The award-winning Omni Interlocken Hotel provides a luxurious retreat between Boulder and Denver, Colorado. Nestled against the backdrop of the Rocky Mountains, the Omni Interlocken Hotel in Broomfield offers a wealth of on-site experiences.

Conference room rates are **only \$155** for singles, doubles, triples or quads. The Omni Interlocken Resort has established a registration website for SSWAA attendees (see link above). Visit the 2023 Conference page and click on "Hotel Information" for complete details at www.sswaa.org. Please note that **once the SSWAA hotel block is filled, conference rates may no longer apply**, and availability may be limited - so make your reservations today!

Hotel Reservations:

Don't forget to make your reservations with the Omni Interlocken Hotel by **March 6, 2023**, in order to receive the SSWAA Conference discount. Once the SSWAA hotel block is filled, conference rates may no longer apply, and availability may be limited. Reservations can be made using the link above or calling the hotel at the number above and identifying yourself as part of the SSWAA conference.



26th National School Social Work Conference Schedule of Events

Wednesday, March 29, 2023

7:30 a.m. - 9:00 a.m.	Conference Registration for <u>Pre-Conference</u> attendees <u>ONLY</u>
9:00 a.m. - 4:30 p.m.	Pre-Conference Forums - 6.0 CE
12:00 p.m. – 1:15 p.m.	<i>Lunch on your own</i>
4:00 p.m. – 7:00 p.m.	Conference Registration for All Conference attendees
4:30 p.m. - 6:00 p.m.	<i>"Welcome Reception"</i> in Exhibit Area & Poster Sessions

Total CEs available Wednesday = 6

Thursday, March 30, 2023

7:30 a.m. - 5:00 p.m.	Conference Registration for All Conference attendees
7:30 a.m. – 8:30 a.m.	Coffee/Tea Service in Exhibit Hall
8:30 a.m. - 9:45 a.m.	Opening Session & Keynote Address - 1.0 CE
10:00 a.m. - 12:00 p.m.	Workshop Session A - 2.0 CE
12:00 p.m. - 1:30 p.m.	<i>Lunch on your own</i>
1:30 p.m. - 3:30 p.m.	Workshop Session B - 2.0 CE
3:30 p.m. – 4:00 p.m.	<i>Snack Break</i>
4:00 p.m. - 4:45 p.m.	Regional & International Meetings
Evening	Enjoy Broomfield/Entertainment/Dinner

Total CEs available Thursday = 5



Friday, March 31, 2023

7:30 a.m. – 8:30 a.m.	Coffee/Tea Service in Exhibit Hall
8:30 a.m. - 10:00 a.m.	Workshop Session C – 1.5 CE
10:15 a.m. - 11:00 a.m.	Specialty Group Meetings
11:00 a.m. - 1:00 p.m.	SSWAA Luncheon & Awards Presentation with Keynote Address
1:00p.m. - 1:30 p.m.	Networking Time, Self-Care, & Visit Exhibits
1:30 p.m. - 3:00 p.m.	Workshop Session D - 1.5 CE
3:15 p.m. - 4:15 p.m.	General Session - 1.0 CE
Evening	Enjoy Broomfield/Entertainment/Dinner

Total CEs available Friday = 4

Saturday, April 1, 2023

8:15 a.m. – 8:45 a.m.	SSWAA Membership Meeting
9:00 a.m. –10:30 a.m.	Workshop Session E - 1.5 CE
10:45 a.m. – 11:45 p.m.	Closing Panel Keynote Address – 1.0 CE
11:45 a.m. – 12:45 p.m.	Networking Box-Lunch
12:45 p.m.	Conference Adjourns

Total CEUs available Saturday = 2.5

Conference CE total = 17.5

**Draft agenda and anticipated CEU credits pending CEU approval*



26th National School Social Work Conference SM Conference Sponsorship Opportunities

Sponsoring at SSWAA's conference is the perfect way to increase your visibility at our national conference targeted to professional School Social Workers. Sponsors also stand out from exhibitors in demonstrating their support of School Social Workers while highlighting the value of the product and/or services to participating clinicians. Please review the menu of sponsorship options to find something for every marketing budget.

Presenting Sponsor: \$7,500 (*Limit of 1*)

- 2 Complimentary conference registrations
- Premium logo placement with hyperlink on National Conference page on SSWAA website
- Premium logo placement with hyperlink on International Conference page on SSWAA website
- Exclusive opportunity for logo to be featured on all National and International Conference email communications
- Exclusive sponsor of opening night Welcome Reception on Wednesday, March 29
- Logo on SSWAA Step & Repeat for attendee photo opportunities
- Opportunity to welcome attendees at opening general session
- Recognition from podium from SSWAA Executive Director
- 2 Exhibit Tables (two (2), six-foot draped tables and two chairs)
 - Premium exhibit location
 - Exhibitor badges for up to 2 staff
 - Listing in Exhibitor Section of Conference app
 - Booth featured on interactive Exhibit Hall map
 - Profile page with company description and representatives' details in app
 - Opportunity to create a promotion in your app profile to drive traffic to booth
- Rotating mobile app home screen banner
- Premier listing in exhibitor and sponsor directories
- Two custom emails sent to all conference registrants (international and national conference registrants)
- Name badges and sponsor ribbons for all staff attendees
- Ability to insert company materials in attendee registration bags. Shipping information to be shared at a later date.
- Listing in SSWAA Membership app as Business Partner



Platinum Sponsor: \$6,000 *(Limit of 1)*

- 2 Complimentary conference registrations
- Premier sponsor of “Orchestrating Change” film screening and panel event
- Logo placement with hyperlink on National Conference page on SSWAA website
- Logo placement with hyperlink on International Conference page on SSWAA website
- Recognition from podium from SSWAA Executive Director
- Opportunity to make 5-minute address at one General Session
- Logo recognition during morning coffee/afternoon breaks
- 2 Exhibit Tables (two (2), six-foot draped tables and two chairs)
 - Premium exhibit location
 - Exhibitor badges for up to 2 staff
 - Listing in Exhibitor Section of Conference app
 - Booth featured on interactive Exhibit Hall map
 - Profile page with company description and representatives’ details
 - Opportunity to create a promotion in your app profile to drive traffic to booth
- Rotating Mobile App Home Screen Banner
- Premier listing in exhibitor and sponsor directories
- One custom email sent to all conference registrants (international and national conference registrants)
- Name badges and sponsor ribbons for all staff attendees
- Ability to insert company materials in attendee registration bags. Shipping information to be shared at a later date.
- Listing on Platinum Sponsor signage
- Listing in SSWAA Membership app as Business Partner

Gold Sponsor: \$4,000 *(Limit of 2)*

- 1 Complimentary conference registration
- Recognition from podium
- Hyperlinked logo on National Conference page on SSWAA website
- Hyperlinked logo on International Conference page on SSWAA website
- “Under the Stars: Connect & Network” sponsor with logo recognition
- One Exhibit table (One, six-foot draped table and two chairs)
 - Signage in Exhibit area
 - Exhibitor badges for up to 2 staff
 - Listing in Exhibitor Section of Conference app
 - Booth featured on interactive Exhibit Hall map
 - Profile page with company description and representatives’ details
 - Opportunity to create a promotion in your app profile to drive traffic to booth
- Rotating Banner ad prominently displayed on app home page
- Preferred listing in exhibitor and sponsor directories
- Name badges and sponsor ribbons for all staff attendees



School Social Work Association of America



- Ability to insert company materials in attendee registration bags. Shipping information to be shared at a later date.
- Listing on Gold Sponsor signage
- Listing in SSWAA Membership app as Business Partner

Silver Sponsor: \$2,500

- 1 Complimentary conference registration
- Hyperlinked logo on National Conference page on SSWAA website
- Hyperlinked logo on International Conference page on SSWAA website
- Rise-N-Stretch morning yoga sponsor with logo recognition in event space
 - Thursday, March 30
 - Friday, March 31
 - Saturday, April 2
- One Exhibit table (One, six-foot draped table and two chairs)
 - Signage in Exhibit area
 - Exhibitor badges for up to 2 staff
 - Listing in Exhibitor Section of Conference app
 - Booth featured on interactive Exhibit Hall map
 - Profile page with company description and representatives' details
 - Opportunity to create a promotion in your app profile to drive traffic to booth
- Listing in exhibitor and sponsor directories
- Name badges and sponsor ribbons for all staff attendees
- Ability to insert company materials in attendee's registration bags. Shipping information to be shared at a later date.
- Listing on Silver Sponsor signage
- Listing in SSWAA Membership app as Business Partner

Bronze Sponsor: \$1,500

- Hyperlinked logo on National Conference page on SSWAA website
- Hyperlinked logo on International Conference page on SSWAA website
- One Exhibit table (One, six-foot draped table and two chairs)
 - Signage in Exhibit area
 - Exhibitor badges for up to 2 staff
 - Listing in Exhibitor Section of Conference app
 - Booth featured on interactive Exhibit Hall map
 - Profile page with company description and representatives' details
- Listing in exhibitor and sponsor directories
- Name badges and sponsor ribbons for all staff attendees
- Ability to insert company materials in attendee's registration bags. Shipping information to be shared at a later date.
- Listing on Bronze Sponsor signage
- Listing in SSWAA Membership app as Business Partner



Exhibit Dates & Rates

As mental health professionals responsible for psycho-social assessments and therapeutic services in schools, School Social Workers provide a prime market for psycho-social assessment instruments, therapeutic toys, games, books, programs, resources, treatment facilities and services. School Social Workers attend our conference to earn continuing education credits and eagerly await the opportunity to build our libraries, assessment arsenal and treasure chests of activities.

Exhibit Rates:

(Please note that the Exhibit Areas will not be locked, but hotel security will monitor the areas. We look forward to your participation. We do suggest bringing something to cover your table overnight - hotel will not provide.

Due to the Breakout rooms and Exhibitor space being on 2 levels, we have adjusted the pricing for Exhibitor tables on the Lower Level.

Exhibitor - \$450 (Main Level) / \$375 (Lower Level)

- One (1) six-foot draped table and two chairs
- Exhibitor badges for up to 2 staff (meals not included)
- Listing in Exhibitor Directory in Conference app
- Booth featured on interactive Exhibit Hall map in Conference app
- Opportunity to create a profile page with company description and representatives' details in conference app
- Listing in SSWAA Membership app as Business Partner

Non-Profit Exhibitor - \$300 (**Must provide verification of non-profit status.*)

- One (1) six-foot draped table and two chairs
- Exhibitor badges for up to 2 staff (meals not included)
- Listing in Exhibitor Directory in Conference app
- Booth featured on interactive Exhibit Hall map in Conference app
- Opportunity to create a profile page with company description and representatives' details in conference app
- Listing in SSWAA Membership app as Business Partner

*****Please note the following are not included in the exhibit fee: installation/dismantling services, shipping and handling, AV, lunch/meals, and conference registration.***



Take One Table - \$350

For organizations unable to attend in person, “Take-One Table” space can be rented for distribution of organization materials.

All materials must be approved in advance by SSWAA. To receive approval to display your material, please send one copy of each item you wish to display with your completed application.

- Pamphlets, brochures, cards, leaflets, and similar material will be displayed so that attendees visiting the exhibit area can help themselves. Unfortunately, unused materials cannot be returned after the conference.
- SSWAA staff will set up the display and replenish materials as needed.
- A minimum of 650 copies of each piece must be received to the hotel no earlier than March 27, 2023. Shipping information to be shared at a later date.
- Listing in SSWAA Membership app as Business Partner

Exhibit Locations:

Main Level Exhibitor tables will be in the Atrium, Centennial Foyer, and Interlocken Foyer. Lower Level Exhibitor tables will be in the Garden Foyer A. Exhibitors can select the location preference during registration.

[Main Level Exhibit Space](#)

[Lower Level Exhibit Space](#)

Schedule:

Set up Wednesday afternoon between 12:00 pm -3:00 pm during our Pre-Conference and be ready at 3:30 pm to greet more people as they start arriving.

Exhibit Hours:

Wednesday, March 29	3:30 pm – 6:30 pm
Thursday, March 30	7:30 am – 5:30 pm
Friday, April 1	7:30 am – 4:30 pm
Tear Down:	4:30 p.m. – 7:30 p.m.

(Exhibitors are expected to attend their exhibit tables during all breaks and at the beginning and end of each day)

Approximately 60-90 days prior to the conference, each exhibitor will receive the Exhibitor Service Kit with further directions.

For more information or to reserve your space, contact Ali Langen at ali@sswaa.org



26th National School Social Work Conference SM Add-Ons

Participant Bag Insert (Fliers): \$250

Advertise your product or services in the conference attendee's tote bags. Provide 600 one-page fliers or brochures (no catalogs) no earlier than March 27, 2023 (ship to hotel) and they will be inserted into registration bags. Shipping information to be shared at a later date.

Your Own Bag Product Insert: \$150

Make your presence known and appreciated by providing a product or amenity of your own (pens, post-its, stress balls, etc.) in the registration bag. Provide 600 items no earlier than March 27, 2023 (ship to hotel) and we'll put them in the registration bags. (Items must be pre-approved by SSWAA.) Shipping information to be shared at a later date.

Additional Exhibit Table - \$200 (Exhibitor); \$100 (Non-Profit Exhibitor)

Mobile Conference App: Rotating Home Page Banner Ad: \$500

Be one (1) of up to five (5) organizations that will have their banner ad rotating prominently on the home page for all attendees to see. All Sponsors will be given priority. Please provide 3 different sizes of banner ads so that they can be set up for receipt by various platforms i.e. 800px, 600px, & 400px – jpg or png. Recommended height is 150px.

Mobile Conference App: Schedule Notification: \$250/text notification

Create an app notification that will go out to all conference attendees via the conference app. SSWAA staff will schedule your notification on an agreed upon day and time to drive traffic to your booth and/or visibility to your organization/campaign.

Mobile Conference App: Preferred Listing in Directory: \$250

Sponsors will be listed based on the sponsorship level and then all exhibitors will be listed in alphabetical order. If you would also like a preferred listing, be one (1) of five (5) also listed preferentially. First come first served basis until a total of 5 slots are filled.



Policies & Procedures

Exhibit Area

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. Once the Main Level Exhibit space has reached capacity, table selections for that area will close and only Lower Level spaces will be available. 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 March 2, 2023. 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 Omni Interlocken 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.

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.

**School Social Work Association of America
26th National School Social Work Conferencesm
March 29 – April 1, 2023**



Application/Contract: Sponsors, Exhibitors, and Advertisers

My company agrees to the following activities in conjunction with SSWAA’s 26th National School Social Work ConferenceSM. This contract constitutes the applicant’s agreement to abide by the guidelines and regulations included in the Exhibitor Prospectus.

You may also register on-line from the [SSWAA website](http://www.sswaa.org) beginning October 31.

Company/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

E-Mail: _____

Phone:(_____) _____ Fax (_____) _____

Authorized Signature: _____

Date: ____/____/____

No refunds for cancellations after March 2, 2023



Sponsorship Selection

- Presenting Sponsor (\$7,500) Platinum Sponsor (\$6,000)
- Gold Sponsor (\$4,000) Silver Sponsor (\$2,500) Bronze Sponsor (\$1,500)

Exhibitor Selection

- Exhibitor (\$450) – Main Level Exhibitor (\$375) – Lower Level
- Non-Profit Exhibitor (\$300) Take One Table (\$350)

Conference Add-Ons

- Additional Table – Exhibitor (\$200) Additional Table – Non-Profit (\$100)
- Flier Insert (\$250) Product Insert (\$150)
- App Home Page Banner Ad (\$500) App Schedule Notification (\$250)
- App Preferred Listing (\$250)



School Social Work
Association of America



Payment Information

Federal Tax ID: 91-1648048

501(c)3 Federal Tax ID: 45-2750413

[SSWAA W9](#)

Check

A check or money order for \$_____ is enclosed (Payable to SSWAA to guarantee our participation)

Credit Card

Online

You may pay by credit card online at www.sswaa.org

Mail In

I authorize SSWAA to charge my credit card for: \$_____



Visa



Master Card



American Express

Name on Card

Credit Card Billing Address

Card Number

Billing City/ST/Zip

Exp. Date

Security Code

Authorized Cardholder's Signature



School Social Work
Association of America



Send To:

SSWAA

c/o Rebecca K. Oliver

P.O. Box 3068

London, KY 40743