

**National Association of Social Workers, Georgia Chapter
2017 Annual Conference**



October 20 -22, 2017
Hilton Atlanta Marietta Hotel & Conference Center
500 Powder Springs Street
Marietta, GA 30064-3523

NASW Georgia Chapter invites you to participate as a sponsor/advertiser in our 29th Annual Conference, *Social Workers Stand Up*. This year's conference will be held at the **Hilton Atlanta Marietta Hotel & Conference Center** located at 500 Powder Springs Street, Marietta, GA 30064-3523.

Don't miss this opportunity to interact with social workers whose daily practice impacts individuals, families and communities throughout Georgia.

Our conference typically attracts 300-350 daily attendees. These professionals work in a variety of practice areas – including healthcare, mental health, educational, private practice, institutional and community-based settings, serving a variety of clients of all demographics and ages. Participant's diversity of practice settings assures an appealing audience for organizations recruiting social work professionals, seeking referrals, or marketing products and services.

Visibility! Sponsors exhibits are positioned throughout the conference area for optimal exposure, with exhibits open for viewing during conference hours on **Friday, October 20 and Saturday, October 21.**

Recognition! Claim your place in the conference spotlight by sponsoring one of the plenary presentations. **Plenary Session Sponsors get top-billing and prime exhibit space!**

Interaction! The conference schedule includes several exhibit viewing and refreshment breaks. In addition, one exhibitor luncheon ticket is included per sponsor package for sponsors to network with conference attendees.

Discounted Conference Attendance! Sponsor packets include options for complimentary or discounted registration(s) for individuals from your organization to attend preconference/conference educational programming (*based on the selected sponsor level*).

Social workers stand up for millions of people every day. These include people who are experiencing devastating illnesses and mental health crises, our veterans, children, families and communities. Yet many people still misunderstand who social workers are and the invaluable contributions they bring to society.

Accommodations! Single, double, triple, and quad occupancy rooms (nonsmoking) are available for \$105 + 14% state tax and \$5 per night hotel room fee for the nights of October 18-22 (based on availability of guest rooms).

Use the following method to book your room by September 29, 2017:

On-line Reservations

<http://www3.hilton.com/en/hotels/georgia/hilton-atlanta-marietta-hotel-and-conference-center-ATLMAHF/index.html#>

Call-in Reservations

Guests can book by calling the toll-free reservations line at 888-685-2500 and asking for the NASW-GA discounted rate

NASW-GA hotel guest room amenities include:

- Self-parking
- Complimentary high-speed internet access (**reservation guests must be registered and identified as a NASW-GA hotel guest to receive complimentary internet access**)
- Local and toll-free telephone calls
- In-room refrigerator
- Use of fitness room, swimming pool and whirlpool

Door prizes! Door prize drawings offer conference attendees a special gift and provide sponsors with new contact information. If you opt to provide a door prize to be announced during the Saturday luncheon, recipient names can be drawn from business cards or information you collect at your sponsor table, or can be entered into general NASW Georgia Chapter drawings.

Early Bird Discount! Sponsors who return the sponsor/advertiser application **by July 31, 2017** pay the Early Bird package rate. **There are a limited number of opportunities available for each sponsorship level, so don't delay in reserving space to ensure participation for your organization.**



NASW Georgia Chapter's Mission Statement

NASW Georgia Chapter (NASW-GA) is a professional standard association for social workers.

NASW-GA works to: Enhance the professional growth and development of its members; create and maintain professional standards; advance social policies.

SPONSORSHIPS WITH EXHIBIT SPACE

PLENARY SESSION Sponsor

\$1250/\$1200*

- Prime exhibit space near ballroom on Friday and Saturday, Oct 20-21
- Acknowledgement of your support during the plenary session
- Company overview in Conference program**
- Full page ad in Conference Program**
- Option of providing one (1) marketing item or bag stuffer for each attendee**
- One (1) complimentary registration for Preconference – Thursday
- Two (2) complimentary registrations for Conference – Friday, Saturday, and Sunday
- One six-foot draped or skirted table

CONFERENCE BAG Sponsor

\$1100/\$1050*

- Exhibit space on Friday and Saturday, Oct 20-21
- Acknowledgement of your support during plenary sessions
- Company overview in Conference program**
- Full page ad in Conference Program**
- Option of providing one (1) marketing item or bag stuffer for each attendee
- One (1) complimentary registration for Preconference – Thursday
- One (1) complimentary registration for Conference – Friday, Saturday, and Sunday
- One six-foot draped or skirted table

Friday Keynote Presentation

Social Workers Stand Up to Meet 12 Grand Challenges Facing our Nation

Richard L. Jones, PhD, Chicago



Sponsored by NASW Assurance Services

The National Association of Social Workers has joined the American Academy of Social Work and Social Welfare in launching a new project, "The 12 Grand challenges for Social Work." The initiative is a call to action for all of us to work together to tackle our nation's toughest social problems. Dr. Richard Jones, our keynote speaker, will provide information about the 12 challenges and discuss how Social Workers from the State of Georgia and across the country can encourage members of the U.S. Congress and other key decision-makers to embrace policies which are supportive of healthy and positive individual and community development. How can our profession make a difference when we consider the incredible forces we are up against as we stand up for social justice for all of our neighbors in Georgia and across the country? As the current Administration completes its first year in office what have we learned and what can we expect? How do we mobilize our profession and all of the resources we have at our disposal to ensure that all Americans will have equal access to social justice, health care, a great education and a chance to earn a decent wage in an ever changing and competitive world? Dr. Jones will explore these and other questions, as we reflect on the role that Social Workers can assume shaping the narrative that is emerging all around us today.

Richard L. Jones, PhD, Organizational Consultant & Executive Coach, has served in major leadership roles in the non-profit sector throughout the country. Dr. Jones' leadership is recognized nationally and internationally. Dr. Jones completed his MSSA and PhD at the Mandel School of Applied Social Sciences of Case Western University.

** Advertisements, company overview, bag stuffers, etc. must be received by Friday, September 29, 2017 to ensure inclusion in conference materials

SPONSORSHIPS WITH EXHIBIT SPACE (Continued from previous page)

GOLD Sponsor

\$900/ \$850*

- Exhibit space on Friday and Saturday, Oct 20-21
- Company overview in Conference program
- Half-page (½) ad in Conference program
- 75% discount on one (1) full registration for conference – Friday, Saturday, and Sunday
- One (1) complimentary registration for conference – Friday, Saturday, and Sunday
- One six-foot draped or skirted table

SILVER Sponsor

\$750/\$700*

- Exhibit space on Friday and Saturday, Oct 20-21
- Company overview in Conference program
- Quarter-page (¼) ad in Conference program
- One (1) Exhibitor Tickets for Friday and Saturday Luncheons
- 50% discount on one (1) full registration for conference – Friday, Saturday, and Sunday
- One six-foot draped or skirted table

BRONZE Sponsor

\$500/450*

- Exhibit space on Friday and Saturday, Oct 20-21
- Company overview in Conference program
- Business card ad in Conference program
- 25% discount on one (1) full registration for conference – Friday, Saturday, and Sunday
- One six-foot draped or skirted table

Saturday Keynote Speaker



Social Justice

Andrea Young, Executive Director of the American Civil Liberties Union of Georgia

The National Association of Social Workers (NASW) has set five social justice priorities to address over this year — voting rights, criminal justice reforms, juvenile justice, immigration reform and economic justice and equity. Join us for this presentation on how these social work priorities align with those of the American Civil Liberties Union of Georgia.

Andrea Young is the executive director of the American Civil Liberties Union of Georgia. Prior to taking the helm of the statewide affiliate of the ACLU in January 2017, Young was an Adjunct Professor at the Andrew Young School of Policy Studies at Georgia State University. For many years, she served as executive director at the Andrew J. Young Foundation, working to preserve and leverage the legacy of her father – a former Atlanta mayor, Civil Rights leader, US Congressman and US Ambassador to the United Nations. She has devoted her career to promoting policies to defend and extend civil and human rights. In the arena of national legislation, she served as legislative assistant to Senator Edward Kennedy contributing to significant civil rights and international policy including the Martin Luther King Holiday Act and South Africa sanctions legislation. She later returned to the Capitol to serve as Chief of Staff for Cynthia McKinney, the first woman to represent Georgia in Congress. Ms. Young is the author of *Life Lessons My Mother Taught Me*; co-author of *Andrew Young and the Making of Modern Atlanta*; and collaborated with former Atlanta Mayor Andrew Young in writing, editing and researching *An Easy Burden: Civil Rights and the Transformation of America*. She is a graduate of Swarthmore College and received her law degree from Georgetown University School of Law. She is a member of the State Bar of Georgia.

**** Advertisements, company overview, bag stuffers, etc. must be received by Friday, September 29, 2017 to ensure inclusion in conference materials**

OTHER MARKETING OPPORTUNITIES

BAG STUFFER

\$200 per item

Your choice of a marketing or promotional item inserted in each attendee's conference bag. **Please provide enough items for 500 attendees.** Deliver items to NASW-GA by Friday, September 29, 2017.

CONFERENCE PROGRAM ADVERTISING

Promote your organization or an upcoming event in the conference program with a separate advertisement or an upgrade to those included in sponsor packages. **Advertisements must be received** at admin.naswga@socialworkers.org by Friday, September 29, 2017 as a JPEG or PDF attachment to ensure inclusion in the conference program.

- Inside Front Cover Full Page ad \$325
- Inside Back Cover Full Page ad \$275
- Full Page ad (inside program) \$225
- Half Page ad \$150
- Quarter Page ad \$100
- Business Card ad (Member) \$70

Advertising Dimensions:

Full page	7½" width by 10" height
Half page	7 ½" width by 5" height
Quarter page	3¾" width by 5" height
Business card	3½" width by 2" height

Advertisement dimensions are total size, including white space and/or borders. No adjustments, including size reduction should be necessary. Ads should be sent via email in as an attachment in JPEG or PDF format to ensure no changes to formatting.

Social Work Profession Founded in Social Change

The original mission of social work had much to do with championing the rights of society's most vulnerable members, from children to homeless people to the physically disabled. That mission remains the same over 100 years later.

The social work profession was founded in social change. Through the profession's history, social workers have sought to ensure that all people have equal access to the resources and opportunities that allow them to meet their basic needs.

The primary mission of the social work profession is to enhance human well-being and help meet the basic needs of all people, with particular attention to persons who are ill or are experiencing mental, physical, or intellectual challenges, and to populations that are vulnerable, oppressed, and living in poverty. For more than a century, social work has achieved a reputation as the helping profession and has made significant contributions to the strength and vitality of our nation's individuals, families, and communities.

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SPONSORSHIP/ADVERTISING APPLICATION

Please **complete and return all 3 pages** of the application to:
NASW-GA · 2300 Henderson Mill Road NE · Suite 125 · Atlanta, GA 30345
or Fax to (678) 691-2068

Organization Name: _____

(Print the organization name as it will appear in all conference materials)

Billing/Accounting Representative Name: _____

Title: _____

Address: _____

Phone: _____ E-mail: _____

Fax: _____ Web Site: _____

Type of organization: _____

Overview of Organization – Email to admin.naswga@socialworkers.org or **print** here (50 words or less):

Sponsorships *Prices with asterisk (*) apply to paid applications received by July 31, 2017.*

There are a limited number of tables available for each sponsorship level

- | | | | |
|--------------------------|-------------------------|---------------|-------|
| <input type="checkbox"/> | Plenary Session Sponsor | \$1250/1200* | _____ |
| <input type="checkbox"/> | Conference Bag Sponsor | \$1100/\$1050 | _____ |
| <input type="checkbox"/> | Gold Sponsor | \$900/850* | _____ |
| <input type="checkbox"/> | Silver Sponsor | \$750/700* | _____ |
| <input type="checkbox"/> | Bronze Sponsor | \$500/450* | _____ |

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Oct 20 - 21, 2017

SPONSORSHIP/ADVERTISING APPLICATION

Luncheon Tickets for Additional Sponsor Guests

- FRI x # _____ \$40 each _____
- SAT x # _____ \$40 each _____

Bag Stuffer (Marketing or Promotional Item) \$200 x _____ qty. _____

Conference Program Advertising

(Ads must be emailed to admin.naswga@socialworkers.org by Friday, September 29, 2017)

- Inside Front Cover Full Page \$325 _____
- Inside Back Cover Full Page \$275 _____
- Full Page (Inside Program) \$225 _____
- Half Page \$150 _____
- Quarter Page \$100 _____
- Business Card \$70 _____

Conference Attendee Registration Fees

Please call NASW-GA (678-691-2112) to determine conference Attendance registration fees when applying a sponsor discount (*if applicable*).

Conference Attendee Registration Fees \$ _____

Total Sponsorship/Advertising Amount \$ _____

Payment Method:

- Check # _____ (*payable to NASW Georgia Chapter*)
- Credit Card # _____ Expiration date ____ / ____
- Name on Credit Card _____
- Invoice (**Payment must be remitted within 30 days of billing**)

For more information, please contact
 James Pace, Operations Administrator, at (678) 691-2112 or admin.naswga@socialworkers.org.

We look forward to your participation at the 29th NASW Georgia Chapter Annual Conference – *Social Workers Stand Up!*

NASW Georgia Chapter 2017 Annual Conference
SPONSORSHIP/ADVERTISING APPLICATION

Sponsoring Organization: _____

- Plenary Session Sponsor (1 complimentary Preconference registration & 2 Conference registrations)
- Conference Bag Sponsor (1 complimentary Preconference registration & 1 Conference registration)
- Gold Sponsor (one 75%- discounted Conference registration – contact NASW-GA for applicable fee)
- Silver Sponsor (one 50%- discounted Conference registration – contact NASW-GA for applicable fee)
- Bronze Sponsor (one 25%- discounted Conference registration – contact NASW-GA for applicable fee)

1. **Exhibitor Name/Credentials:** _____

Title: _____

Phone: _____ **E-mail:** _____

Exhibiting Friday and Saturday Exhibiting Friday Only Exhibiting Saturday Only

Lunch Preference: Regular Vegetarian Vegan Gluten-Free

Other Accommodations Request: _____

2. **Exhibitor Name/Credentials:** _____

Title: _____

Phone: _____ **E-mail:** _____

Exhibiting Friday and Saturday Exhibiting Friday Only Exhibiting Saturday Only

Lunch Preference: Regular Vegetarian Vegan Gluten-Free

Other Accommodations Request: _____

ONLY complete the conference attendance registration section below if applicable to Sponsor Package
NASW-GA staff will contact registrants to obtain workshop selections

1. **Conference Attendee Name/Credentials:** _____

Address: _____

Phone: _____ **E-mail:** _____

Attending (check all that apply): Thursday Friday Saturday Sunday

Lunch Preference: Regular Vegetarian Vegan Gluten-Free

Other Accommodations Request: _____

2. **Conference Attendee Name/Credentials:** _____

Address: _____

Phone: _____ **E-mail:** _____

Attending (check all that apply): Thursday Friday Saturday Sunday

Lunch Preference: Regular Vegetarian Vegan Gluten-Free

Other Accommodations Request: _____