

NASW-NJ & NJ SWERS

*THE MEETING
OF THE PROFESSION*

2016 ANNUAL CONFERENCE
& EXHIBITION



MAY 1 – 3, 2016
Borgata Hotel & Casino
Atlantic City, NJ

Learn more about our conference at:
<http://tinyurl.com/NASWNJ-2016conference>

SPONSORS,
EXHIBITORS,
ADVERTISERS!

SHOW YOUR SUPPORT
FOR THE SOCIAL WORK
PROFESSION

Reach key customers in NJ
and surrounding states

Develop a personal and direct
relationship with decision-makers

Get immediate feedback on
your product and services

REGISTRATION ONLINE AT:
<http://tinyurl.com/2016ExhibitorReg>

Or you can email, fax, or mail
pages 8 & 9 by April 6, 2016

Conference 2016

Promote your business directly to social work professionals!

Meet more social workers in three days than you could visit on your own at this once-a-year opportunity in Atlantic City. It's the most important event in the state for anyone who provides social services or works with social workers. This conference makes it easy for you to receive name recognition and place product information in front of the right audience. Let the National Association of Social Workers - New Jersey Chapter bring that audience to you!

Why exhibit?

NASW-NJ's Annual Conference and Exhibition is the most cost-effective way to reach potential customers and future employees. You'll connect with many qualified decision-makers and engage in two-way communication that is personal and provides for an immediate exchange of information and questions.

Who attends?

NASW-NJ's Annual Conference and Exhibition attracts social workers (CSW, LSW, LCSW), LMFTs, LPCs, LCADCs and CADCs from across New Jersey and neighboring states. Social workers on every level learn from the professional programs and talk with exhibitors about the latest in products and services.

Who is my audience?

NASW-NJ's Annual Conference and Exhibition is one of the largest state conferences in the nation and is attended by 1,000 social workers annually. Social workers and other mental health professionals in the following areas of practice will be in attendance:

- Health/Medical
- Case Management
- School Social Work
- Children, Adolescents and Families
- Advocacy/Community Organizing
- Mental Health
- Private Practice
- Addictions
- Policy and Politics
- LGBTQI
- Social Work Management
- Dying/Death/Hospice
- Aging
- Social Work Education

About NASW

The National Association of Social Workers (NASW), founded in 1955, is the largest organization of professional social workers in the world, with more than 140,000 members in 56 chapters. The New Jersey Chapter, with more than 7,000 members, is the largest professional social work organization in the state. NASW is committed to advancing professional social work practice and the profession, to promoting human rights, social and economic justice, and unimpeded access to services for everyone. Its members work in hospitals and other health care settings, community agencies, government, academia, business, nursing homes, schools, adoptions, and clinical private practice.

How does NASW-NJ promote the conference?

The conference is aggressively promoted through direct mail and email to members of the National Association of Social Workers-New Jersey Chapter, as well as other mailing lists of licensed social workers, LMFTs, LPCs, and LCADCs and CADCs. Advertisements appear in our bi-monthly newsletter FOCUS and weekly newSWire e-newsletter. NASW-NJ produces and distributes news releases and seeks calendar listings in trade journals and on the NASW-National and NASW-NJ web sites. During the conference, NASW-NJ hosts special events and features that are specifically planned and located as incentives encouraging attendees to spend time in the exhibit hall.

How can I reserve exhibit space?

Requests for exhibit space are accepted and processed as they are received. **Sponsors receive priority placement.** To reserve space, simply go online at <http://tinyurl.com/2016ExhibitorReg> or complete the enclosed Agreement for Occupancy of Exhibit Space (see pages 6 & 7) and send it along with payment or purchase order to the NASW-NJ. Full payment or purchase order must accompany the agreement.

Email slevy@naswnj.org or call 800-932-0004 x 17 to confirm space availability prior to completing and returning the Agreement for Occupancy of Exhibit Space.

Reserve Space Early! This event sells out every year!

PREMIER SPONSORSHIPS

SHOW YOUR SUPPORT FOR THE SOCIAL WORK PROFESSION IN NEW JERSEY
THROUGH A PREMIER SPONSORSHIP AT THE NASW-NJ & NJ SWERS ANNUAL CONFERENCE

Crown Jewel Sponsorship and Booth - \$7,000

- 10' x 7' booth package
- Two paid conference registrations
- Your logo on the conference tote bag (every attendee receives one)
- One full-page interior ad in the conference site program
- Logo recognition on front of conference program
- Attendee mailing list post-conference
- 2 lunches per day (Continental breakfasts and receptions are included in the exhibitors' fee)
- Contact us for additional details and purchase
- Clickable logo placement in splash page in mobile app

Star Ruby Sponsorship and Booth - \$5,000

- 10' x 7' booth package
- One paid conference registration
- Attendee mailing list post-conference
- Back-cover advertisement on conference site program
- Logo recognition on front of conference program
- 2 lunches per day (Continental breakfasts and receptions are included in the exhibitors' fee)
- Contact us for additional details and purchase
- Clickable logo placement in scrolling banner in mobile app

Hope Pearl Sponsorship and Booth - \$3,000

- 10' x 7' booth package
- One paid conference registration
- Attendee mailing list post-conference
- One full-page interior ad in conference site program
- 2 lunches per day (Continental breakfasts and receptions are included in the exhibitors' fee)
- Logo recognition on front of conference program
- Your logo on Badge Holder Lanyard
- Contact us for additional details and purchase
- Clickable logo placement in scrolling banner in mobile app

GEM SPONSORSHIP AND EXHIBIT OPPORTUNITIES

Early Bird Ends 2/22/16!

Diamond Sponsorship \$1,800 by 2/22/16 \$1,950 after 2/22/16

- 10' x 7' booth package
- One paid conference registration
- One full-page ad in the conference program
- Attendee mailing list post-conference
- Recognition in the program sponsorship list
- Brief description and contact information in the conference program
- 2 lunches per day (Continental breakfasts and receptions are included in the exhibitors' fee)
- Recognition in the mobile app sponsorship list

Sapphire Sponsorship \$1,300 by 2/22/16 \$1,450 after 2/22/16

- 10' x 7' booth package
- One paid conference registration
- One quarter-page ad in the conference program
- Recognition in the program sponsorship list
- Brief description and contact information in the conference program
- 1 lunch per day (Continental breakfasts and receptions are included in the exhibitors' fee)
- Recognition in the mobile app sponsorship list

Exhibit Booth For-Profit Rate \$775 by 2/22/16 \$850 after 2/22/16

- 10' x 7' booth package
- Brief description and contact information in the conference program
- Lunches are \$40 each (Continental breakfasts and receptions are included in the exhibitors' fee.)
- Recognition in the mobile app sponsorship list

Exhibit Booth Only - Non-Profit Rate \$675 by 2/22/16 \$750 after 2/22/16

- 10' x 7' booth package
- Brief description and contact information in the conference program
- Lunches are \$40 each (Continental breakfasts and receptions are included in the exhibitors' fee.)
- Recognition in the mobile app sponsorship list

BONUS SPONSORSHIP OPPORTUNITIES

Lunch Showcase - \$1000 (booth sold separately)

- Placement of your marketing materials/ give-away item at each seat
- Tent card at each lunch table
- Acknowledgement in conference brochure
- Acknowledgement post-conference in our FOCUS newsletter

Dessert Reception - \$500 (booth sold separately) SUNDAY EVENING - MAY 1, 2016

- Tent cards on dessert tables to recognize your sponsorship
- Promotional materials displayed at reception
- Acknowledgement in conference brochure
- Acknowledgement post-conference in our FOCUS newsletter

Breakfast Display - \$250 (booth sold separately)

- Placement of your promotional items on breakfast tables
- Tent cards at buffet stations to recognize your sponsorship

ADVERTISE IN OUR CONFERENCE MOBILE APP!

Get more visits to your website!

When you advertise in our conference mobile app, your company logo will appear in the scrolling banner every time someone uses the app.

And your logo is clickable to your website!

(Logo & website URL must be received by April 6, 2016.)

Scrolling Banner - \$450

Scrolling Banner with purchase of Exhibit Booth - \$300



**** Availability is limited. Act now! ****

2016 Conference Schedule At-A-Glance

A World of New Challenges and Opportunities for Social Work

CAN'T ATTEND IN PERSON?

ADVERTISE IN OUR CONFERENCE PROGRAM!

AD RATES

Full page ad (7-1/2" x 10") \$475
1/2 page ad (7-1/2" x 5") \$300
1/4 page ad (3-3/4" x 5") \$175
1/8 page ad (3-3/4" x 2-1/2") \$100

OR

Become a Conference Sponsor and receive a free ad in our Conference Program.

All ads must be received via email by April 6, 2016 to be included in the conference program.

Please submit only b&w ads in camera ready format.

ADVERTISE IN OUR NEW CONFERENCE MOBILE APP!

Get more visits to your website! Your company logo will appear in our mobile app with a link directly to your website!

Logo & website URL must be received by April 6, 2016.

SHARED LITERATURE TABLE - \$100

Unable to exhibit at conference and want to get your materials in front of our attendees? Display your brochures on our shared literature table.

Materials displayed in organized baskets with tent card for each participating organization.

Materials must be received by April 15, 2016.

Sunday, May 1

7:00 AM

Exhibitor Check-In Opens

9:30 AM

Registration Opens

10:00 AM – 12:00 PM

Session for Private Practitioners

10:00 AM

Exhibits Open

11:45 AM – 12:45 PM

Light Lunch/Visit Exhibit Hall

1:00 PM – 5:00 PM

Workshops

3:00 PM – 3:30 PM

Refreshment Break/Visit Exhibit Hall

5:00 PM

Dinner Break (on your own)

6:30 PM – 7:00 PM

Dessert Reception

7:00 PM – 9:00 PM

Special Event: Music for People
(2 Clinical and TBD CEUs)

Monday, May 2

6:30 AM – 7:30 AM

Yoga Drop-In Class

6:45 AM

Registration Opens

7:00 AM – 8:00 AM

Optional CE Workshop

7:30 AM – 8:30 AM

Continental Breakfast/Visit Exhibit Hall

8:30 AM – 9:00 AM

Conference Opening & State of the Chapter

9:00 AM – 12:00 PM

Keynote Speaker

12:00 PM – 1:15 PM

Plated Lunch/Visit Exhibit Hall

1:30 PM – 5:30 PM

Workshops

3:30 PM – 4:00 PM

Refreshment Break/Visit Exhibit Hall

5:30 PM

Dinner Break (on your own)

7:00 PM

Evening Event TBD

Tuesday, May 3

6:45 AM

Registration Opens

7:00 AM – 8:00 AM

Optional CE Workshop

7:30 AM – 8:30 AM

Continental Breakfast/Visit Exhibit Hall

8:30 AM – 9:00 AM

Conference Announcements

9:00 AM – 11:00 AM

Keynote Speaker

11:00 AM – 12:00 PM

Lunch/Visit Exhibit Hall & Exhibitor Raffle

12:15 PM – 2:15 PM

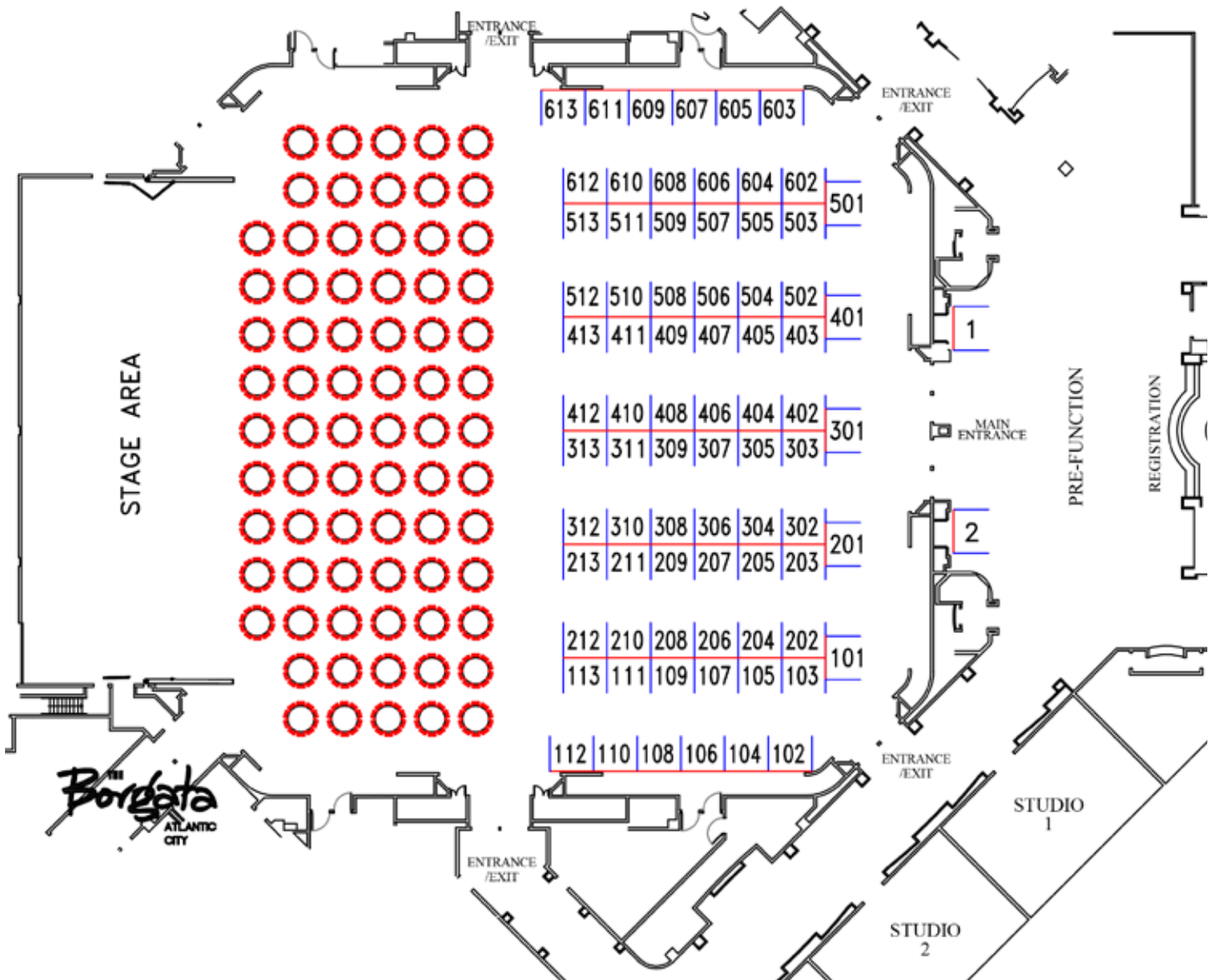
Workshops

2:30 PM – 4:30 PM

Workshops

CONFERENCE EXHIBITION AREA

NASW-NJ & NJ SWERS MAY 1-3, 2016 BORGATA SALON A-D



RENTAL FEE

Each 10' x 7' booth package includes:

- 1 - 6' table
- 2 - side chairs
- 1- one line ID sign
- 1 - Wastebasket
- Carpeting provided by hotel

An Exhibitor Service Manual will be provided to each registered exhibitor. It will contain forms, prices, and deadlines for ordering a variety of other services such as electricity, telephones, and flora/plant services.

HOTEL ACCOMMODATIONS

A very special rate of \$99/night for a room with 1 king bed and \$119/night for a room with 2 queen beds at the Borgata has been set aside for NASW-NJ Annual Conference attendees and exhibitors!

These rates are available for Sunday through Tuesday nights. You must book by April 4, 2016 to receive these rates.

Call 1-609-317-1000 and request the group rate using code GBNAA16 or go to <http://tinyurl.com/NASW-Borgata2016>.

EXHIBITOR RAFFLE BOARD!

NASW-NJ will be placing a Raffle Board in the Exhibit Hall. All Exhibitors are encouraged to bring a raffle item, as a great way to drive traffic to your booth and get attendees to give you their contact information.

Exhibitors who bring a raffle item will have their name and booth number listed on the Raffle Board. (We will not be listing the actual raffle items on the board). Raffle winners will return to your booth to pick up their prize during lunch on Tuesday.



AGREEMENT FOR OCCUPANCY OF EXHIBIT SPACE

Register online at <http://tinyurl.com/2016ExhibitorReg>
 or return both pages of space agreement with payment to:
NJ SWERS, att: Exhibits, 30 Silverline Drive, Suite 3, North Brunswick, NJ 08902

PREMIER SPONSORSHIPS	GEM SPONSORSHIPS
<input type="checkbox"/> Crown Jewel Sponsorship \$7000	<input type="checkbox"/> Diamond Sponsorship \$1800 by 2/22/16 \$1950 after 2/22/16
<input type="checkbox"/> Star Ruby Sponsorship \$5000	<input type="checkbox"/> Sapphire Sponsorship \$1300 by 2/22/16 \$1450 after 2/22/16
<input type="checkbox"/> Hope Pearl Sponsorship \$3000	EXHIBIT BOOTHS AND SUPPLEMENTS
	<input type="checkbox"/> Exhibit Booth – For Profit Rate \$775 by 2/22/16 - \$850 after 2/22/16
	<input type="checkbox"/> Exhibit Booth – Non-Profit Rate \$675 by 2/22/16 - \$750 after 2/22/16
BONUS SPONSORSHIPS (does not include exhibit booth)	
<input type="checkbox"/> Lunch Showcase - \$1000	Mobile App Options:
<input type="checkbox"/> Dessert Reception Sponsor - \$500	<input type="checkbox"/> \$300 for scrolling banner with purchase of exhibit booth
<input type="checkbox"/> Breakfast Display - \$250	<input type="checkbox"/> \$450 for scrolling banner
<input type="checkbox"/> Shared Literature Table - \$100	

Location preference (map on page 6): First _____ Second _____ Third _____

If none of the above preferences are available, NASW-NJ reserves the right to make the selection for the exhibitor. However, NASW-NJ will attempt to satisfy the specific needs of the exhibitor. Sponsors receive location priority; otherwise space is assigned on a first-come, first-served basis. All exhibits will be housed in the Borgata Hotel & Casino.

Lunch is \$40 per person, per day Continental breakfasts and the reception are included in the exhibitors' fee. Lunches are included with Sponsorships: Sapphire - 1 per day; Diamond and Premier Sponsorships - 2 per day. To purchase additional lunches, please indicate here:

On Sunday we need a total of _____ lunches (including _____ Vegetarian, Vegan, Gluten-Free, Kosher meals).
 On Monday we need a total of _____ lunches (including _____ Vegetarian, Vegan, Gluten-Free, Kosher meals).
 On Tuesday we need a total of _____ lunches (including _____ Vegetarian, Vegan, Gluten-Free, Kosher meals).
 Amount enclosed for lunch(es) _____ (#) x \$40.00 = _____

Advertising in On-site Conference Program (camera-ready ads must be received by 4/6/2016)
 Advertisements are included with Crown Jewel (full page), Star Ruby (full page), Hope Pearl (full page), Diamond (full page), and Sapphire (1/4 page) sponsorships. To purchase additional ad space, please indicate here:

Full-page ad - \$475 1/4 page ad - \$175 1/2 page ad - \$300 1/8 page ad - \$100

Amount enclosed for advertising in Conference Program = \$_____

Total amount (exhibit/sponsorships + lunches + advertisements) = _____

[Please note: ads and lunches are included for Sponsors. Please see page 3 for details.]

AGREEMENT FOR OCCUPANCY OF EXHIBIT SPACE

Exhibitor Contact Person _____ Email _____
 Telephone Number(s) _____ - _____ - _____ Cell Phone Number (required) _____ - _____ - _____
 Address _____ City, State, Zip _____
 Nametags (please attach sheet if additional nametags are requested): _____

Authorization

To read terms and conditions, click here: [<http://tinyurl.com/2016terms>].
 I have read and agree to comply with the 2016 Annual Conference Exhibitor Terms and Conditions.

 Authorized Signature Date

 Type/Print Above Name Job Title

Payment Method: Check/PO# _____ **Please make payable to NJ SWERS.**

Credit Card (complete info below)

<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Amex <input type="checkbox"/> Discover	Account #	Exp. Date	Signature	CVV Code
Name and Billing address if different from above:				

DIRECTORY LISTING AND BOOTH SIGN INFORMATION (Please include the information as you wish it to appear in the conference program.)

Company Name _____
 Address _____
 City/State/Zip _____

Phone _____ Website _____

Brief Description of Product(s) or Service(s) (due to space considerations, must be 30 words or less – no exceptions)

CONTRACT AND FULL PAYMENT MUST BE RECEIVED BEFORE APRIL 6, 2016 TO ENSURE RECOGNITION IN THE PROGRAM

Register online at <http://tinyurl.com/2016ExhibitorReg>
 or return both pages of space agreement with payment to:
NJ SWERS (Note: This is NEW payee information)
 Att: Exhibits, 30 Silverline Drive, Suite 3, North Brunswick, NJ 08902
 Email: slevy@naswnj.org - Fax: 732-296-8074

NASW-NJ Annual Conference and Exhibition The Meeting of the Profession

WHO SHOULD EXHIBIT?

If you can find your competition in this list of previous years' exhibitors, so can your customers!

AARP	Community Access	Foundations	Lincoln Technical	Practica Billing	The ARC of
Abby Lifts	Unlimited	Behavioral Health	Institute	Presbyterian Homes	New Jersey
Alcoholics Anonymous	Compassionate Care	Fresenius Medical Care	Lyceum Books	& Services, Inc.	The Meadows
American Psychiatric	Hospice	Hampton Behavioral	Magellan Behavioral	Princeton House	The Renfrew Center
Publishing, Inc.	Costco	Health Center	Health	Behavioral Healthcare	TheraCare
Amethyst House NJ	Council on Compulsive	Hazeldon Foundation	Marty Lyons	Professional Tutors	Total Family Solutions
Inc.	Gambling of NJ	HealthSouth	Foundation	of America	UMDNJ School of
Angel Flight East	Covenant House	Rehabilitation	Meridian Billing Inc.	Resource Family and	Public Health
Associated Billing	New Jersey	Hospitals	Monmouth University	Adoption Support	University of
Center	Crystal Lake Healthcare	Hillcrest Behavioral/	NASW Press	Right at Home	Pennsylvania
AXION	Daff's Fashions	Ramsay Youth	Nat'l Clearinghouse	Runnells Specialized	School of
Behavior Data Systems	Department of Human	Hill-Rom International	on Child Abuse and	Hospital	Social Work
Brain Injury	Services	Critical Incident Stress	Neglect	Rutgers University	Unlimited Care Inc.
Association	Depression and Bipolar	Foundation (ICISF)	New Behavioral	School of Social Work	VA Health Center
of New Jersey	Support Alliance	Jane's Jewels	Network	SSCI/Triumph	Vision Quest National,
Care Alternatives	Disabled and Alone/	JFK Hartwyk	New Jersey Mentor	Healthcare	Ltd.
Hospice	Life Services for the	JFK Johnson	NJ Council on	Social Work p.r.n.	White Deer Run/
CareConnect USA	Handicapped Inc.	Rehabilitation Institute	Developmental	Social Work Today	Cove Forge BHS
Career Central Institute	Dynamic Leadership	Kean University	Disabilities	Staffing Plus	Widener University -
Carrier Clinic	Concepts	Kids Helping Kids	NJ Division of Youth	St. Agnes Long-Term	Center for SW
Catastrophic Illness in	Eating Disorders	KidsPeace	and Family Services	Acute Care Hospital	Education
Children Relief Fund	Association of NJ	Kindred Hospital of	NJ Prepaid Funeral	Summit Oaks Hospital	
Catholic Diocese of	Elder Mediation Center	New Jersey	Trust Fund	Supreme Consultants	
Metuchen	of NJ	Law Office of	NJ Shares	Tact Medical Staffing	
Center for Civic	Essential Learning	Donald Vanarelli	NJ Wins	TCR - TriCounty	
Responsibility	FMA Professional	Lift Vest	Patient Advocate	Respite	
	Resources		Solutions, LLC		

See you in Atlantic City!



30 Silverline Drive, Suite 3 – North Brunswick, NJ 08902