

2023 NASW Virginia and Metro DC Joint Annual Conference



The National Association of Social Workers is a national organization with local chapters and a national membership of approximately 150,000 trained social work professionals. There were approximately 21,000 social workers within the combined Virginia and Washington, DC Metropolitan Area as of May, 2020 .

The NASWVA/DC Chapters Joint Annual Conference will be held in-person March 23-25 and available virtually April 20-22, with virtual on-demand access to on-demand/virtual attendees for 60 days following the conclusion of both the in-person and virtual aspects of the 2023 conference.

March 23 - 25, 2023
Williamsburg, Virginia

Conference Sponsor & Exhibitor Information

- All packages, whether in-person or online, are on a first-come-first-serve basis for sponsors and exhibitors to showcase their organizations and connect with attendees. Reach out to marketing.naswva@socialworkers.org for more information or fill out the conference sponsor and exhibitor interest form [here](#).
- Sponsor and exhibitor benefits are based on level of contribution, see package for details for each level. The 2023 conference will have opportunities for both in-person and virtual connections on different dates.
- In addition to in-person and online exhibit booth opportunities, you can increase the visibility of your organization, products and services with our thought leader and year-round partnership opportunities.

SOCIAL WORK ACCELERATED:



ADAPTING AT THE SPEED OF CHANGE

www.naswva.org/2023-sponsor-exhibitor-information

Find your audience at the 2023 NASWVA/DC Joint Annual Conference

The National Association of Social Workers (NASW), Virginia and Metro DC Chapters will host its **Annual Conference March 23-25, 2023 in-person at the Double Tree by Hilton in Williamsburg, Virginia.** The theme for our Conference is **Social Work Accelerated: Adapting at the Speed of Change**, which exemplifies the NASW legacy, our continued commitment to serve the disenfranchised, connecting with our community and our focus on emerging trends in social work practice.

Over the course of the 2023 Conference social workers and other mental health professionals will have the opportunity to hear a variety of speakers on topics related to, but certainly not limited to: Race and cultural competency, Ethics, Social justice, Trauma care, Clinical advancements, Self-care, LGBTQ+ issues, Public health priority topics as listed by the DC Department of Health, Aging, Leadership, and other important topics to social workers in our regions.

All in-person and virtual opportunities of the 2023 Annual Conference are on a first come first serve basis. Attendees of our conference, your potential clients and employees, are able to browse the materials you have on display and interact with your organization directly. In addition, attendees will have access to your virtual conference booth from the start of the online conference until the end of the on-demand conference. That's 60+ days of additional attendee access when you combine the live, online and on-demand conferences, giving your organization ample opportunity for visibility with social workers from all walks of life.

By attending and sponsoring the NASW Virginia and DC Metro Chapter Annual Conference you have the chance to reach hundreds, if not thousands, of social worker professionals from various backgrounds before, during and after the conference. Social workers are accomplished practitioners, educators, researchers and policy makers, who are employed in a wide range of settings in rural, suburban and urban communities.

If you are interested in our exhibit spaces or sponsorship opportunities please contact Cecelia Meredith in marketing at: marketing.naswva@socialworkers.org

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IN-PERSON AND VIRTUAL OPPORTUNITIES FOR THE 2023 CONFERENCE

• Platinum Sponsorship	\$2,700
• Diamond Sponsorship	\$2,000
• Gold	\$995
• Silver	\$800
• Bronze	\$650

IN-PERSON EXHIBIT BOOTHS - MARCH 23-25, 2023

- Six ft exhibit booth table, skirted with two chairs and a waste basket
- Discounted hotel stay when booking through [NASWVA/DC room block](#) (*rooms are on a first come first serve basis so book early!*)
- Basic WIFI and basic booth placement for in-person exhibitors
- Prominent booth placement for in-person sponsors
- One branded item in conference swag bag
- Recognition in conference program and digital displays throughout in-person conference
- Electricity available for an additional charge (\$25 per table)

VIRTUAL EXHIBIT BOOTHS - APRIL 20 - 22, 2023

Booth design and placement depends on level of confirmed exhibit status, see virtual booth design for more information

- Downloadable materials in virtual booth
- Two way booth chat feature (audio and video available)
- Access to attendee database
- Email marketing branded with your organization from virtual conference platform

BOTH - IN-PERSON AND VIRTUAL

- Directory listing in digital conference program
- Pre and post conference marketing
- One conference attendee registration
- Sponsorship of pre-conference monthly newsletters leading up to March 2023 and conference insider newsletters
- Website listing on NASWVA/ DC sites, registration and event landing pages

GROW YOUR NETWORK WITH NASW
VIRGINIA AND METRO DC CHAPTERS

2023 NASW VIRGINIA AND METRO DC JOINT ANNUAL CONFERENCE

Sponsorship Packages

Platinum - \$2,700

- Sponsorship of Three workshops (in-person, virtual or combination)
- Recognition during daily welcomes
- Welcome slide in your sponsored workshops
- Banner ad and hall ad in virtual conference lobby
- Event landing page exposure (in-person and virtual registration pages)
- Custom email to attendees following in-person event to thank exhibitors
- Spotlight in relevant exhibitor materials
- Welcome Video in lobby upon conference attendees entering virtual space on Day 1
- Two free three day conference attendee registrations
- Two lunch tickets for March 24 and March 25
- Premium virtual booth with prominent placement
- Downloadable materials in booth
- Two-way booth chat feature (audio and video available)
- Directory listing in conference program
- Access to virtual conference attendee database
- One branded item in the conference swag bag
- Thought leader opportunity for in-person and virtual conference (recorded)
- Two Guest author series to post on NASWVA/DC Websites
- Two push notification a day on virtual platform during the conference (Six notifications in total)
- One complimentary professional development training for two employees or associates (must be redeemed within one year)



www.naswva.org/2023-sponsor-exhibitor-information

2023 NASW VIRGINIA AND METRO DC JOINT ANNUAL CONFERENCE

Sponsorship Packages

Diamond - \$2,000

- Sponsorship of two workshops (in-person, virtual or combination)
- Recognition during daily welcomes
- Welcome slide in your sponsored workshops
- Banner ad in virtual conference lobby
- Pre-conference email recognition
- Custom email to attendees following in-person event to thank exhibitors
- Spotlight in relevant exhibitor materials
- Event landing page exposure (in-person and virtual registration pages)
- Two free three day conference attendee registrations
- One lunch ticket for March 24 OR March 25
- Premium virtual booth with prominent placement
- Downloadable materials in booth
- Two way booth chat feature (audio and video available)
- Directory listing in conference program
- Access to virtual conference attendee database
- One branded item in the conference swag bag
- Thought leader opportunity for virtual conference (recorded)
- One Guest author series article to post on NASWVA/DC Websites
- One push notification a day on virtual platform during the conference (three notifications in total)

2023 NASW VIRGINIA AND METRO DC JOINT ANNUAL CONFERENCE



Exhibitor Packages

Gold - \$995

- Two free conference attendee registration for three days
- Exhibit in-person **AND** enhanced virtual booth with prominent placement
- Thanks to exhibitors during daily welcomes
- Custom email to attendees following in-person event to thank exhibitors
- Spotlight in relevant exhibitor materials
- Featured article in our digital newsletter leading up to the conference
- Downloadable materials in booth
- Two way booth chat feature (audio and video available)
- Directory listing in conference program
- Access to virtual conference attendee database
- One Guest author series to be posted on NASWVA/DC websites
- Exhibitor status on registration pages and conference webpages (in-person and virtual registration pages)
- Listing on conference website and NASWVA/DC websites as an exhibitor
- Listing in exhibitor passport
- Two month advertisement in newsletter (250 words)
- Two month job board listing (250 words)
- Social media promotional posting as a 2023 exhibitor

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For assistance with exhibiting, sponsorship or year-round partner information please contact the marketing department at:
marketing.naswva@socialworkers.org

2023 NASW VIRGINIA AND METRO DC JOINT ANNUAL CONFERENCE



Exhibitor Packages

Silver - \$800

- One free conference attendee registration
- Exhibit in-person **AND** basic virtual booth
- Downloadable materials in virtual booth
- Virtual arial exhibit hall branding with your logo
- Two way booth chat feature (audio and video available)
- Access to virtual conference attendee database
- One month job board listing
- One dedicated e-blast to upcoming virtual attendees, post live conference
- Exhibitor status on registration pages and conference webpages (in-person and virtual registration pages)
- Listing on conference website and NASWVA/DC websites as an exhibitor
- Listing in exhibitor passport
- Two month advertisement in newsletter (250 words)
- Two month job board listing (250 words)
- Social media promotional posting as a 2023 exhibitor

The sponsorship/exhibitor options and descriptions were updated Oct 17, 2022 for clarity purposes. If you have questions please email Cecelia with Marketing

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Marketing department contact:
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2023 NASW VIRGINIA AND METRO DC JOINT ANNUAL CONFERENCE



Exhibitor Packages

Bronze - \$650

- In-person conference booth ONLY
- Listing on conference website and NASWVA/DC websites as an exhibitor
- Listing in exhibitor passport
- Two month advertisement in newsletter (250 words)
- One month job board listing (250 words)
- Social media promotional posting as a 2023 exhibitor

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CONFERENCE AGENDA

The in-person and online conference agendas listed are subject to change at any time. Please check our conference website and digital program for the most up to date information when following along with conference news.

IN-PERSON CONFERENCE AGENDA

Thursday, March 23

- 5:30pm-6:30pm - Opening Reception
- 6:30pm-9pm - Movie and discussion with Mending Walls

Friday, March 24

- 7:15am-7:45am - Morning Coffee break with NASWVA/DC Chapters Executive Director, Debra Riggs
- 8am-11:15am - Keynote speaker- Dr. Arthur Romano
- 11:15am-11:45am - Exhibitor hall / Networking
- 11:45am-12:45pm - Awards and Lunch
- 12:45pm-1pm - Exhibits open
- 1pm-3pm - Breakouts 1
- 3pm - 3:45pm Exhibitor hall / Networking
- 3:45pm-5:45pm Breakouts 2
- 8pm-9pm - Fireside Chat and networking

Saturday, March 25

- 7:15am-7:45am - Morning Self-Care
- 8am-9am - Keynote speaker- Ron Jones
- 9am-9:20am - Exhibit hall / Networking
- 9:20am-11:20am - Breakouts 3
- 11:35am-12:35pm - Lunch and Learn
- 12:50pm-2:50pm - Breakout 4
- 2:50pm-3:10pm - Break: includes exhibit hall
- 3:10pm-5:10pm Breakouts 5

CONFERENCE AGENDA

The in-person and online conference agendas listed are subject to change at any time. Please check our conference website and digital program for the most up to date information when following along with conference news.

ONLINE CONFERENCE AGENDA

Thursday, April 20

- 8am-11:00am - Keynote speaker- Ron Jones
- 11am-11:20am - Virtual conference booths open
- 11:20am-1:20pm - breakouts 1
- 1:40pm-2:40pm - Lunch and Learn
-

Friday, April 21

- 8am-9am - Keynote speaker- Dr. Arthur Romano
- 9am-9:20am - Virtual conference booths open
- 9:20am-11:20pm - Breakouts 2
- 11:20am-11:40am - Virtual conference booths open
- 11:40pm-1:40pm - Breakouts 3

Saturday, April 22

- 9:00am-11:00am - Breakouts 4
- 11am-11:20am - Virtual conference booths open
- 11:20am-1:20pm - Breakouts 5

READY TO TAKE YOUR SPONSORSHIP TO THE NEXT LEVEL?

EXPAND YOUR AUDIENCE WITH A YEAR-ROUND PARTNERSHIP

YEAR-ROUND PARTNERSHIPS INCLUDE

- Newsletter Sponsor
- Job Board + E-blast
- Listing(s) on the NASW Virginia and Metro DC job board that can rotate every 30, 60 or 90 days, accompanied by a dedicated e-blast to the NASW Virginia and DC Metro members and non-members to alert them of your new listing. Up to four listings under your organization at one time on the job board with unlimited linking capabilities.
- E-blast highlights include your job listing and link to the NASW job board with your listing(s), a link to your organization to apply or link(s) where someone can apply/learn more, and a highlight on the NASW Virginia and DC Metro social media accounts (Linkedin, Twitter, Instagram, Facebook) about your new job board listing.
- Mailing Labels
- Social Posting
- Posting(s) on the NASW Virginia and DC Metro LinkedIn, Twitter, Instagram and Facebook accounts and social groups on behalf of your organization, based on an agreed upon schedule.
- Website Guest Author Series
- Registration Page(s) Sponsor (2)
- E-blasts (3)
- Limited to one e-blast a month, not including the e-blasts that are dedicated to your job listings.
- Conference Booth
- Exhibit booth offered during the 2023 conference - can include in-person, virtual or hybrid options. As a year-round partner you will be highlighted in all conference materials, printed and digital.
- Pre-, during and Post-Conference Marketing

BECOME A YEAR-ROUND
PARTNER OR ADVERTISE
WITH NASWVA/DC TODAY

GROW YOUR NETWORK WITH
NASW VIRGINIA AND METRO DC