

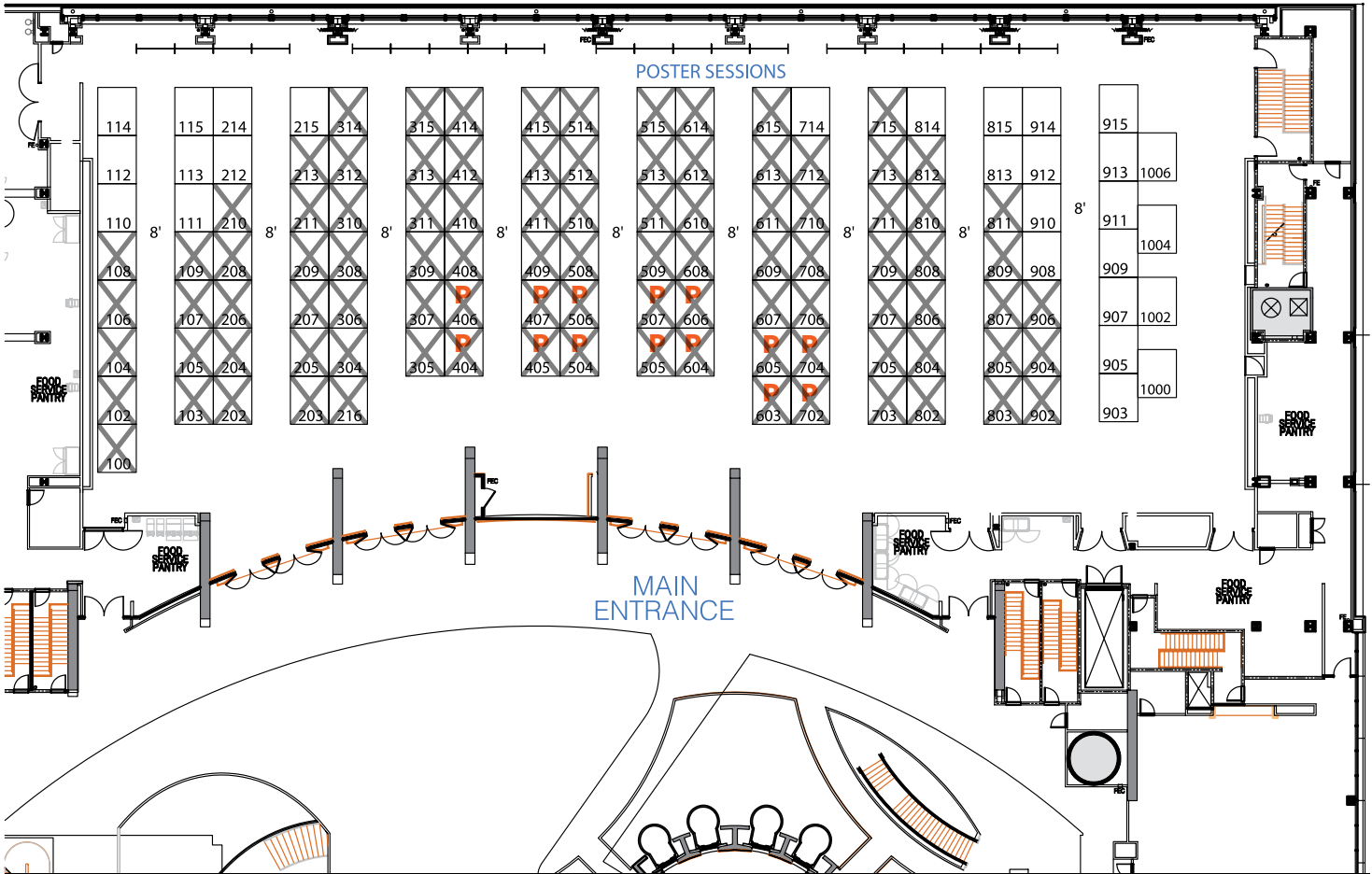
COUNCIL ON SOCIAL WORK EDUCATION

ADVANCING  
Collaborative  
Practice  
THROUGH  
SOCIAL WORK  
EDUCATION

2016 APM  
Marketing  
Toolkit

# Exhibit Hall

Council on Social Work Education Annual Program Meeting  
 November 3-6, 2016  
 Atlanta Marriott Marquis Hotel



**P** = Premium

# CSWE Exhibits Application and Contract

**62nd Annual Program Meeting | Atlanta Marriott Marquis Hotel | November 3-6, 2016**

**MAIL TO:** 1701 Duke Street, Suite 200, Alexandria, VA, 22314 | **FAX TO:** +1.703.683.8493 | **E-MAIL:** [aleopold@cswe.org](mailto:aleopold@cswe.org)

Please complete the form in its entirety and mail or fax your application to CSWE's marketing and communications manager as indicated above, marking each item of your choice. (The contact person you list below will receive ALL correspondence and is responsible for notifying CSWE of any staffing or contract information changes.) Please include this form with your payment to ensure timely processing. **This form serves as your invoice for any accounting purposes.**

CONTACT NAME

ORGANIZATION

STREET ADDRESS

CITY | STATE | ZIP/POSTAL CODE | COUNTRY

PHONE | FAX | E-MAIL

## Exhibit Hall Booth Space Purchase Booth size is 8' x 10'

### Booth Purchase Type

Is your organization a Program Member of CSWE?  Yes  No

Nonmember Organization  
\$1,400

CSWE Member School  
\$1,200

Booths Requested \_\_\_\_\_ x \_\_\_\_\_ = \$ \_\_\_\_\_ Amount  
NUMBER RATE

### Preferred Location(s)

(Select locations from different areas of the Exhibit Hall and list them in order of priority. See floor plan on page 2.)

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

### Final Program Exhibit Description

(25 words or less; CSWE reserves the right to edit, particularly if submissions exceed the specified word count.)

---

---

Booth Purchase Total: \$ \_\_\_\_\_

### Signature

You must complete this section for your order to be processed. I have read and agree to the terms of this contract and the rules and regulations on page 4.

SIGNATURE

NAME (PRINTED)

NAME OF COMPANY/TITLE

DATE

### Terms

To reserve an exhibit space, full payment is required with the application.

The exhibitor agrees to abide by all exhibit regulations set forth in the **Exhibit Booth Rules and Regulations** (see page 6) and to conform to fire prevention and labor regulations prevailing in Atlanta, GA.

## Advertising

### Ad Reservation and Artwork Deadlines:

- Preliminary Program space ad reservations due by April 29, 2016
- Final Program space ad reservations due by August 22, 2016
- Preliminary Program artwork due by May 2, 2016
- Final Program artwork due by August 26, 2016

Advertisers who do not supply artwork by the due dates shown above will forfeit their space and will not receive a refund. Changes to ads made after the due dates will be subject to a \$300 change fee. Changes to ads will not be accepted after May 13, 2016, for the Preliminary Program or after September 2, 2016, for the Final Program. This includes cancelations, adding or canceling color, and ad size changes.

### Acceptable File Formats:

- Press-ready PDF (PDF/X-1A or PDF/X-4-compliant; 300 ppi or higher; cmyk; all fonts must be embedded or converted to outline/vector)
- 300 ppi (or higher resolution) cmyk JPG

### Publication Trim Size: 7" x 10"

**Bleed Size:** 7.25" x 10.25" (full page ads with bleeds must have at least 1/8" bleed allowance extending beyond trim size on all sides); Live Area for full page ads with bleeds: 6.25" x 9.25" (keep all critical text and images within this live area).

CSWE does not provide ad design services, accept low-resolution files, or accept ads in other than the stated formats. Ads must be sent in one of the orientations indicated below.

Your ad also will appear on the 2016 APM mobile application.

### Ad Rates:

#### Advertiser Only (Final Program Early Bird rates: deadline June 25, 2016)

	Final	
	B/W	Color
Full Page	☐ \$1,265	☐ \$1,495
Half Page Horizontal	☐ \$850	☐ \$1,080
Half Page Vertical	☐ \$850	☐ \$1,080
Quarter Page Vertical	☐ \$635	☐ \$835

#### Advertiser Only (After Early Bird rates close)

	Preliminary Deadline April 29, 2016		Final Deadline August 22, 2016		Both	
	B/W	Color	B/W	Color	B/W	Color
Full Page	☐ \$1,380	☐ \$1,610	☐ \$1,380	☐ \$1,610	☐ \$2,560	☐ \$3,220
Half Page Horizontal	☐ \$965	☐ \$1,200	☐ \$965	☐ \$1,200	☐ \$1,930	☐ \$2,400
Half Page Vertical	☐ \$965	☐ \$1,200	☐ \$965	☐ \$1,200	☐ \$1,930	☐ \$2,400
Quarter Page Vertical	☐ \$745	☐ \$975	☐ \$745	☐ \$975	☐ \$1,490	☐ \$1,950

#### Booth + Advertising Packages

	Color	B/W
Booth + Inside Front Cover (Full Page)	☐ \$5,050	
Booth + Inside Back Cover (Full Page)	☐ \$4,365	
Booth + Full Page Ad (Preliminary and Final)	☐ \$4,000	☐ \$3,780
Booth + Half Page Ad (Preliminary and Final)	☐ \$3,095	☐ \$2,940

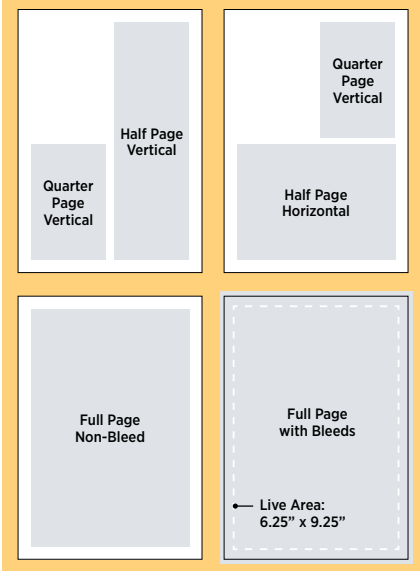
#### Onsite Advertising

- ☐ Direct to attendee tote-bag inserts (such as flyers, post-cards, and bookmarks) may be purchased for \$2,700 per insert. The deadline for delivery of inserts is September 30, 2016.

### Ad Dimensions:

(inches wide by inches deep)

Full Page, with 1/8" Bleeds	7.25" x 10.25"
Full Page, Non-Bleed	6" x 9"
Half Page, Horizontal	6" x 4.375"
Half Page, Vertical	2.83" x 9"
Quarter Page, Vertical	2.83" x 4.375"



## CSWE Exhibits Application and Contract (continued)

### APM Sponsorship Benefit Eligibility Grid

	\$10,000 >	\$5,000	\$2,500	<\$2,500
Announcement in monthly newsletter	X	X	X	X
Right of first refusal to sponsor the same event/product in the following year	X	X	X	
Social media recognition (Facebook, LinkedIn, and Twitter)	X	X	X	X
Website visibility with link and logo displayed	X	X	X	
Exhibit booth at APM	X	X		
Company name recognition in CSWE marketing materials	X	X		
Full-page color ad in the APM Final Program	X			
Two complementary full conference registrations to APM	X	X		
Banner on CSWE website	X			
Display materials at other CSWE exhibits and events (e.g., Spring Governance)	X			
Full-page color ad in APM Preliminary and Final Programs	X			
Press release announcing the sponsorship	X			
Video screen recognition at the Opening Ceremony and all plenaries at APM	X			
Listed on our donations list in the Annual Report	X	X	X	X

### Sponsorship Opportunities

Sponsorships are available for the following items and events. Please see the APM Sponsorship Benefit Eligibility Grid when considering the amount of your sponsorship.

- Tote Bags
- Badge Lanyards
- Student Volunteer T-Shirts
- Woman's Council Networking Breakfast
- Leadership Networking Reception
- Beverage Napkins
- Mobile App
- Hotel Keycards
- Tote Bag Inserts
- Charging Stations
- Doctoral Student Connection Breakfast
- Minority Fellowship Program Sponsorship
- Opening Ceremony Program
- Council on Sexual Orientation and Gender Identity and Expression (CSOGIE) Mentorship and Networking Breakfast
- CSOGIE/LGBT Caucus Networking Reception
- CSOGIE's Sexual Orientation and Gender Identity and Expression Scholarship Award
- Association for Gerontological Social Work Education Reception
- Journal of Social Work Education* Reviewers Reception
- Student Travel Sponsorship
- Awards Luncheon Event Sponsorship, minimum of \$2,500
- Awards Luncheon Table Sponsorship, minimum of \$1,000

### Payment Information

- Enclosed is our check for the amount of \$ \_\_\_\_\_ .
- Credit card
  - Charge card:  Visa  MasterCard  American Express

ACCOUNT NUMBER

EXPIRATION DATE

NAME ON CREDIT CARD

SIGNATURE

DATE

# Exhibit Booth Rules and Regulations

## Contract for Space

The exhibitor must not have any balance of payment record from a previous or current APM. The return of the contract and payment of deposit shall constitute an agreement for the use of exhibit space. The deposit will be applied to the full cost of the space. Full payment is required to reserve booth space and should be sent with the exhibit contract. Acceptable forms of payment include checks and major credit cards. Purchase order numbers are not acceptable forms of payment.

## Exhibit Cancellation/Withdrawal

All cancellations must be forwarded in writing to CSWE on or before August 15, 2016, for all monies, less a \$100 service charge to be refunded. Exhibitors who cancel after August 15, 2016, will be obligated to make full payment and will forfeit all monies paid. No refunds will be made after August 15, 2016, unless CSWE has contracted and received payment for all Exhibit Hall space. In such a case, CSWE will refund all monies paid except the \$100 service fee. Failure to appear and occupy booth space does not release the exhibitor from obligation to pay for the rental's full cost. If the booth space is not occupied by 7:30 pm, November 3, 2016, CSWE reserves the right to use the space for other purposes.

## Decorating/Drayage Service

The official decorator/drayage firm for the 2016 APM is Freeman Decorating. Information on furnishings, labor costs, graphics, freight, and other services available will be forwarded to exhibitors after space has been assigned.

## Exhibit Hours

Exhibit Hall-only registration will receive a name badge but not a final program. There must be at least one person in your booth during all hours the Exhibit Hall is open.

Thursday, November 3:	10 am – 3 pm (Setup) and 7:30 pm – 9:30 pm
Friday, November 4:	9:00 am – 5:00 pm
Saturday, November 5:	9:00 am – 5:00 pm
Sunday, November 6:	8:00 am – 12:00 pm

## Installation and Dismantling of Exhibits

Installation should take place on November 3, 2016. All exhibits must remain intact until the final closing hour of the Exhibit Hall; packing up or dismantling exhibits prior to Sunday, November 6, 2016, at 12:00 pm will result in a \$500 fine. Exhibitors seen dismantling/packing up early will be given a verbal warning and asked to unpack and reassemble their exhibit immediately. Exhibitors who do not heed this warning will be invoiced for \$500 along with a validating photograph of the contract having been broken.

## Booth Equipment and Service Information

All booths are 8' x 10'. CSWE will provide standard booth drapery for each booth; back drape will be 8' in height with 3" side dividers. One 7" x 44" identification sign will be provided for each exhibit. Please note that tables and chairs must be ordered separately from our drayage company, Freeman Decorating.

On page 2 is a floor plan of the Exhibit Hall that will enable you to identify your preferred location(s). You are urged to list at least four (4) location preferences, in order of priority. CSWE reserves the right to make floor plan modifications to meet the needs of exhibitors and the Exhibit Hall.

All services customarily required by exhibitors will be made available and must be obtained through the official show decorator, Freeman Decorating. No other contractors will be permitted without prior approval from CSWE. Complete shipping instructions and information on furniture rental, electrical work, labor for setting up and dismantling exhibits, drayage, etc. will be forwarded. A service desk, maintained by the decorator, will be in operation near the Exhibit Hall. Internet will be provided by the exhibitor and has to be coordinated with the convention center.

All exhibitors must register on arrival. Two complimentary full Annual Program Meeting registrations will be provided per exhibit booth plus two complimentary Exhibit Hall-only registrations. At registration, those with complimentary full reg will receive a name badge and copy of the 2016 APM Final Program that will enable them to attend program sessions. All exhibitors will be able to download the conference's mobile application.

## Use of Space

All demonstrations or other promotional and sales activities must be confined to the space limits of the exhibit booth. Distribution of circulars or promotion materials may be made only within the booth assigned to the exhibitor presenting such material. Sufficient space must be provided within the booth to contain person(s) watching the demonstration. Exhibitors are responsible for keeping the aisle(s) near their booths free of congestion resulting from demonstrations or other promotions. No exhibitor shall assign, sublet, or share the space allotted without the knowledge and consent of CSWE. Organizations or firms not assigned exhibit space will not be permitted to solicit business within the Exhibit Hall. No exhibitor shall place a display in such a manner as to interfere with other exhibits. Exhibitors are urged to report any violations of this rule to CSWE staff.

Built-up exhibits or other construction shall not exceed the height of the booth. No organization or company name or advertising shall be displayed above the permissible height of the background of any exhibit. If the reverse side of an exhibitor's back or side wall will be visible, it must be finished at the exhibitor's expense. CSWE reserves the right to have the finishing done and billed to the exhibitor. Exhibits that include the operation of musical instruments, radios, talking motion picture/video equipment/computer, public address systems, or any noise-making machines must be conducted or arranged so that the noise resulting from the demonstrations will not annoy or disturb adjacent exhibitors.

Operators of noise-making exhibits must secure CSWE approval of operating methods before the exhibit opens.

## Regulations

Electrical installation must conform to union rules and regulations and to all national, state, and local codes, as well as facility regulations.

All exhibitor materials must conform to national, state, and local fire and safety codes.

## Liability and Insurance

CSWE will take the necessary precautions against theft by employing security guards during the hours the exhibits are closed. However, neither CSWE, Freeman Decorating, the Atlanta Marriott Marquis Hotel, nor any officers or staff members of the above-mentioned parties will be responsible for the safety of the exhibitors' property from theft, damage by fire, accident, or other causes. CSWE will not be responsible for any failures of an electrical nature or other services. Insurance and liability are the sole responsibility of the exhibitor.

The exhibitor agrees to protect, defend, indemnify, and save the COUNCIL ON SOCIAL WORK EDUCATION, and its agents and employees (hereinafter collectively called indemnities) forever harmless for any damages or charges imposed for violations of any law or ordinance whether occasioned by the negligence of the exhibitors or those holding under the exhibitor. Further, the exhibitor shall at all times protect, indemnify, save, and hold harmless the indemnities against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises, the convention center, or any part thereof.

The exhibitor, further, assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the convention center premises and will indemnify, defend, and hold harmless the convention center, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

## Care of Buildings and Equipment

Exhibitors or their agents shall not injure or deface the walls of the building. Exhibitors are forbidden to drive nails, tacks, or screws into the walls or woodwork. When such damage appears, the exhibitor is liable to the owner of the property so damaged. Use of stickers and decals is limited to exhibitor's own display.

## Fire Protection

All booth decorations must be flameproof and all hangings must clear the floor. Electrical wiring must conform to local electrical code rules and city fire regulations. If inspection indicates that any exhibitor has neglected to comply with these regulations or otherwise incurs a fire hazard, the right is reserved to cancel all or such parts of the exhibit as may be irregular. No storage is permitted behind the back drapes, display wall, or inside the display area. This space is for utility service exclusively.

## Motion Picture/Video/Computer Projection

Projection machines are limited in their operation to demonstrations only and shall not be used for showings designed to attract or amuse visitors. All projections must be in accordance with the requirements of the fire prevention authorities of the city and in harmony with any agreements entered into by CSWE, the convention center, and labor unions. All plans for installation and operation of equipment must be approved by CSWE before operation is undertaken.

## Inability to Perform

If CSWE should be prevented from conducting the Annual Program Meeting by any cause beyond its control, CSWE will refund to the exhibitor the amount of rental fee paid, less a proportionate share of CSWE expense, and CSWE shall have no further obligation or liability to the exhibitor.

These regulations, as stated, constitute a part of the contract between the exhibitor and CSWE and have been formulated to protect the best interests of all concerned. The full cooperation of exhibitors in observing these regulations is requested. Any points not covered are subject to discussion with, and decision by CSWE.