

COUNCIL ON SOCIAL WORK EDUCATION



**Social Work Education: | Looking Back,
Looking Forward**

CSWE 65th Annual Program Meeting | Denver, Colorado | October 24-27

marketing
prospectus

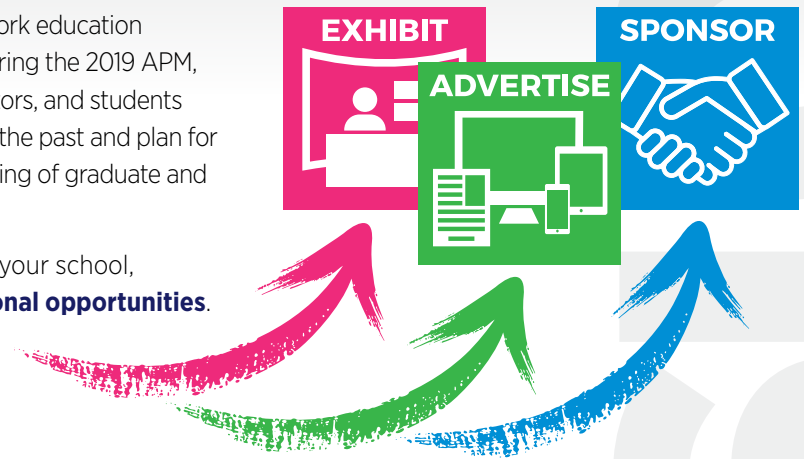


www.cswe.org

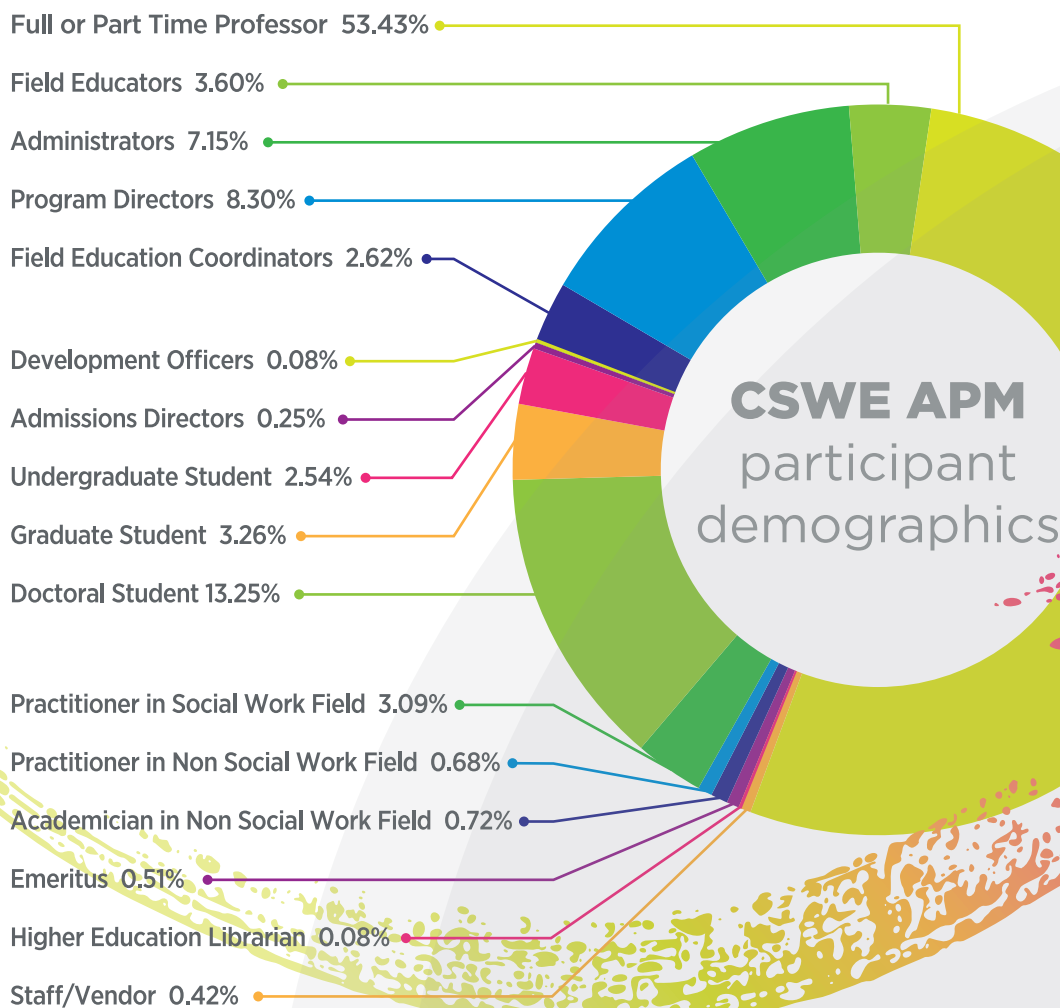
CSWE's APM: the place to connect

CSWE's Annual Program Meeting (APM) is where social work education influencers collaborate, learn, teach, and effect change. During the 2019 APM, more than 2,600 social work faculty members, administrators, and students will meet in Denver, Colorado, October 24-27 to reflect on the past and plan for the future. Join us and become a part of the largest gathering of graduate and undergraduate programs of social work education.

Support the 2019 APM while increasing the visibility of your school, program, or organization with **three types of promotional opportunities**.



Meet Us at APM



Who are you trying to reach at APM?
Contact [Allison Moon](#) for more information
on how to reach your target audiences.



exhibit

Reserve an exhibit booth at APM and network directly with social work educators onsite during the meeting. Here's what you'll receive as an exhibitor:

- 10 × 8 ft booth space
- Three all-access, complimentary 2019 APM registrations
- Booth drapery and a basic identification sign



	Member	Non-Member
Standard Booth	\$1,300	\$1,500
Premium Booth	\$1,500	\$1,700

View the [exhibit hall floor plan](#) to choose your booth, then start your reservation on the [online reservation portal](#).

DID YOU KNOW?

Gold sponsors (\$5,000 or more) at APM receive a



complimentary exhibit booth plus all the [sponsorship benefits](#), such as social media mentions and website visibility. Learn more about becoming an APM sponsor

Member-Only Packages

Back by popular demand! Bundle your exhibit booth and advertisement with a members-only package and save up to \$150!

EARLY BIRD RATES

April 15, 2019: Preliminary Program early bird reservations due

July 15, 2019: Final Program early bird reservations due

REGULAR RATES

April 23, 2019: Preliminary Program reservations due

August 13, 2019: Final Program reservations due

		BOTH Preliminary & Final Programs		Final Program ONLY	
		B/W	Color	B/W	Color
EARLY BIRD	Booth + Full Page	\$3,810	\$4,290	\$2,530	\$2,770
	Booth + Half-Page	\$2,940	\$3,420	\$2,095	\$2,335
REGULAR	Booth + Full Page	\$4,050	\$4,540	\$2,650	\$2,895
	Booth + Half-Page	\$3,180	\$3,670	\$2,215	\$2,460
			Color		
		Booth + Inside Front Cover	\$5,090		
		Booth + Inside Back Cover	\$4,365		

Start your reservation on the [online reservation portal](#) today!



advertise

File is too big to download.
Requested File Size: 57 MB, Max File Size Limit: 25 MB

See your message in print

- **Preliminary Program**—released digitally on the CSWE website in spring 2019
- **Final Program**—released digitally on the CSWE website and APM mobile app and available in print at APM

Make a statement with your ad at APM

- Column wraps
- Digital signage
- Escalator signage
- Floor decals

Advertising Only—Early Bird Rates

		Preliminary & Final Programs		Final Program Only		
		B/W	Color	B/W	Color	
EARLY BIRD	Full Page	\$2,610	\$3,090	\$1,330	\$1,570	
	½ Page	\$1,740	\$2,220	\$895	\$1,135	
	¼ Page	\$1,290	\$1,710	\$670	\$880	
			Reservation deadline: April 1		Reservation deadline: July 15	

BONUS:
Your ad will appear on the 2019 APM mobile app

Advertising Only—Regular Rates

		Preliminary & Final Programs		Final Program Only		
		B/W	Color	B/W	Color	
REGULAR	Full Page	\$2,850	\$3,340	\$1,450	\$1,695	
	½ Page	\$1,980	\$2,470	\$1,015	\$1,260	
	¼ Page	\$1,520	\$2,000	\$785	\$1,025	
			Reservation deadline: April 23		Reservation deadline: August 13	

ATTN: CSWE MEMBERS SAVE \$150

If your organization is CSWE member and exhibiting at APM, you'll want to take advantage of the members-only **booth + ad packages**. Rates [here](#).

Start your reservation on the [online reservation portal](#).



Artwork Specifications & Deadlines

Advertising artwork is accepted in PDF (preferred) or JPG (300 ppi resolution or higher) formats. View full details and requirements [here](#). Send all final ad artwork to [Malcolm Randall](#).

- **May 1, 2019:** Artwork is due for **Preliminary Program**
- **August 20, 2019:** Artwork is due for **Final Program**

Publication Trim Size: 7" x 10"

Ad Dimensions:

(inches wide by inches deep)

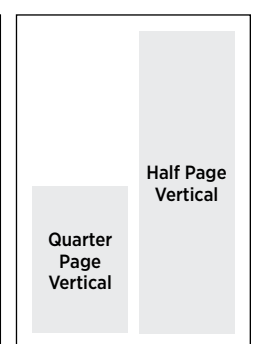
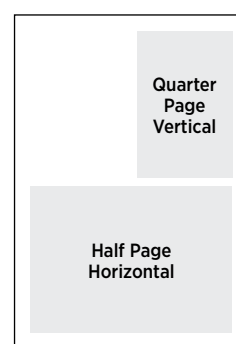
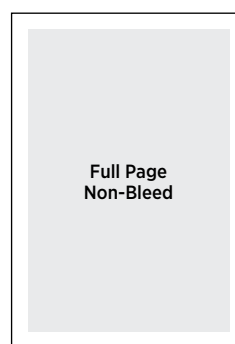
Full Page, with 1/8" Bleeds
7.25" x 10.25"

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"










sponsor

Sponsorship Levels & Benefits

Creatively show your support for APM or specific initiatives with a sponsorship. Pick one of 30+ [sponsorship opportunities](#). Based on the price of the sponsorship, you'll receive corresponding benefits as shown in the table below.

PREMIER - \$10,000	PLATINUM - \$7,500	GOLD - \$5,000	SILVER - \$2,500	BRONZE - \$1,000
Full-page ad in the APM Final Program \$3,340 value Logo displayed at the APM Opening Ceremony and in high traffic areas 20 social media mentions All benefits received in Platinum Sponsorship	1/2-page ad in the APM Final Program \$1,260 value Logo recognition in APM Countdown e-mail Inclusion in APM press release Logo displayed on rotating Web banner on CSWE website 15 social media mentions All benefits received in Gold Sponsorship	Complimentary exhibit booth at APM \$1,500 value Exhibit booth includes 3 full, complimentary APM registrations \$2,000+ value 10 social media mentions All benefits included in Silver Sponsorship	Logo with link displayed on CSWE website 5 social media mentions All benefits included in Bronze Sponsorship	Acknowledgment in CSWE's <i>Compass</i> monthly e-newsletter 1 social media mention
 + 	 + 			

Do you have a predetermined sponsorship budget? Want to reach a specific sponsorship level but don't know where to start? The chart below will help pinpoint the best opportunity for your organization. Contact [Allison Moon](#) for assistance or to discuss a custom sponsorship.

	GENERAL	DESTINATION	AWARDS & LECTURES	EVENT
PREMIER \$10,000+	Tote Bags SOLD WiFi SOLD	Charging Lounge SOLD		CSOGIE Reception SOLD Faculty Development Institute Feminist Networking Breakfast
PLATINUM \$7,500-\$9,999	Mobile App SOLD			CSOGIE Reception SOLD Faculty Development Institute Feminist Networking Breakfast
GOLD \$5,000-\$7,499	Badge Lanyards SOLD Hotel Keycards SOLD Mobile App SOLD Tote Bags Volunteer T-Shirts SOLD	E-poster Sessions Photo Booth SOLD Registration SOLD	Carl A. Scott Memorial Lecture SOLD Hokenstad International Lecture SOLD	APM Awards Luncheon SOLD CRECD Reception CSOGIE Reception SOLD CSWE Opening Night Reception SOLD Faculty Development Institute Feminist Networking Breakfast Leadership Networking Reception SOLD
SILVER \$2,500-\$4,999	Countdown E-mail Sponsorship Weeks 5-1 Hotel Keycard Sleeves SOLD Technology Giveaway SOLD Twitter Feed Monitors SOLD	Charging Station SOLD Coffee Station Registration SOLD	Carl A. Scott Memorial Lecture SOLD Hokenstad International Lecture SOLD	APM Awards Luncheon SOLD CSOGIE Reception SOLD CSWE Opening Night Reception SOLD Faculty Development Institute Feminist Networking Breakfast Leadership Networking Reception SOLD Opening Plenary Session SOLD
BRONZE \$1,000-\$2,499	Countdown E-mail Sponsorship Weeks 8-6	Ribbon Wall SOLD		APM Awards Luncheon Table SOLD CSOGIE Reception SOLD Faculty Development Institute Feminist Networking Breakfast
GENERAL \$1,000 or less			CDPD Disability Manuscript Award SOLD CRECD Award SOLD JSWE Awards SOLD Partners in International Education Awards SOLD	CSOGIE Reception SOLD Faculty Development Institute Feminist Networking Breakfast

Start your reservation on the [online reservation portal](#) today!



CSWE sales & marketing contacts

Exhibit Booth Reservations

Julie Ackerman Montross, *VP of Communications & Marketing*

jmontross@cswe.org | 703-519-2057

Sponsorship Opportunities

Allison Moon, *Communications & Marketing Manager*

amoon@cswe.org | 571-527-3481

Advertising

Malcolm Randall, *Communications & Marketing Coordinator*

mrandall@cswe.org | 703-519-2046

Hotel Information

Conference Location

Sheraton Denver Downtown Hotel
1550 Court Place
Denver, CO 80202

Convention Management Resources (CMR) is the official housing company for the 2019 APM. All reservations should be placed via the online hotel reservation site, which will be made available in late April. For any questions, please [contact us](#).

WARNING: Convention Management Resources, Inc. (CMR) is the only official housing company for the 2019 APM. You may find other companies offering housing for the 2019 APM. Booking with these other companies may expose you to nonexistent reservations and unauthorized credit card charges. CSWE strongly encourages booking accommodations with CMR, because the rooms are guaranteed. CSWE is not liable for any financial loss in the event you book with a housing company other than CMR. CSWE assumes the responsibility to demand a cease-and-desist of such efforts; please report any unauthorized hotel reservation solicitations to [Linda Finnerty](#).

future APM dates

2020 APM ▶ November 12–15 / Denver, CO

2021 APM ▶ November 4–7 / Orlando, FL

2022 APM ▶ November 10–13 / Anaheim, CA

2023 APM ▶ October 26–30 / Atlanta, GA



2019 APM rules & regulations

Exhibitors

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. Payment by check must be received within 14 days of reservation or your reservation may be forfeited.

Exhibit Booth Cancellation/Withdrawal All cancellations must be forwarded in writing to CSWE on or before August 29, 2019, for all monies, less a \$100 service charge to be refunded. Exhibitors who cancel after August 29, 2019, will be obligated to make full payment and will forfeit all monies paid. No refunds will be made after August 29, 2019, 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, October 24, 2019, CSWE reserves the right to use the space for other purposes.

Decorating/Drayage Service Exhibitors must use the official decorator/drayage firm, Freeman Decorating, for the 2019 APM. Information on furnishings, labor costs, graphics, freight, and other services available will be forwarded to exhibitors after space has been assigned.

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, October 24: 10 am – 3 pm (Setup) and 7:30 pm – 9:00 pm
Friday, October 25: 9:00 am – 5:00 pm
Saturday, October 26: 9:00 am – 5:00 pm
Sunday, October 27: 8:00 am – 12:00 pm

*Exhibit hours are subject to change prior to April 30, 2019.

Installation and Dismantling of Exhibits Installation should take place on October 24, 2019. All exhibits must remain intact until the final closing hour of the Exhibit Hall; packing up or dismantling exhibits prior to Sunday, October 27, 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 the official drayage company for the 2019 APM. 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. 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. Three complimentary full Annual Program Meeting registrations will be provided per exhibit booth. At registration, those with complimentary full registration will receive a name badge and copy of the 2019 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 the Walt Disney World Dolphin, 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.

Advertisers

Order Deadlines

- Early Bird Discount Deadline for orders that include the Preliminary Program is **April 1, 2019**.
- Early Bird Discount Deadline for the Final Program is **July 15, 2019**.
- Regular Rate Deadline for orders that include the Preliminary Program is **April 23, 2019**.
- Regular Rate Deadline for the Final Program is **August 13, 2019**.

Payment Payment by check must be received within 14 days of reservation or your reservation may be forfeited.

Artwork Advertisers who do not supply artwork by the due dates given below will forfeit their space and will not receive a refund. Changes to ads made after the due dates will be subject to a \$300.00 fee. Ad cancellations, adding to an order, and ad size changes will not be accepted after April 23, 2019 for the Preliminary Program or after August 13, 2019 for the Final Program.

- Artwork for the Preliminary Program must be submitted by **May 1, 2019**.
- Artwork for the Final Program must be submitted by **August 20, 2019**.

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 on [page 4 of the 2019 APM Exhibitor Prospectus](#) and in one of the following formats:

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

Refunds There is a \$100.00 cancellation fee for each ad. Preliminary Program ads cancelled by April 23, 2019 will be fully refunded less the \$100.00 cancellation fee. Preliminary Program cancellations made after April 23, 2019 will not be refunded. Final Program ads cancelled by August 13, 2019 will be fully refunded less the \$100.00 cancellation fee. Final Program cancellations made after August 13, 2019 will not be refunded.

Sponsors

Payment. Failure to pay fees within 14 business days may result in sponsorship forfeiture unless another agreement is made between CSWE and Sponsor. In-kind services shall be scheduled in writing by representatives of CSWE and Sponsor.

Limitation of Sponsorship. Unless otherwise provided, the cash or services and the Sponsor benefits exchanged are related solely to the CSWE 2019 Annual Program Meeting to be held October 24 – 27, 2019. Assuming the Event is continued in 2020 the Sponsor shall have the first right of refusal to continue Sponsor's involvement in the Event on such terms as Sponsor and CSWE shall agree.

License and Usage. Sponsor hereby grants CSWE a limited, non-exclusive license to use Sponsor's program names, trademarks, and other proprietary information [the "Proprietary Information"] owned by the Sponsor. CSWE agrees that the Proprietary Information will be used only in connection with the 2019 Event to provide the benefits set forth in the Proposal and such other benefits as Sponsor and CSWE may agree. CSWE's use of the Proprietary Information is subject to the approval of the Sponsor's designated representative, which approval will not be unreasonably withheld.

Sponsor Understandings. Sponsor understands as follows: the dollar values set forth are estimates based upon general sponsorship information available to CSWE; the audience multiplier is based upon estimates of CSWE's 2018 Annual Program Meeting attendance and actual attendance figures may vary materially. No portion of the sponsorship payment or in-kind services are subject to being refunded for any reason except as provided herein.

Termination. In the event of termination for any reason other than failure to provide contracted fees or services, CSWE may substitute an event with equivalent benefits with the approval of the Sponsor or shall refund any fees received from Sponsor by CSWE.