

2012 APM MARKETING TOOLKIT

COUNCIL ON SOCIAL WORK EDUCATION

WASHINGTON, DC

58th ANNUAL PROGRAM MEETING • NOV. 9-12, 2012

SOCIAL WORK: A CAPITAL VENTURE

# IMPORTANT DATES TO REMEMBER

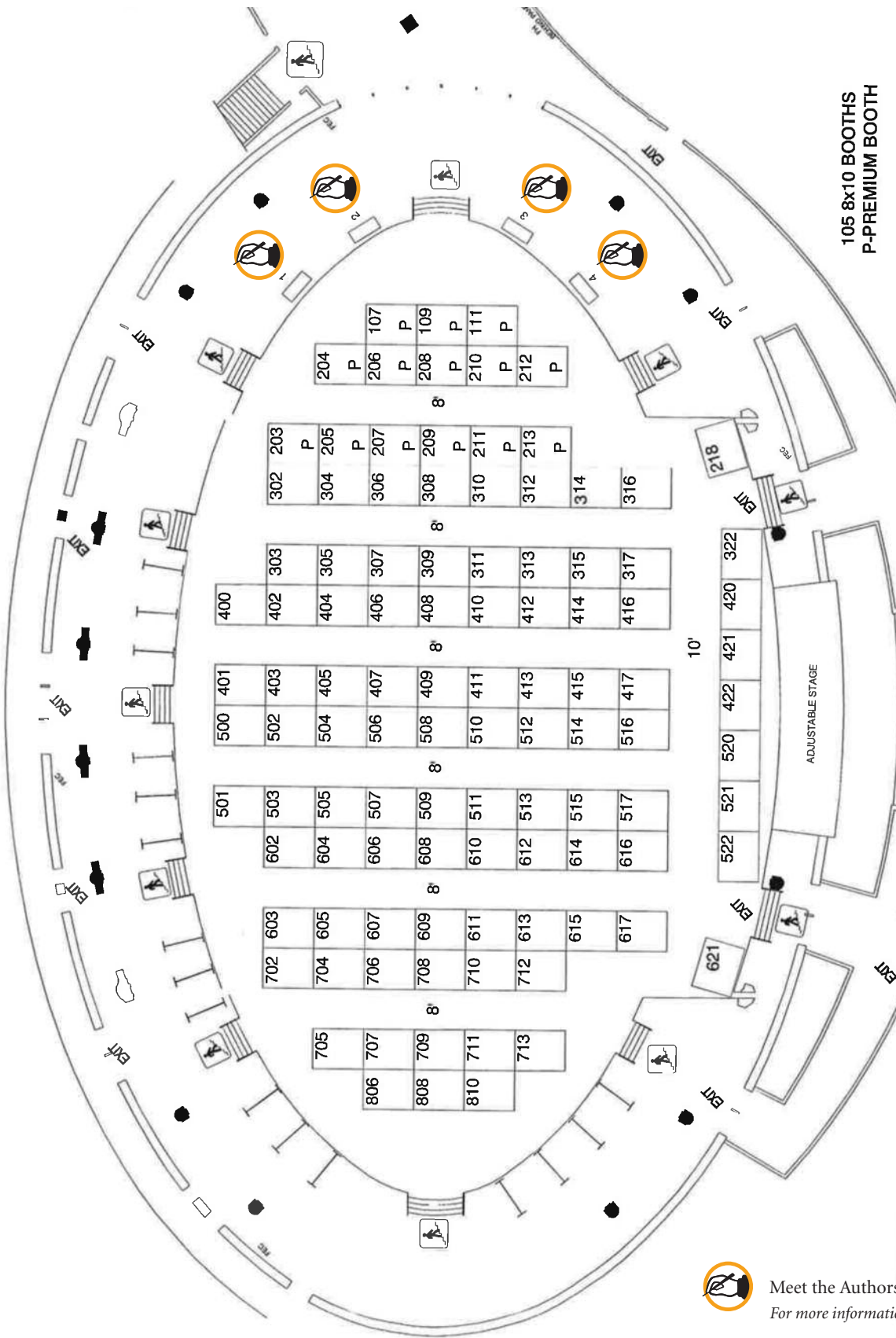
## **August 2012**

- 6 Final Program Advertising Submission Deadline
- 29 Online Scheduler Opens

## **September 2012**

- 5 Early Bird Registration Ends
- 14 Student Volunteer Registration Deadline

# EXHIBIT HALL - SOLD OUT



# CSWE EXHIBITS, SPONSORSHIP, AND ADVERTISING APPLICATION AND CONTRACT

58th Annual Program Meeting • Washington Hilton Hotel • November 9–12, 2012

Mail to: 1701 Duke Street, Suite 200, Alexandria, VA, 22314 • Fax to: +1.703.683.8493 • lthomas@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. (This contact person listed 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

Is your organization a Program Member of CSWE?  Yes  No

## Terms

- To reserve an exhibit space, full payment along with the application is required.
- Both full payment and art are needed by the preliminary and final program deadlines (see APM Print Advertising below) to be included in publication as ordered.
- The exhibitor agrees to abide by all exhibit regulations set forth in the Exhibit Booth Rules and Regulations and to conform to fire prevention and labor regulations prevailing in Washington, DC.

## 1. Exhibits—5 Priority Points for 1st Booth Rental

(2 Priority Points per additional booth, .5 Priority Points for Premium booth space)

Size	Nonmember Organization	CSWE Member School
8'x10'	\$1,200	\$1,050

Number of Booths Requested \_\_\_\_\_ x \_\_\_\_\_ = \$ \_\_\_\_\_ Amount

## 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 Total: \$ \_\_\_\_\_

## 2. APM Print Advertising

### Final Program Submission Deadline

Regular: **Monday, August 6, 2012**

(Circulation: Approximately 3,000)

To take advantage of all early-bird ad rates, both payment and artwork that meets CSWE's technical specifications must be submitted by the posted deadlines. Artwork that is submitted entirely or partially in low-resolution (individual images, logos, etc.) will not be eligible for the early-bird rate, resulting in a charge of the regular ad rate. We recommend that all artwork be reviewed by a professional designer before submission to CSWE.

Acceptable file formats: Camera-ready, high-resolution (300 DPI or above), PDF, JPEG, or GIF files. To ensure the best print quality, CSWE does not provide ad design services or accept low-resolution files or ads in other file formats. Ads must be sent in the orientation indicated below.

APM Ad Size	Dimensions	Final	
		B/W	Color
Vertical Full Page	7 ½" x 10"	☐ \$1,155	☐ \$1,300
Half Page: Horizontal	7 ½" x 4 ½"	☐ \$790	☐ \$860
Half Page: Vertical	3 ½" x 9 ¼"	☐ \$790	☐ \$860
Quarter Page	3 ½" x 4 ¾"	☐ \$600	☐ \$650
2-Page Spread	15" x 10"	☐ \$2,850	☐ \$3,100

### 3. Meet the Authors Promotion (\$100)

An on-site marketing opportunity for 2012 APM exhibiting book publishers will be launched at the 2012 APM—the Meet the Authors promotion. Publishers are invited to showcase authors or editors whose first edition books or edited books (not journal articles or chapters in books edited by others) were published between August 1, 2011–August 1, 2012. These showcases will be located at the entrance area of the exhibit hall. (See the map on page 3). More details about purchasing this promotion is located on the Meet the Authors website ([www.cswe.org/2012apm/52106/authors.aspx](http://www.cswe.org/2012apm/52106/authors.aspx)). The 10 available 30 minute time slots are listed below. A maximum of four sessions can be held at the same time. No more than three sessions (at \$100 each) can be purchased by a publisher.

#### Saturday, November 10, 2012

- \_\_\_ 9:30 am – 10:00 am
- \_\_\_ 12:00 pm – 12:30 pm
- \_\_\_ 12:45 pm – 1:15 pm
- \_\_\_ 2:45 pm – 3:15 pm

#### Sunday, November 11, 2012

- \_\_\_ 9:30 am – 10:00 am
- \_\_\_ 12:00 pm – 12:30 pm
- \_\_\_ 12:45 pm – 1:15 pm
- \_\_\_ 2:00 pm – 2:30 pm
- \_\_\_ 2:45 pm – 3:15 pm

#### Monday, November 12, 2012

- \_\_\_ 9:30 am – 10:00 am

### 4. Virtual Exhibit Hall

☐ **The Silver Package:** For a \$400 investment your company name, exhibit booth number (if applicable), city and state, and a text link to your website will run in the conference’s online Virtual Exhibit Hall from the date your payment is received until December 11, 2012.

☐ **The Gold Package:** For \$600 your company name, exhibit booth number (if applicable), city and state, and a text link to your website will run in the conference’s online Virtual Exhibit Hall from the date your payment is received until December 11, 2012. In addition, a 15-word description of your product or service will be included with a “Contact Us” e-mail link and a company logo linked to your website from the date your payment is received until December 11, 2012. (Logos must be in GIF or JPEG format and be no larger than 250 pixels wide by 50 pixels high.)

☐ **The Platinum Package:** For \$700 Same amenities as the Gold Package, in addition during APM your company name, exhibit booth number, and a message of your choice will be placed on the official 2012 APM Twitter account and the official 2012 APM Facebook page.

## 5. Direct-to-Attendee Distribution of Your Materials

### APM Tote Bag Inserts

A sure way to get your marketing materials into the hands of every attendee at the conference is to purchase an insert to be placed in the attendee tote bags. Send 2,800 flyers, brochures, post cards, or other promotional literature to our offices by **September 28, 2012**.  
Cost: \$2,500 for 2,800 inserts

### 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 7.

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SIGNATURE

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NAME (PRINTED)

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NAME OF COMPANY/TITLE

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DATE

### Payment

Enclosed is our check for the amount of \$\_\_\_\_\_. I understand that I will be charged for regular ad rates rather than early-bird ad rates should any portion of the artwork not meet the specifications detailed on page 5. Any balances not received at CSWE headquarters by any payment deadline will also be charged to the credit card listed below.

Credit card

Charge card:  Visa  MasterCard  American Express

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ACCOUNT NUMBER

EXPIRATION DATE

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NAME ON CREDIT CARD

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SIGNATURE

AUTHORIZED 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 or advertising and should be sent with the exhibit and advertising 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 6, 2012**, for all monies, less a \$100 service charge to be refunded. Exhibitors who cancel after **August 6, 2012**, will be obligated to make full payment and will forfeit all monies paid. No refunds will be made after **August 8, 2012**, 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 9, 2012**. CSWE reserves the right to use the space for other purposes.

## **Decorating/Drayage Service**

The official decorator/drayage firm for the 2012 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**

The Exhibit Hall dates and hours are printed on page 1.

## **Installation and Dismantling of Exhibits**

Installation should take place on **November 9, 2012**. All exhibits must remain intact until the final closing hour of the Exhibit Hall; packing up or dismantling exhibits prior to **Monday, November 12, 2012 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. Exhibit space will be allocated using the priority points system, then on a first-come, first-serve basis. 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.

All exhibitors must register upon 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 comp reg will receive a name badge and copy of the 2012 APM Final Program that will enable them to attend program sessions.

## **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 booth 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 Marriott Atlanta Marquis Hotel, nor any officers and 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 hotel, 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 hotel premises and will indemnify, defend, and hold harmless the hotel, 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 hotel, 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.