

2021

Exhibiting &
Marketing
Prospectus

67th Annual Program Meeting
November 4-7, 2021
Orlando, Florida



cswe.org

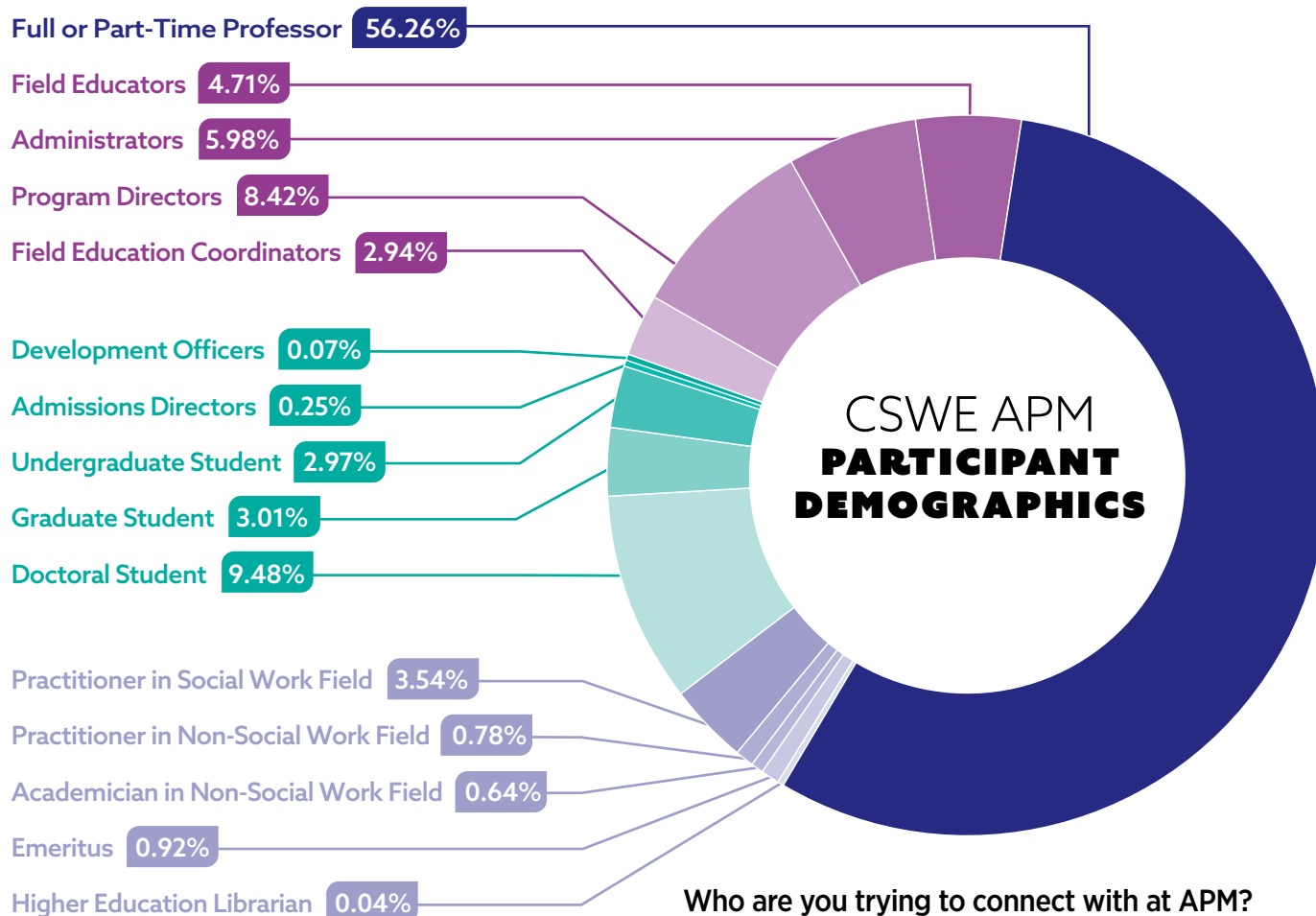
Connect With Us at APM

During the 2021 Annual Program Meeting (APM), thousands of social work faculty members, influencers, administrators, and students will meet in Orlando, Florida, November 4–7 to take part in the largest gathering of graduate and undergraduate programs of professional social work education.

Support the 2021 APM and make sure your organization is visible at APM by taking advantage of all three promotional opportunities.



Meet Us at APM



Who are you trying to connect with at APM?

[Contact us](#) for more information on how to reach your target audiences.



Exhibit

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

- 10' D x 10' W booth space
- Three all-access, complimentary 2021 APM registrations
- Booth drapery and a basic identification sign

	Member	Nonmember
Premium Booth	\$1,500	\$1,700



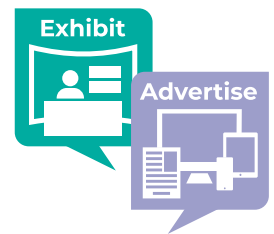
[Start your reservation](#) online today!

Member-Only Packages

If your organization is a CSWE member, purchase your booth and advertising as a package to save.

FINAL PROGRAM ONLY

	Early Bird	Regular
Booth + Final Ad: Color, Full-Page	\$2,855	\$2,980
Booth + Final Ad: Color, Half-Page	\$2,400	\$2,535
	<i>Reservations Due August 13</i>	<i>Reservations Due September 6</i>





Advertise

PRINT ADVERTISING

- **Final Program** – Released digitally on the CSWE website and available in print at APM

Final Program		Early Bird	Regular
	Color, Full-Page	\$1,620	\$1,745
	Color, Half-Page	\$1,170	\$1,300
	Color, Quarter-Page	\$905	\$1,105
		Reservations Due August 13	Reservations Due September 6

Please note we cannot accommodate 2-page spreads.

ATTN: CSWE MEMBERS SAVE

If your organization is a CSWE member and exhibiting at APM, you'll want to take advantage of the cost-effective members-only booth + ad packages.



DIGITAL ADVERTISING

Boost your visibility with digital advertising! Reserve a digital rotating ad on 55-inch, flat-screen monitors in four high-traffic locations in the conference space.

- Add a digital advertisement to the print advertisement you've already purchased
 - \$200 (CSWE program or individual members)
 - \$400 (nonmembers)
- \$1,000 (if you are not purchasing print advertisement)

MOBILE APP ADVERTISING

Make sure your message is in the hands of APM participants by purchasing an ad on the official 2021 APM mobile app.

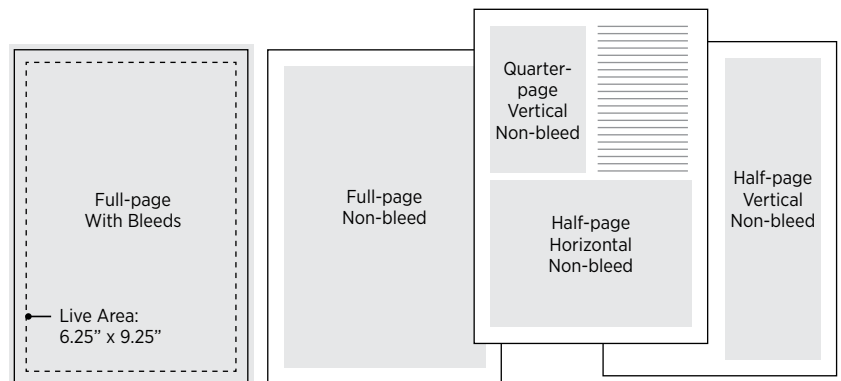
- \$200 (if you have purchased print advertisement)
- \$700 (if you are not purchasing print advertisement)

[Start your reservation](#) online today!

ARTWORK SPECIFICATIONS & DEADLINES

Advertising artwork is accepted in PDF (preferred, all fonts embedded or converted to outline, images 300 ppi resolution or higher) or JPG (300 ppi resolution or higher) formats. View full details and requirements on the CSWE website. Send all final ad artwork to [Elizabeth Simon](mailto:esimon@cswe.org) (esimon@cswe.org).

- **September 13, 2021:** Artwork is due for **Final Program**



Publication Trim Size: 7"w x 10"h (Live Area: 6.25"w x 9.25"h; must keep all critical type and images within 0.375" of trimmed edge)

Ad Dimensions (width x height):

Full-page With Bleeds* 7.25"w x 10.25"h (includes 1/8" bleeds)
 Full-page Non-bleed 6"w x 9"h
 Half-page Horizontal Non-bleed 6"w x 4.375"h
 Half-page Vertical Non-bleed 2.83"w x 9"h
 Quarter-page Vertical Non-bleed . . . 2.83"w x 4.375"h

* Note: Full-page ads with bleeds require 1/8" bleeds on all sides








Sponsor

Choose from multiple sponsorship opportunities to show your support for APM and/or specific CSWE initiatives.

- APM Awards Luncheon – \$5,500, \$2,700*
- Badge Lanyards – \$5,000
- Carl A. Scott Memorial Lecture – \$6,000, \$4,000*
- Charging Lounge – \$7,500
- Charging Station – \$2,000
- Coffee Station – \$3,000
- Council and Commission Awards – \$500
- Council on Sexual Orientation and Gender Expression Events – level of your choice
- Council on Racial, Ethnic, and Cultural Diversity Reception – \$4,000*
- CSWE Opening Night Reception – \$7,000, \$3,500*
- Countdown E-mail Sponsorship – \$2,500–3,000
- Feminist Networking Breakfast – level of your choice
- Hokenstad International Lecture – \$6,000, \$4,000*
- Hotel Keycard Sleeves – \$4,400
- Hotel Keycards – \$5,750
- JSWE Awards – \$500
- Leadership Networking Reception – \$5,000, \$2,500*
- Minority Fellowship Program Events – level of your choice
- Mobile App – \$8,000, \$6,500*
- Opening Plenary Session – \$6,000, \$4,000*
- Photo Booth – \$6,000
- Registration – \$6,000, \$3,000*
- Ribbon Wall – \$1,750
- Student Volunteer T-Shirts – \$5,000
- Technology Giveaway – \$3,100
- Tote Bags – \$12,000, \$6,000*
- WiFi Network/Password – \$15,000, \$10,000*

*Price for co-sponsorship

If the value of your sponsorship(s) adds up to a dollar amount shown below, you will receive the corresponding benefits in the table below in addition to the visibility provided with your specific sponsorship.

PREMIER – \$10,000	PLATINUM – \$7,500	GOLD – \$5,000	SILVER – \$2,500	BRONZE – \$1,000
<ul style="list-style-type: none"> • APM countdown e-mail advertisement (\$3,000 value) • Logo displayed at the APM Opening Ceremony and in high-traffic areas • Social media mentions • All benefits received in Platinum Sponsorship 	<ul style="list-style-type: none"> • Full-page ad in the APM Final Program (\$3,440 value) • Inclusion in APM press release • Logo displayed on rotating Web banner on CSWE website • Social media mentions • All benefits received in Gold Sponsorship 	<ul style="list-style-type: none"> • Complimentary exhibit booth at APM (\$1,500 value) • Exhibit booth includes 3 full, complimentary APM registrations (\$2,000+ value) • Social media mentions • All benefits included in Silver Sponsorship 	<ul style="list-style-type: none"> • Logo with link displayed on CSWE website • Social media mentions • All benefits included in Bronze Sponsorship 	<ul style="list-style-type: none"> • Acknowledgment in CSWE's <i>Compass</i> monthly e-newsletter • Social media mention
 	 			

THINK OUTSIDE THE BOX—BUILD YOUR OWN SPONSORSHIP

If you have an idea or there's something you want to support at APM that's not on this list, contact [Chrissie Hahn](#) to create a custom or personalized sponsorship.

[Start your reservation](#) online today!

CSWE Sales Contact

EXHIBIT BOOTH RESERVATIONS, SPONSORSHIP OPPORTUNITIES, & ADVERTISING

Chrissie Hahn

chahn@cswe.org | 703-519-2049



Hotel Information

CONFERENCE LOCATION

Walt Disney World Swan and Dolphin Resort
Orlando, Florida

Meetings and Exhibits at Walt Disney Dolphin

Convention Management Resources (CMR) is the official housing company for the 2021 APM. All reservations should be placed via the online hotel reservation site, which will be made available in late spring. For any questions, please [contact us](#).

WARNING: Convention Management Resources, Inc. (CMR) is the only official housing company for the 2021 APM. You may find other companies offering housing for the 2021 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 Yvette Clark at yclark@cswe.org.

Future APM Dates

2022	Anaheim, CA:	November 10–13
2023	Atlanta, GA:	October 26–30
2024	Cincinnati, OH:	October 24–27



Rules & Regulations

ADVERTISERS

Order Deadlines

- Early Bird Discount Deadline for the Final Program is **August 13, 2021.**
- Regular Rate Deadline for the Final Program is **September 6, 2021.**

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 September 6, 2021, for the Final Program.

- Artwork for the Final Program must be submitted by **September 13, 2021.**

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 in the 2021 APM Exhibiting & Marketing 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

Note: For full-page ads with bleeds, 1/8" bleeds must be extended on all sides.

Refunds There is a \$100.00 cancellation fee for each ad. Final Program ads cancelled by August 17, 2021, will be fully refunded less the \$100.00 cancellation fee. Final Program cancellations made after August 17, 2021, 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 2021 Annual Program Meeting (APM) to be held November 4–7, 2021. Assuming the APM is continued in 2022, the sponsor shall have the first right of refusal to continue sponsor's involvement in the APM on such terms as sponsor and CSWE shall agree.

License and Usage Sponsor hereby grants CSWE a limited, nonexclusive 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 2021 APM 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 on general sponsorship information available to CSWE; the audience multiplier is based on averages of past CSWE APM 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.