

It's time to act.



*Indigenous Knowledge Sovereignty
and Environmental Justice*

CSWE 70th Annual Program Meeting | October 24–27, 2024 | Kansas City, MO

Exhibiting, Sponsorship,
and Marketing Prospectus



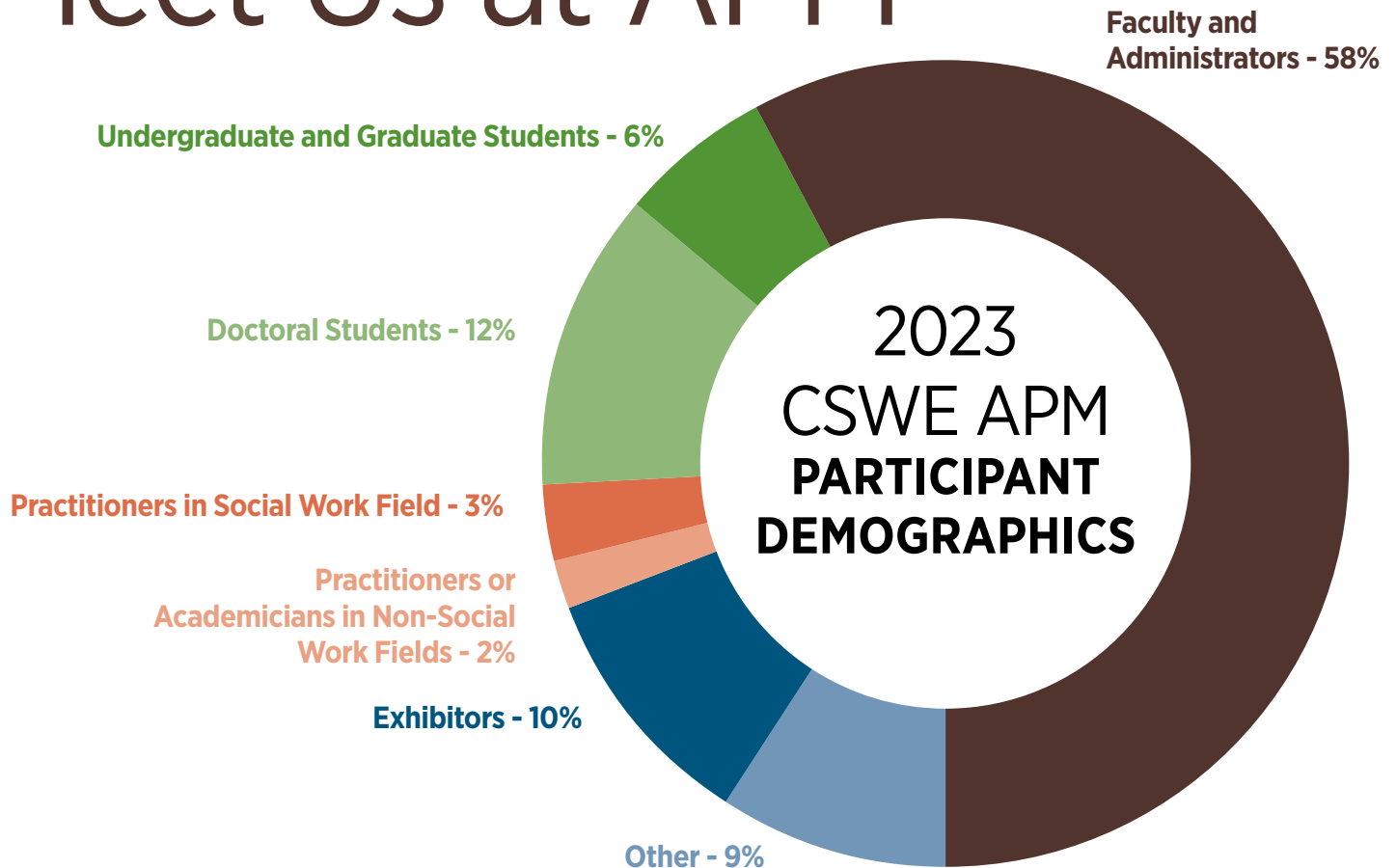
Connect With Us at APM

During the 2024 Annual Program Meeting (APM), thousands of social work faculty members, influencers, administrators, and students will meet in Kansas City, MO, October 24-27 to take part in the largest gathering of graduate and undergraduate programs of professional social work education.

Support the 2024 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, students, and practitioners on site during the meeting. Here's what you receive as an exhibitor:

- 10' D x 10' W booth space
- Two all-access, complimentary 2024 APM registrations
- Two exhibit-booth-only 2024 APM registrations
- Booth drapery and a basic identification sign

Please note that exhibits must remain intact until the final closing of the exhibit hall. Packing up or dismantling exhibits before 11:30 AM on Sunday, October 27, will result in a \$500 fine.

EXHIBIT BOOTH	Member	Nonmember
Early Bird Rate (through March 31)	\$1,750	\$2,000
Standard Rate (after March 31)	\$2,000	\$2,500

→ Advertise



ON-SITE DIGITAL ADVERTISING

Boost your visibility with digital advertising! Reserve a digital ad on flat-screen monitors in high-traffic locations around the conference space. Artwork due no later than **Monday, September 9**.

Member	Nonmember
\$1,000	\$1,500

MOBILE APP BANNERS

Make sure APM participants are aware of your presence at the event by purchasing a logo placement in the official 2024 APM mobile app.

\$400 members and nonmembers. Limit of 15. Artwork due no later than **Monday, September 9**.

DIGITAL DAILY NEWSLETTER SPONSORSHIPS

About half of 2023 APM attendees opened the Daily APM Newsletter emails that summarized the day's events with photos and short articles. We are proud to offer this branding opportunity for the 2024 APM. *Limit one advertiser per daily newsletter, sent to all attendees on Thursday, Friday, Saturday, and Sunday.*

Member	Nonmember
\$2,000	\$2,500

Digital Ad Specifications

Mobile App Banners*	
1	2,048 pixels wide x 200-500 pixels high
2	1,536 pixels wide x 150-400 pixels high

On-Site Digital Advertising*	
3840 pixels wide x 2160 pixels high	On-Site Digital Ads 16:9

*Can be a .jpg or .png format (.png is recommended)








Start your reservation online today!


→ Sponsor

Choose from multiple sponsorship opportunities to show your support for APM and/or specific CSWE initiatives. Returning 2023 sponsors are extended the right of first refusal. Returning sponsors must confirm commitment in writing by March 31, 2024.

- APM Awards Luncheon – \$6,000, \$3,000*
 - APM T-Shirt Giveaway – \$12,500
 - Award Sponsorships – \$500 and up
 - Badge Lanyards – \$6,500
 - Carl A. Scott Memorial Lecture – \$6,500, \$4,250*
 - Charging Bar – \$5,000
 - Charging Lounge – \$8,000
 - Charging Station – \$3,000 (multiple available)
 - Coffee Station – \$3,500 (Friday and Saturday available)
 - Council on Sexual Orientation and Gender Expression Events – \$500 and up
 - Council on Racial, Ethnic, and Cultural Diversity Reception – \$8,500, \$4,250*
 - CSWE Opening Night Reception – \$8,000, \$4,000*
 - Countdown E-mail Sponsorship – \$2,500-\$3,000
 - Daily Social Media Takeover – \$3,000 per day, limit one per day
 - Doctoral Student Networking Breakfast – \$500 and up
 - Feminist Networking Breakfast – \$500 and up
 - Friday Women’s Reception – \$1,000 and up
 - Future of Social Work Plenary Session – \$4,000
 - HBCU Networking Event – \$1,000 and up (multiple available)
 - Hokenstad International Lecture – \$6,500, \$4,250*
 - Hotel Keycard Sleeves – \$5,000
 - Hotel Keycards – \$6,000
 - Selfie/Instagram Frames – \$3,000 (two locations, max of two logos per frame)
 - JSWE Awards – \$500
 - Leadership Networking Reception – \$5,500, \$3,000*
 - Membership Meeting Break – \$3,500
 - Minority Fellowship Program Events – \$500 and up
 - Mobile App – \$8,500, \$6,500*
 - Opening Plenary Session – \$40,000, \$10,000*
 - Photo Booth – \$6,000
 - Registration – \$6,500, \$4,500*
 - Ribbon Wall – \$2,500
 - Student Volunteer T-Shirts – \$6,000
 - Stylus Pen – \$3,500
 - Technology Giveaway – \$4,000
 - Tote Bags – \$13,000, \$8,000*
 - Water Bottle – \$6,500
 - Water Station – \$3,000 (multiple available)
 - Wellness Area – \$12,500
 - WiFi Network/Password – \$15,000, \$10,000*
- *Price for co-sponsorship

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

PREMIER – \$10,500	PLATINUM – \$8,000	GOLD – \$5,500	SILVER – \$3,000
<ul style="list-style-type: none"> • Branded APM countdown e-mail advertisement (3 weeks out) • Mobile app banner • All benefits received in Platinum Sponsorship  + 	<ul style="list-style-type: none"> • On-site digital ad • All benefits received in Gold Sponsorship  + 	<ul style="list-style-type: none"> • \$1,750 credit applied to the cost of a 10' x 10' exhibit booth at APM (credit is nontransferable and applicable only to the cost of one 2024 booth) • Exhibit booth includes 2 full, complimentary APM registrations and exhibitor badges • All benefits included in Silver Sponsorship 	<ul style="list-style-type: none"> • Logo with link displayed on website • Logo displayed at the APM Opening Ceremony and in high-traffic areas

 [Start your reservation online today!](#)



Preconference Event Sponsorships

These special preconference events offer great visibility to highly engaged members and attendees. Contact [Georgina Salguero](#) for pricing and benefits.



Experiential Learning Workshop. An all-day program from CSWE's Center for Diversity in which participants visit sites around Kansas City to deepen their understanding of issues related to indigenous knowledge sovereignty and environmental justice. (Wednesday)

Field Education Institute. An all-day program, this institute will focus on issues in field education relating to the conference theme. Specific areas of interest include how field education prepares students to tackle challenges related to indigenous knowledge sovereignty and environmental justice in the field and how field educators dismantle oppressive structures in the field education curriculum. (Thursday)

Leadership Development Institute. An all-day program for faculty members focused on anti-oppressive leadership strategies, crisis management, and/or responsiveness to world events. (Thursday)

Assessment Institute. Programming designed for faculty and academic staff members focused on assessment trends and best practices in higher education, and will provide information on assessment in the 2022 Educational Policy and Accreditation Standards. (Thursday)

Student Summit. A student-focused event that includes a keynote speaker, additional speakers in breakout sessions, and an open discussion. The goal of the summit is to give social work students their own voice at APM as well as provide insight and information to BSW and MSW students approaching graduation. (Thursday)

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 [Georgina Salguero](#) to create a custom or personalized sponsorship.



[Start your reservation online today!](#)

CSWE Sales Contact

EXHIBIT BOOTH RESERVATIONS,
SPONSORSHIP OPPORTUNITIES
& ADVERTISING

Georgina Salguero
gsalguero@cswe.org | 703-549-6427



Hotel Information

CONFERENCE LOCATION

Kansas City Convention Center
Kansas City, MO

BOOKING YOUR HOTEL

Convention Management Resources (CMR) is the official housing company for the 2024 APM. All reservations should be placed via the online hotel reservation site, which will be made available on CSWE's website this spring. For any questions, please [contact us](#).

WARNING: CMR is the only official housing company for the 2024 APM. You may find other companies offering housing for the 2024 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

2025 | Denver, CO: October 23–26

2026 | Atlanta, GA: October 22–25



Rules & Regulations

ADVERTISERS

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 fee.

- Artwork for mobile app sponsorships must be submitted by **September 9, 2024**.

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 2024 APM Exhibiting & Marketing Prospectus as specified on page three.

Refunds There is a \$100 cancellation fee for each ad. Ads cancelled by September 9, 2024, will be fully refunded less the \$100 cancellation fee. Cancellations made after September 9, 2024, 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 2024 Annual Program Meeting (APM) to be held October 24-27, 2024. Assuming the APM is continued in 2025, 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 2024 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 is subject to being refunded for any reason except as provided herein.

Sponsorship Disclosure Artwork, logos, and related materials for digital advertising, signage, or printed or manufactured items must be received by dates specified in your sponsor information packet. All submitted materials must meet CSWE specifications and requirements.

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.