Exhibitor / Sponsor/ Advertiser Prospectus

Join SSWAA in Chicago!

The School Social Work Association of America would like to invite you to join us for the 25th National School Social Work Conference™ to be held April 6 – 9, 2022, in Chicago, IL at the Westin Chicago North Shore.

The 25th National School Social Work Conference™ offers a unique opportunity to showcase your company’s programs, products, and services to mental health professionals from coast to coast. Conference attendees include School Social Workers, administrators, university professors, agency mental health professionals as well as other educators.

SSWAA uses a Conference Event App to communicate with the attendees via texts and app alerts, share important event information including the schedule and map, track attendee CEUs, and even allow attendees to connect with each other and sponsors/exhibitors. All event items will be posted via the Event App, which provides additional opportunities for you to get the word out and be noticed.

By partnering with SSWAA as a sponsor, advertiser and/or exhibitor, you will be able to increase your exposure to School Social Workers across the country as well as around the world, with an expected attendance of 500+. We look forward to having your organization as part of the 2022 National Conference and look forward to hearing from you soon.

Sincerely,

Rebecca K. Oliver, LMSW, CSW
SSWAA Executive Director

Christy McCoy
President, Board of Directors
Hotel Information:

The Westin Chicago North Shore
601 N. Milwaukee Avenue
Wheeling, IL
(847) 777-6500

Booking Link:  Room Reservations

Feel your best at The Westin Chicago North Shore. Our hotel in Wheeling IL offers everything you need to for a fulfilling travel experience. Rest well in our pet-friendly rooms and suites with Westin Heavenly® Beds, ergonomic workspaces, and inspiring decor. Fuel up at our onsite restaurants offering grab-and-go options, handmade pasta, craft drinks, and Starbucks® coffee. You can also try North Shore restaurants nearby like Cooper’s Hawk Winery, Spears, and Wakaba. Stay active on the road at our refreshing indoor pool and 24-hour fitness center. During your stay, enjoy easy access to attractions like Northwestern University, Chicago Botanic Garden, and Allstate Arena. Chevy Chase Country Club is also nearby. Our convenient location near O'Hare International Airport makes our dynamic event venues an excellent choice for your upcoming conference, wedding, or special occasion. No matter what brings you to town, make the most of it at The Westin Chicago North Shore.

Conference room rates are only $159 for singles, doubles, triples or quads. The Westin Chicago North Shore has established a registration website for SSWAA attendees (see link above). Go to our website’s 2022 Conference page and click on “Hotel Information” for complete details at www.sswaa.org. Please note that once the SSWAA hotel block is filled, conference rates may no longer apply, and availability may be limited - so make your reservations today!

Hotel Reservations:

Don’t forget to make your reservations with The Westin Chicago North Shore by 5:00pm CT on March 13, 2022, to receive the SSWAA Conference discount. Reservations can be made using the link above or calling the hotel at the number above and identifying yourself as part of the SSWAA conference.
25th National School Social Work Conference

Schedule of Events

Wednesday, April 6, 2022

7:30 a.m. - 9:00 a.m.  Conference Registration for Pre-Conference attendees ONLY
9:00 a.m. - 4:30 p.m.  Pre-Conference Forums - 6.0 CEUs
12:00 p.m. - 1:30 p.m. Lunch on your own
4:00 p.m. - 7:00 p.m.  Conference Registration for All Conference attendees
4:30 p.m. - 6:30 p.m.  • Opening "Welcome Reception" in Exhibit Area & Poster Sessions
6:30 p.m. - 7:00 p.m.  Social Work Student Meet Up

Total CEUs available Wednesday = 6

Thursday, April 7, 2022

7:30 a.m. - 5:00 p.m.  Conference Registration for All Conference attendees
7:30 a.m. - 8:30 a.m.  Coffee/Tea Service in Exhibit Hall
8:30 a.m. - 9:45 a.m.  Opening Session & Keynote Address - 1.0 CEUs
10:00 a.m. - 12:00 p.m. Workshop Session A - 2.0 CEUs
12:00 p.m. - 1:30 p.m. Lunch on your own
1:30 p.m. - 3:30 p.m.  Workshop Session B - 2.0 CEUs
4:00 p.m. - 4:45 p.m.  Regional & International Meetings
6:00 p.m. - 9:00 p.m.  • 25th National Conference Celebration (* add-on ticket purchase required)
Evening  Enjoy Chicago/Entertainment/Dinner

Total CEUs available Thursday = 5
**Friday, April 8, 2022**

7:30 a.m. – 8:30 a.m. Coffee/Tea Service in Exhibit Hall
8:30 a.m. - 10:00 a.m. Workshop Session C – **1.5 CEUs**
10:15 a.m. - 11:00 a.m. Specialty Group Meetings
11:00 a.m. - 1:00 p.m. SSWAA Luncheon & Awards Presentation with Keynote Address – **0.5 CEUs**
1:00 p.m. - 1:30 p.m. Networking Time, Self-Care, & Visit Exhibits
1:30 p.m. - 3:00 p.m. Workshop Session D - **1.5 CEUs**
3:15 p.m. - 4:15 p.m. General Session - **1.0 CEUs**
4:15 p.m. – 4:45 p.m. SSWAA Membership Meeting
Evening Enjoy Chicago/Entertainment/Dinner

**Total CEUs available Friday = 4.5**

**Saturday, April 9, 2022**

7:00 a.m. – 8:00 a.m. • Fun Run/Walk – Sponsored by the Endowment
9:00 a.m. – 10:30 a.m. Workshop Session E - **1.5 CEUs**
10:45 a.m. – 11:45 p.m. Closing Student & Practitioner Panel Keynote Address – **1.0 CEUs**
11:45 a.m. – 12:30 p.m. Networking Box-Lunch
12:30 p.m. Conference Adjourns

**Total CEUs available Saturday = 2.5**

**Conference CEU total = up to 18**

*Draft agenda and anticipated CEU credits pending CEU approval*
Sponsoring at SSWAA’s conference is the perfect way to increase your visibility at our national conference targeted to professional School Social Workers. Sponsors also stand out from exhibitors in demonstrating their support of School Social Workers while highlighting the value of your product/services to participating clinicians. Review the menu of sponsorship options and you should find something for every marketing budget. Please note that Co-Sponsorships are not allowed.

**Presenting Sponsor: $7,500 – SOLD**

- 2 Complimentary conference registrations
- Exclusive opportunity for logo to be featured on National Conference page on SSWAA website
- Exclusive opportunity for logo to be featured on all National Conference email communications
- Exclusive sponsor of opening night “Meet & Greet” Welcome reception
- Logo on Step & Repeat for attendee photo opportunities
- Opportunity to welcome attendees and introduce keynote speaker at opening general session
- Recognition from podium from SSWAA Executive director
- 2 Exhibit Tables (two (2), six-foot draped tables and two chairs)
  - Signage in Exhibit area
  - Exhibitor badges for up to 2 staff
  - Listing in Exhibitor Section of Conference app
  - Booth featured on interactive Exhibit Hall map
  - Profile page with company description and representatives’ details
  - Opportunity to create a promotion in your app profile to drive traffic to booth
- Logo on Mobile App Splash Page
- Opportunity to schedule a notification to drive traffic to booth
- Mobile App Home Screen Banner
- Premier listing in exhibitor and sponsor directories
- Logo prominently displayed on exhibit hall map
- Attendee email listing on request (for 2 uses)
- Name badges and sponsor ribbons for all staff attendees
- Ability to insert company materials in attendee’s registration bags. Ship to hotel no earlier than April 4, 2022.
- Listing in SSWAA Membership app as Business Partner
School Social Work Association of America

Platinum Sponsor: $5,000 (Limit of 4)

- 2 Complimentary conference registrations
- Recognition from podium from SSWAA Executive Director
- Opportunity to make 5-minute address at one General Session
- Logo recognition during morning coffee/afternoon breaks
- 2 Exhibit Tables (two (2), six-foot draped tables and two chairs)
  - Signage in Exhibit area
  - Exhibitor badges for up to 2 staff
  - Listing in Exhibitor Section of Conference app
  - Booth featured on interactive Exhibit Hall map
  - Profile page with company description and representatives’ details
  - Opportunity to create a promotion in your app profile to drive traffic to booth
- Logo on Mobile App Splash Page
- Opportunity to schedule a notification to drive traffic to booth
- Mobile App Home Screen Banner
- Premier listing in exhibitor and sponsor directories
- Logo prominently displayed on exhibit hall map
- Name badges and sponsor ribbons for all staff attendees
- Ability to insert company materials in attendee’s registration bags. Ship to hotel no earlier than April 4, 2022.
- Listing on Platinum Sponsor signage
- Listing in SSWAA Membership app as Business Partner

Gold Sponsor: $3,500 (Limit of 3)

- 1 Complimentary conference registration
- Recognition from podium
- One Exhibit table (One, six-foot draped table and two chairs)
  - Signage in Exhibit area
  - Exhibitor badges for up to 2 staff
  - Listing in Exhibitor Section of Conference app
  - Booth featured on interactive Exhibit Hall map
  - Profile page with company description and representatives’ details
  - Opportunity to create a promotion in your app profile to drive traffic to booth
- Opportunity to create a promotion in your app profile to drive traffic to booth
- Rotating Banner ad prominently displayed on app home page
- Preferred listing in exhibitor and sponsor directories
- Logo prominently displayed on Exhibit Hall map
- Name badges and sponsor ribbons for all staff attendees
- Ability to insert company materials in attendee’s registration bags. Ship to hotel no earlier than April 4, 2022.
- Listing on Gold Sponsor signage
- Listing in SSWAA Membership app as Business Partner
Silver Sponsor: $2,500

- 1 Complimentary conference registration
- One Exhibit table (One, six-foot draped table and two chairs)
  - Signage in Exhibit area
  - Exhibitor badges for up to 2 staff
  - Listing in Exhibitor Section of Conference app
  - Booth featured on interactive Exhibit Hall map
  - Profile page with company description and representatives’ details
  - Opportunity to create a promotion in your app profile to drive traffic to booth
- Opportunity to create a promotion in your app profile to drive traffic to booth
- Listing in exhibitor and sponsor directories
- Name badges and sponsor ribbons for all staff attendees
- Ability to insert company materials in attendee’s registration bags. Ship to hotel no earlier than April 4, 2022.
- Listing on Silver Sponsor signage
- Listing in SSWAA Membership app as Business Partner

Bronze Sponsor: $1,500

- One Exhibit table (One, six-foot draped table and two chairs)
  - Signage in Exhibit area
  - Exhibitor badges for up to 2 staff
  - Listing in Exhibitor Section of Conference app
  - Booth featured on interactive Exhibit Hall map
  - Profile page with company description and representatives’ details
  - Opportunity to create a promotion in your app profile to drive traffic to booth
- Listing in exhibitor and sponsor directories
- Name badges and sponsor ribbons for all staff attendees
- Ability to insert company materials in attendee’s registration bags. Ship to hotel no earlier than April 4, 2022.
- Listing on Bronze Sponsor signage
- Listing in SSWAA Membership app as Business Partner
Exhibit Dates & Rates

As mental health professionals responsible for psycho-social assessments and therapeutic services in schools, School Social Workers provide a prime market for psycho-social assessment instruments, therapeutic toys, games, books, programs, resources, treatment facilities and services. School Social Workers attend our conference to earn continuing education credits and eagerly await the opportunity to build our libraries, assessment arsenal and treasure chests of activities.

Exhibit Rates:

*(Please note that the Exhibit Areas will not be locked, but hotel security will monitor the areas.* We look forward to your participation. We do suggest bringing something to cover your table overnight - hotel will not provide.

Exhibitor - $450

- One (1) six-foot draped table and two chairs
- Signage in Exhibit area
- Exhibitor badges for up to 2 staff
- Listing in Exhibitor Section of Conference app
- Booth featured on interactive Exhibit Hall map
- Profile page with company description and representatives’ details
- Opportunity to create a promotion in your app profile to drive traffic to booth
- Listing in SSWAA Membership app as Business Partner

Non-Profit Exhibitor - $300 (*Must provide verification of non-profit status.*)

- One (1) six-foot draped table and two chairs
- Signage in Exhibit area
- Exhibitor badges for up to 2 staff
- Listing in Exhibitor Section of Conference app
- Booth featured on interactive Exhibit Hall map
- Profile page with company description and representatives’ details
- Opportunity to create a promotion in your app profile to drive traffic to booth
- Listing in SSWAA Membership app as Business Partner

**Please note the following are not included in the exhibit fee: installation/dismantling services, shipping and handling, AV & electricity, internet Access, lunch/meals, conference registration.**
Take One Table - $350

For organizations unable to attend in person, “Take-One Table” space can be rented for distribution of organization materials.

All materials must be approved in advance by SSWAA. To receive approval to display your material, please send one copy of each item you wish to display with your completed application.

- Pamphlets, brochures, cards, leaflets, and similar material will be displayed so that attendees visiting the exhibit area can help themselves. Unfortunately, unused materials cannot be returned after the conference.
- SSWAA staff will set up the display and replenish materials as needed.
- A minimum of 600 copies of each piece must be received to the hotel no earlier than April 4, 2022.
- Listing in SSWAA Membership app as Business Partner

Exhibit Locations:

Exhibitor tables will be in the Ravina Pre-Function, Lake Michigan Pre-Function, and Botanic Pre-Function areas. Exhibitors can indicate location preference after registration, but tables will be assigned at SSWAA’s discretion based on specific exhibitor needs and availability. All Exhibitor tables are located on the first floor.

Click here to view pictures of the space
Schedule:
Set up Wednesday afternoon between 12:00 pm -3:00 pm during our Pre-Conference and be ready at 3:30 pm to greet more people as they start arriving in Chicago.

Exhibit Hours:
Wednesday, April 6 3:30 pm – 6:30 pm  
Thursday, April 7 7:30 am – 5:30 pm  
Friday, April 8 7:30 am – 4:30 pm  
Tear Down: 4:30 p.m. – 7:30 p.m.

(Exhibitors are expected to attend their exhibit tables during all breaks and at the beginning and end of each day)

Approximately 60-90 days prior to the conference, each exhibitor will receive the Exhibitor Service Kit with further directions. Tables will be assigned as requests are received.

For more information or to reserve your space, contact Ali Langen at ali@sswaa.org
Participant Bag Insert (Fliers): $250
Advertise your product or services in the conference attendee’s tote bags. Provide 600 one-page fliers or brochures (no catalogs) no earlier than April 4, 2022 (ship to hotel) and they will be inserted into registration bags.

Your Own Bag Product Insert: $150
Make your presence known and appreciated by providing a product or amenity of your own (pens, post-its, stress balls, etc.) in the registration bag. Provide 600 items no earlier than April 4, 2022 (ship to hotel) and we’ll put them in the registration bags. (Items must be pre-approved by SSWAA.)

Additional Exhibit Table - $200 (Exhibitor); $100 (Non-Profit Exhibitor)

Mobile Conference App: Home Page Banner Ad: $500
Be one (1) of up to ten (10) organizations that will have their banner ad rotating prominently on the home page for all attendees to see. All Sponsors will be given priority. Please provide 3 different sizes of banner ads so that they can be set up for receipt by various platforms i.e. 800px, 600px, & 400px – jpg or png. Recommended height is 150px.

Mobile Conference App: Schedule Notification: $600
Schedule a Notification to drive traffic to your booth and/or visibility to your organization/campaign. Restricted to first 5 organizations including Platinum, Gold and Silver Sponsors.

Mobile Conference App: Preferred Listing: $250
All Sponsors will be given Preferred Listing. The first Platinum Sponsor will be listed first. If you would also like a preferred listing, be one (1) of five (5) also listed preferentially. First come first served basis until a total of 5 slots are filled.
Policies & Procedures

Exhibit Area

Eligibility to Exhibit: All products and services exhibited at the SSWAA Conference shall be directly related to the SSWAA mission to enhance the mental health and educational competence of children and must be of professional or educational benefit or interest to conference participants. SSWAA reserves the right to determine the eligibility of prospective exhibitors for inclusion in its exhibit hall.

Space Assignments: Preference of booth location cannot be guaranteed by SSWAA. If necessary, SSWAA reserves the right to assign the next best space when space requested is not available. Exhibitors will be notified of booth assignments as soon as it is confirmed. All contracts received will be assigned space on a first come first served basis.

Cancellation and Refunds: All exhibiting organizations canceling exhibit space will be charged a $100 processing fee. No refunds will be issued for exhibit space cancellations received after March 6, 2022. All cancellation requests must be received in writing.

General Guidelines: Displays must be contained within the assigned exhibit space in such a way that they do not interfere with other exhibitors’ display. All displays, signs, flyers, distribution of literature and souvenirs or any other activities must take place inside the contracted exhibit space only. SSWAA reserves the right to reject or require on-site modifications of any display that, in SSWAA’s sole discretion, is not in keeping with the character of the SSWAA exhibition or in violation of the “good neighbor” policies as described above. SSWAA also reserves the right to remove promotional materials from the show floor that are deemed objectionable. No signs, banners or displays shall be displayed in any other part of the Hotel without the approval of the Catering/Convention Services Manager and Conference Planner. All signs, banners or displays submitted for approval must be professionally produced. All shipping arrangements and handling charges will be the responsibility of the exhibitor.

Conduct/Liability: Insurance and liability are the full and sole responsibility of the exhibitor. The exhibitor agrees to adhere to and be bound by all applicable fire, utility and building code regulations at the exhibit property. Exhibitors must make provisions for safeguarding their goods, materials, equipment, and stations at all times. The School Social Work Association of America or The Westin Chicago North Shore will not be responsible for the loss or theft of property belonging to any exhibitor, its agents, employees, visitors or guests.
**Damage of Property:** The exhibitor shall not deface or damage the Hotel property or exhibit area in any way. Exhibitors are liable for any damage caused to building floors, walls, columns or tables or to any other exhibitor’s property. It is further agreed that no sign, banner, or display will be affixed to any part of the Hotel.

**Unoccupied Space:** Should any rented exhibitor space remain unoccupied on the opening day or should any space be forfeited due to the failure to make payment, SSWAA reserves the right to rent that space to any other exhibitor or use that space for such purposes as it may see fit without any liability on its part. This clause shall not affect the obligation of the exhibitor to pay the full amount specified in the application/contract agreement.

**Shipping, Set Up and Dismantle:** Complete Exhibit Service Kit information will be provided 60 to 90 days prior to the conference. All shipping arrangements will be the responsibility of the exhibitor. Shipments may be sent directly to the hotel within three days of the beginning of the Conference.

Questions regarding these policies should be directed to Ali Langen, Marketing and Communications Specialist, via email at ali@sswaa.org.

School Social Work Association of America  
25th National School Social Work Conference℠  
April 6-9, 2022
Application/Contract: Sponsors, Exhibitors, and Advertisers

My company agrees to the following activities in conjunction with SSWAA’s 25th National School Social Work Conference. This contract constitutes the applicant’s agreement to abide by the guidelines and regulations included in the Exhibitor Prospectus.

You may also register on-line from the SSWAA website by clicking here.

Company/Organization: _______________________________________________________

Address: ___________________________________________________________________

City: ___________________________ State: _______ Zip: _________________________

Contact Person: ______________________________________________________________

E-Mail: _____________________________________________________________________

Phone: (_____) ___________________ Fax: (_____) ________________________________

Authorized Signature: _________________________________________________________

Date: _____/_____/_____

No refunds for cancellations after March 6, 2022
Sponsorship Selection

☐ Presenting Sponsor ($7,500)  ☐ Platinum Sponsor ($5,000)
☐ Gold Sponsor ($3,500)  ☐ Silver Sponsor ($2,500)  ☐ Bronze Sponsor ($1,500)

Exhibitor Selection

☐ Exhibitor ($450)  ☐ Non-Profit Exhibitor ($300)  ☐ Take One Table ($350)

Conference Add-Ons

☐ Additional Table – Exhibitor ($200)  ☐ Additional Table – Non-Profit ($100)
☐ Flier Insert ($250)  ☐ Product Insert ($150)
☐ App Home Page Banner Ad ($500)  ☐ App Schedule Notification ($600)
☐ App Preferred Listing ($250)

Payment Information
Check
A check or money order for $___________ is enclosed (Payable to SSWAA to guarantee our participation)

Credit Card
Online
You may pay by credit card here.

Mail In
I authorize SSWAA to charge my credit card for: $____________

☐ Visa ☐ Master Card ☐ American Express

__________________________________________________
Name on Card

__________________________________________________
Credit Card Billing Address

__________________________________________________
Card Number

__________________________________________________
Billing City/ST/Zip

_____________________________  ________________________
Exp. Date  Security Code

__________________________________________________
Authorized Cardholder’s Signature

Send To:
SSWAA
c/o Rebecca K. Oliver
P.O. Box 3068
London, KY 40743