

It's time to act.



Defining and Reckoning With Anti-Racist Social Work Education

CSWE 69TH ANNUAL PROGRAM MEETING | OCTOBER 26–29, 2023
ATLANTA MARRIOTT MARQUIS I, ATLANTA, GA

Exhibiting, Sponsorship, and Marketing Prospectus



[cswe.org](https://www.cswe.org)

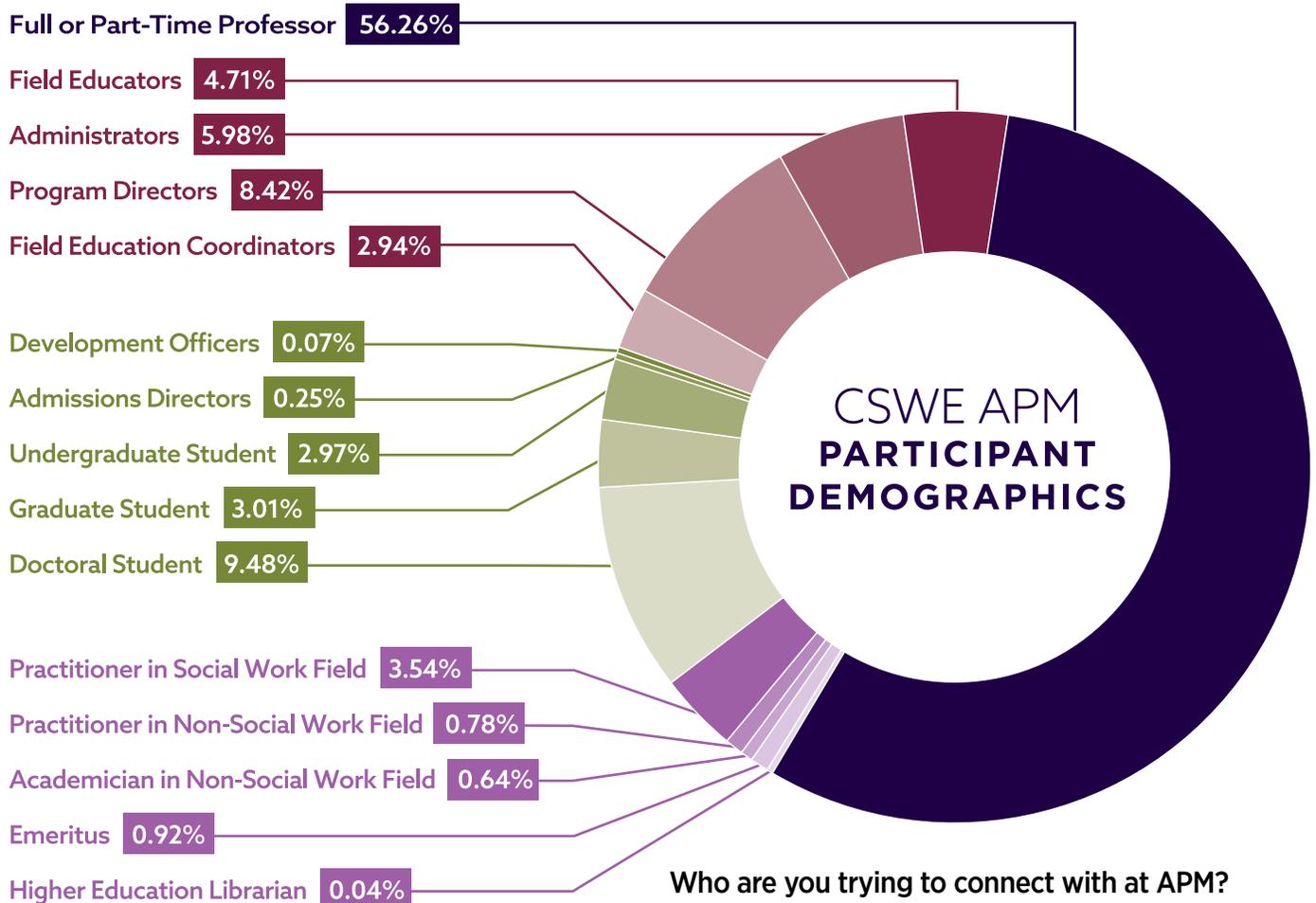
Connect With Us at APM

During the 2023 Annual Program Meeting (APM), thousands of social work faculty members, influencers, administrators, and students will meet in Atlanta, GA, October 26-29 to take part in the largest gathering of graduate and undergraduate programs of professional social work education.

Support the 2023 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 2023 APM registrations
- Two exhibit-booth only 2023 APM registrations
- Booth drapery and a basic identification sign

EXHIBIT BOOTH	Member	Nonmember
Early Bird Rate (through March 31)	\$1,500	\$1,700
Standard Rate (after March 31)	\$1,700	\$1,900



Start your reservation online today!



FINAL PROGRAM ADVERTISING

		Early Bird	Standard
Final Program	Color, Full-Page	\$1,700	\$1,900
	Color, Half-Page	\$1,200	\$1,400
	Color, Quarter-Page	\$950	\$1,150
		<i>Reservations Due June 1</i>	<i>Reservations Due August 1</i>
Artwork Due September 11			

Please note we cannot accommodate 2-page spreads.

NOTE: The Final Program will be **digital only**, released digitally on the CSWE website in early October.

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.

- Add a digital advertisement to the final program advertisement you've already purchased
 - \$300 (CSWE program or individual members)
 - \$500 (nonmembers)
- \$1,000 (if you are not purchasing a final program advertisement)

MOBILE APP ADVERTISING

Make sure your message is in the hands of APM participants by purchasing an ad on the official 2023 APM mobile app.

- \$400 (if you have purchased final program advertisement)
- \$1,000 (if you are *not* purchasing final program advertisement)

DIGITAL DAILY NEWSLETTER ADVERTISEMENTS

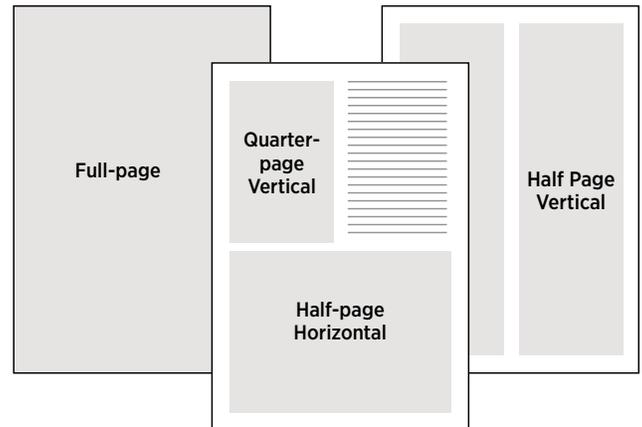
About half of 2022 APM attendees opened the Daily APM Newsletter emails that summarized the day's events with photos and short articles. We are proud to offer this branding opportunity for the 2023 APM. *Limit one advertiser per daily newsletter, sent to all attendees on Thursday, Friday, Saturday, and Sunday.*

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

Artwork Specifications

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.

Send all final ad artwork to [Georgina Salguero, gsalguero@cswe.org](mailto:gsalguero@cswe.org)



Digital Publication Finished Size: 7" w x 10" h

Ad Dimensions (width x height in inches):

- Full-page (bleeds to edges) 7" w x 10" h
- Full-page (nonbleed with 1/2" white margins on all sides)..... 6" w x 9" h
- Half-page Horizontal 6" w x 4.375" h
- Half-page Vertical 2.83" x 9" h
- Quarter-page Vertical 2.83" x 4.375" h



Start your reservation online today!

→ Sponsor



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

- APM Awards Luncheon – \$6,000, \$3,000*
- APM T-Shirt Giveaway – \$12,500
- Award Sponsorships – \$500 and up
- Badge Lanyards – \$5,500
- Carl A. Scott Memorial Lecture – \$6,500, \$4,250*
- Charging Bar – \$4,500
- Charging Lounge – \$8,000
- Charging Station – \$2,500 (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
- Doctoral Student Networking Breakfast – \$500 and up
- Feminist Networking Breakfast – \$500 and up
- Friday Women’s Reception – \$1,000 and up
- Hokenstad International Lecture – \$6,500, \$4,250*
- Hotel Keycard Sleeves – \$5,000
- Hotel Keycards – \$6,000
- 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, \$3,250*
- Ribbon Wall – \$2,500
- Student Volunteer T-Shirts – \$6,000
- Stylus Pen – \$3,500
- Technology Giveaway – \$3,500
- Tote Bags – \$13,000, \$6,500*
- Water Bottle – \$5,250
- Wellness Area – \$10,000
- WiFi Network/Password – \$15,000, \$10,000*

*Price for co-sponsorship

Preconference

- Rolling Workshop: Civil Rights Tour – \$10,000, \$5,000*, \$2,500* (Wednesday)
- Field Education Institute – \$10,000, \$5,000*, \$2,500* (Thursday)
- Leadership Development Institute – \$10,000, \$5,000*, \$2,500* (Thursday)
- Teaching Institute – \$10,000, \$5,000*, \$2,500* (Thursday)

*Price for co-sponsorship

Postconference

- Assessment Institute – \$10,000, \$5,000*, \$2,500*
- Student Summit – \$10,000, \$5,000*, \$2,500*

*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 – \$10,300	PLATINUM – \$7,800	GOLD – \$5,300	SILVER – \$2,800
<ul style="list-style-type: none"> • Branded APM countdown e-mail advertisement (3 weeks out) • Mobile ad • All benefits received in Platinum Sponsorship 	<ul style="list-style-type: none"> • Full-page ad in the APM Final Program • Inclusion in post-APM press release • All benefits received in Gold Sponsorship 	<ul style="list-style-type: none"> • One complimentary 10' x 10' exhibit booth at APM • 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

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

Atlanta Marriott Marquis
Atlanta, GA

Convention Management Resources (CMR) is the official housing company for the 2023 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: CMR is the only official housing company for the 2023 APM. You may find other companies offering housing for the 2023 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

2024 | Kansas City, MO: October 24–27

2025 | Denver, CO: October 23–26





Rules & Regulations

ADVERTISERS

Order Deadlines

- Early Bird Discount Deadline for the Final Program is **June 1, 2023**.
- Regular Rate Deadline for the Final Program is **August 1, 2023**.

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. Ad cancellations, adding to an order, and ad size changes will not be accepted after September 1, 2023, for the Final Program.

- Artwork for the Final Program must be submitted by **September 11, 2023**.

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 2023 APM Exhibiting & Marketing Prospectus and in one of the following formats:

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

Refunds There is a \$100 cancellation fee for each ad. Final Program ads cancelled by September 1, 2023, will be fully refunded less the \$100 cancellation fee. Final Program cancellations made after September 1, 2023, 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 2023 Annual Program Meeting (APM) to be held October 26-29, 2023. Assuming the APM is continued in 2024, 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 2023 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 the program book, digital advertising, signage, or printed or manufactured items must be received by dates specified in your sponsor information packet. Program guide artwork received after September 11, 2023, is no longer guaranteed placement. 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.