

2014 APM MARKETING TOOLKIT

COUNCIL ON SOCIAL WORK EDUCATION

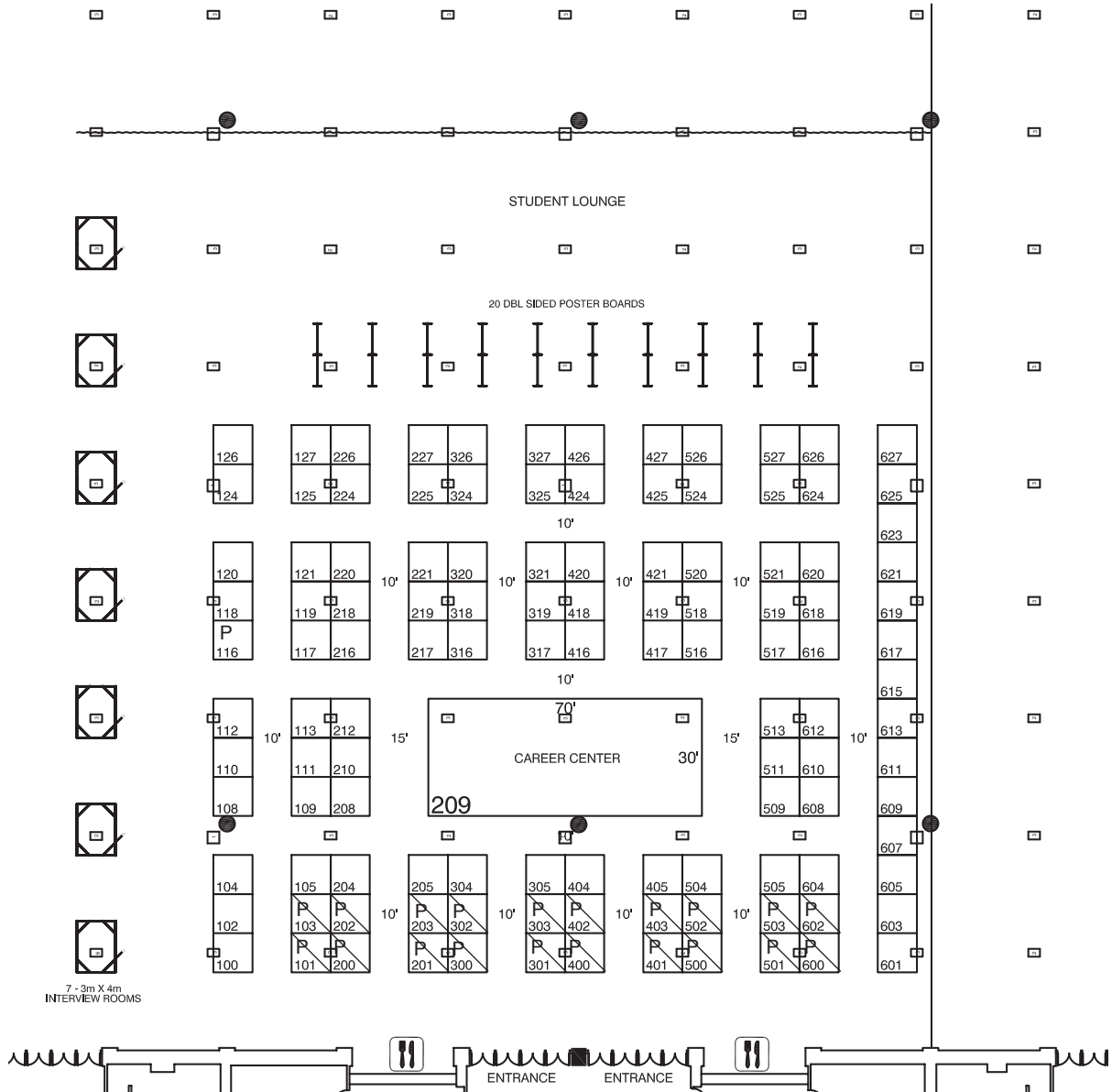
Advancing Social Work Education
the APM @

60th ANNUAL PROGRAM MEETING • OCT. 23-26, 2014 • TAMPA, FLORIDA



EXHIBIT HALL

COUNCIL ON SOCIAL WORK EDUCATION ANNUAL PROGRAM MEETING OCTOBER 23-26, 2014 TAMPA CONVENTION CENTER THIRD FLOOR - WEST HALL TAMPA, FLORIDA



CSWE EXHIBITS APPLICATION AND CONTRACT

60th Annual Program Meeting • Tampa Convention Center • October 23–26, 2014

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. (The contact person you list 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

A. Exhibit Hall Booth Space Purchase Booth size is 10' x 10'

1. Booth Purchase Type

Is your organization a Program Member of CSWE? Yes No

Nonmember Organization	CSWE Member School
\$1,400	\$1,200

Booths Requested _____ x _____ = \$ _____ Amount
number rate

Terms

- To reserve an exhibit space, full payment along with the application is required.
- The exhibitor agrees to abide by all exhibit regulations set forth in the Exhibit Booth Rules and Regulations (see page 5) and to conform to fire prevention and labor regulations prevailing in Tampa, FL.

2. 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. _____

3. Final Program Exhibit Description

(25 words or less; CSWE reserves the right to edit, particularly if submissions exceed the specified word count.)

Booth Purchase Total: \$ _____

B. Advertising

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. Your ad will also appear on our 2014 APM mobile application. We will send additional details about formats in the future.

1. Advertiser Only (Early Bird Final Program-June 4, 2014)

APM Ad Size	Dimensions	Final	
		B/W	Color
Vertical Full Page	7 ½' x 10'	☐ \$1,155	☐ \$1,375
Half Page: Horizontal or Vertical	7 ½' x 4 ½' 4 ½' x 7 ½'	☐ \$760	☐ \$980
Quarter Page	3 ½' x 4 ¾'	☐ \$555	☐ \$745

2. Advertiser Only (Final Program-August 25, 2014)

APM Ad Size	Dimensions	Final		Both	
		B/W	Color	B/W	Color
Vertical Full Page	7 ½' x 10'	☐ \$1,265	☐ \$1,485	☐ \$2,530	☐ \$2,970
Half Page: Horizontal	7 ½' x 4 ½'	☐ \$870	☐ \$1,090	☐ \$1,740	☐ \$2,180
Quarter Page	3 ½' x 4 ¾'	☐ \$660	☐ \$880	☐ \$1,320	☐ \$1,760

3. Onsite Advertising

☐ Direct to Attendee Tote Bag Inserts—\$2,500

(Deadline: Friday, September 26, 2014)

Examples of inserts: Flyer, postcard, bookmark, and small notebook

4. Sponsorship Opportunities

☐ Mobile App Cosponsor

The mobile app will be used as a companion piece to the Final Program. Your logo will appear when the application is open and as a banner ad with a link to your website. Your school will be included on the list of sponsors located on the back of the Final Program. Your color logo will appear prominently on the application. (\$6,000)

☐ Tote bag Cosponsor

Increase your visibility throughout the conference on an essential conference accessory. The cosponsor's name and logo will be prominently placed on the tote bag in all white.

Every APM attendee will receive a tote bag upon visiting the registration desk onsite filled with a Final Program, giveaways and other important conference information. This sponsorship opportunity offers longevity for your brand, as attendees use our tote bags for shopping and other needs years after the conference. (\$5,750)

☐ Doctoral Student Connection Cosponsor

This invitation-only breakfast connection event for doctoral students will be held **Friday, October 24 from 7:00 am–8:00**. The heart of the event, however, is networking among doctoral students from all over the country. (\$5,000)

☐ Educational Sessions Grid

Increase your visibility throughout the conference by sponsoring an essential Final Program accessory, the Educational Sessions Grid. A multiple page grid brochure distributed to each meeting registrant at on-site registration. Your logo will appear on the brochure and your school will be included on the list of sponsors located on the back of the Final Program. (\$4,500)

C. Payment Information

5. 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 5.

SIGNATURE

NAME (PRINTED)

NAME OF COMPANY/TITLE

DATE

6. Payment

Enclosed is our check for the amount of \$_____.

Credit card

Charge card: Visa MasterCard American Express

ACCOUNT NUMBER

EXPIRATION DATE

NAME ON CREDIT CARD

SIGNATURE

DATE

EXHIBIT BOOTH RULES AND REGULATIONS

1. 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 and should be sent with the exhibit contract. Acceptable forms of payment include checks and major credit cards. Purchase order numbers are not acceptable forms of payment.

2. Exhibit Cancellation/Withdrawal

All cancellations must be forwarded in writing to CSWE on or before **August 15, 2014**, for all monies, less a \$100 service charge to be refunded. Exhibitors who cancel after **August 15, 2014**, will be obligated to make full payment and will forfeit all monies paid. No refunds will be made after **August 15, 2014**, 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, October 23, 2014**. CSWE reserves the right to use the space for other purposes.

3. Decorating/Drayage Service

The official decorator/drayage firm for the 2014 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.

4. Exhibit Hours

Exhibit Hall only registration will receive a name badge, but they will not receive a final program. Your booth must have at least one person in your booth during all hours the Exhibit Hall is open.

Thursday, October 23: 10 am – 3 pm (Setup) and 7:30 pm – 9:30 pm

Friday, October 24: 9:00 am – 5:00 pm

Saturday, October 25: 9:00 am – 5:00 pm

Sunday, October 26: 8:00 am – 12:00 pm

5. Installation and Dismantling of Exhibits

Installation should take place on **October 23, 2014**. All exhibits must remain intact until the final closing hour of the Exhibit Hall; packing up or dismantling exhibits prior to **Sunday, October 26, 2014 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.

6. 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. 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. Internet will be provided by the exhibitor and has to be coordinated with the convention center.

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 complimentary full reg will receive a name badge and copy of the 2014 APM Final Program that will enable them to attend program sessions.

7. 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.

8. 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.

9. 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 Tampa Convention Center, 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 convention center, 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 convention center premises and will indemnify, defend, and hold harmless the convention center, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

10. 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.

11. 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.

12. 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 convention center, and labor unions. All plans for installation and operation of equipment must be approved by CSWE before operation is undertaken.

13. 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.