

2020

# Marketing Prospectus

**66th Annual Program Meeting  
November 16-20, 2020**



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

# What Will You Add to the Conversations?

CSWE's Annual Program Meeting (APM) is the largest gathering of graduate and undergraduate programs of social work education.

This year's **virtual** event is focused on **Leading Critical Conversations: Diversity, Equity, & Inclusion**. The 2020 APM will feature daily keynote sessions, hundreds of social work education presentations, networking opportunities, and the chance to meet exhibitors in a virtual exhibit hall.

This year's virtual environment increases the value for exhibitors, sponsors, and advertisers exponentially!

Sponsor



Exhibit



Advertise

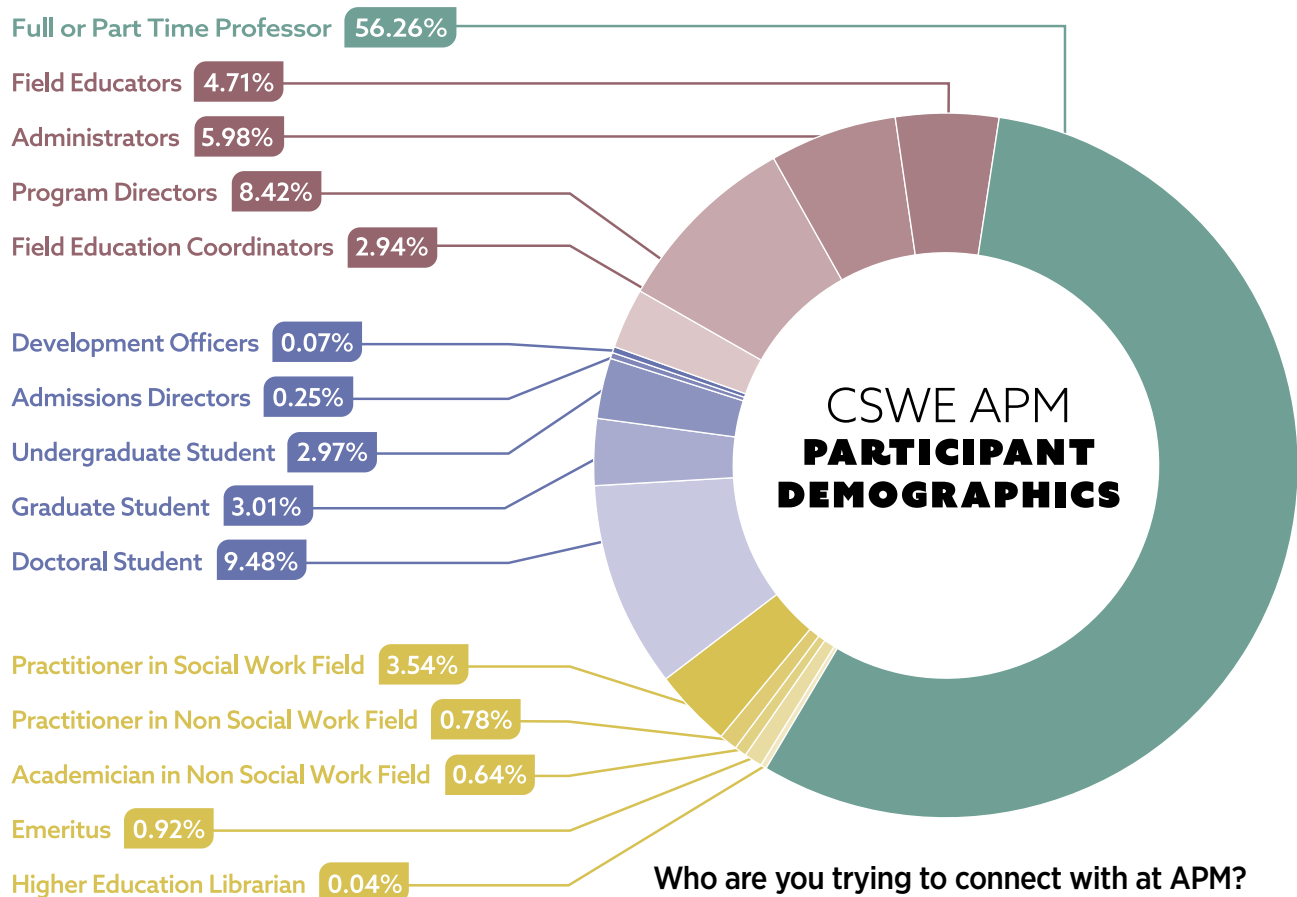


- Attendees can access sponsored lectures, hundreds of presentations, and exhibit booths for **12 months** after the event—giving your program or company a full year of value.

So what will you bring to the conversations on **Diversity, Equity, & Inclusion** this year?

**Get started on your package today!**

## 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 a virtual exhibit booth and connect with educators, deans, directors, and administrators during the event.

Booths include one complimentary registration to APM!

**NEW!** Dedicated Exhibit Hall Hours: 12:00 pm–1:00 pm and 6:00 pm–7:00 pm daily!

**NEW!** Metrics and virtual benefits for 12 months!

The virtual APM booths allow for year-round content, including PDFs, social media and webpage links, and videos.

**DEADLINE:** October 26, 2020

VIRTUAL EXHIBIT BOOTH PRICES	Virtual Discount for Members		Virtual Discount for Nonmembers	
	Premium Booth	\$950 <del>\$1,500</del>	\$1,250 <del>\$1,700</del>	



**Reserve your virtual booth today!**



## Exhibit & Advertise!



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

	Virtual Discount for Members Only	
Booth + Full Page Ad	\$1,500	<del>\$2,980</del>
Booth + Half Page Ad	\$1,300	<del>\$2,535</del>
Reservations Due October 26		

**Place your ads today!**



# Advertise

## FINAL PROGRAM ADS

Every person who registers over the next 12 months will see this program!

The digital **Final Program** is an essential and comprehensive guide to CSWE's virtual APM. Includes descriptions of all sessions, speaker information, how to navigate the virtual platform, and more!

		Virtual Discount
Final Program	Full Page Ad	\$850 <del>\$1,745</del>
	Half Page Ad	\$600 <del>\$1,300</del>
	Quarter Page Ad	\$450 <del>\$1,055</del>
		Reservations Due October 26

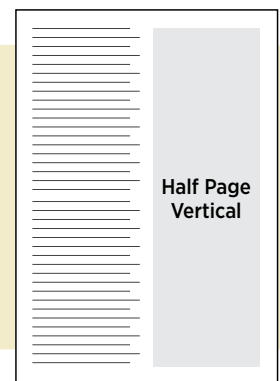
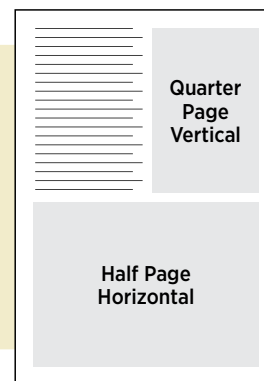
## Artwork Specifications & Deadlines for Final Program

Advertising artwork is accepted in PDF (preferred) or JPG (300 ppi resolution or higher) formats. Ads are due to CSWE by October 26. Files can be uploaded through the Exhibitor portal in CadmiumCD. Direct any questions to Marianne Varkiani ([mvarkiani@cswe.org](mailto:mvarkiani@cswe.org)).

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

**Ad Dimensions** (width x height):

Full Page	7"w x 10"h
Half Page Horizontal	6"w x 4.375"h
Half Page Vertical	2.83"w x 9"h
Quarter Page Vertical	2.83"w x 4.375"h



**Get started on your package today!**





# Sponsor

## NEW! VIRTUAL ADVERTISING

Your logo can appear on the APM event home page, during live keynote sessions, and with other virtual sponsorships. Show your support for APM!

The virtual APM offers attendees a chance to see your support for 12 months!

## LECTURES AND PLENARY SESSIONS

	Sole Sponsorship	Joint Sponsorship
<b>Carl. A Scott Lecture</b> (November 16)	<b>SOLD</b>	
<b>Social Work Education and Practice in Postnormal Times: Using Futures Thinking to Move the Field and the World Forward</b> (November 17)		\$4,000
<b>2020 APM Plenary Session Featuring Dr. Ibram X. Kendi*</b> (November 18)		\$4,000
<b>Hokenstad International Lecture</b> (November 19)		\$4,000
<b>Recognizing the Best of Social Work Education</b> (Professional Awards Presentation — November 20)		\$4,000

## SPONSOR E-MAIL AND SOCIAL MEDIA

<b>Social media mentions</b> (before, during, and after the event)	<b>\$805</b>
<b>Logo featured in countdown emails that reach thousands of contacts. <i>Only 6 emails available!</i></b>	<b>\$550</b>

## NEW! VIRTUAL SPONSORSHIP OPTIONS

<b>Live Event Banner</b> – (See above opportunities) Sponsor logos will appear during keynotes and plenary sessions below the speaker
<b>Poster Session Sponsor – \$4,000</b> Add your logo as the sponsor of the APM Poster Session
<b>Exhibitor Browsing Sponsorship – \$4,000</b> Feature your logo above the list of exhibitors in the APM Virtual Exhibit Hall
<b>Sponsor Banner – \$2,500</b> Add your logo to the tower of sponsors that rotate on the APM event home page. <b>BEST VALUE!</b>
<b>Sponsor Tiles – \$4,000</b> Stand out by sponsoring a home page tile on the home page. Link to your program or an APM event you've sponsored!

## INCREASE YOUR REACH

Increase your sponsorships to receive additional benefits and brand visibility.

New Reward Levels (Sponsorships ONLY)	Spending Commitment	Reward
<b>BRONZE</b>	<b>\$1,000</b>	Recognition in post-APM Compass e-newsletter, social media mention during event
<b>SILVER</b>	<b>\$2,500</b>	Sponsor Banner on event home page
<b>GOLD</b>	<b>\$4,000</b>	Premium exhibit booth, 3 registrations, logo on website as Gold Sponsor
<b>PLATINUM</b>	<b>\$7,500</b>	Final Program full-page ad, APM release mention, Sponsor Tile

***Get started on your package today!***

\*Recordings of this session are available only through December 2 due to contractual obligations.



# Contact Us!

## SPONSORSHIPS

**Patrick Dunne**

*Vice President, Communications & Marketing*

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## EXHIBITS AND ADS

**Marianne Varkiani**

*Manager, Communications & Marketing*

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## Future APM Dates

2021	Orlando, FL:	November 4-7
2022	Anaheim, CA:	November 10-13
2023	Atlanta, GA:	October 26-30
2024	Cincinnati, OH:	October 24-27

