

2013 APM MARKETING TOOLKIT

C O U N C I L O N S O C I A L W O R K E D U C A T I O N

# **Global Social Work — The World is Here**

**59TH ANNUAL PROGRAM MEETING • OCT. 31–NOV. 3, 2013**

**DALLAS, TEXAS**



# IMPORTANT DATES TO REMEMBER

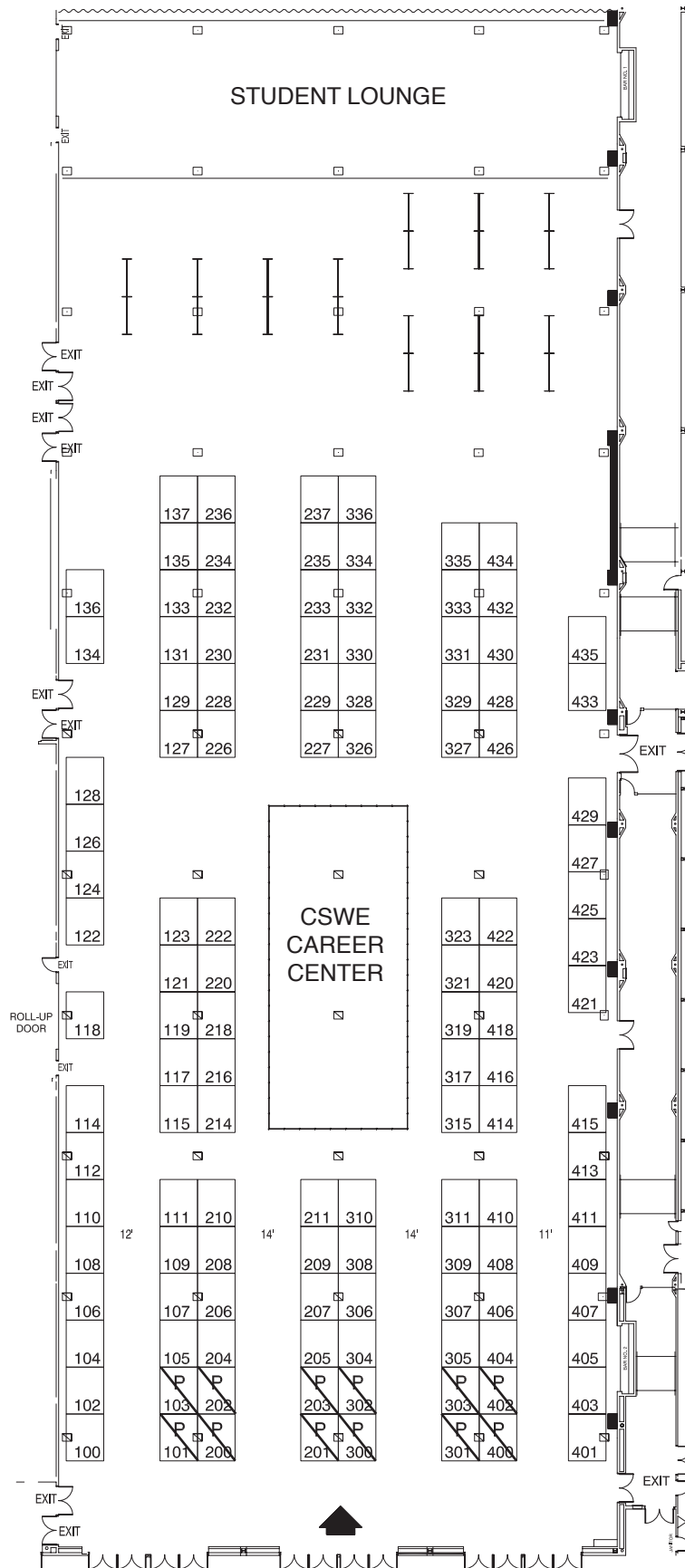
## August 2013

- 5 Final Program Advertising Submission Deadline
- 30 Early Bird Registration Ends

## September 2013

- 9 Student Volunteer Registration Deadline
- 20 Online Personal Scheduler Opens

# EXHIBIT HALL



120 booths  
12 premiums



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.

### 3. Advertiser Only (After Early Bird – August 5, 2013)

APM Ad Size	Dimensions	Final	
		B/W	Color
Vertical Full Page	7 ½' x 10'	<input type="checkbox"/> \$1,150	<input type="checkbox"/> \$1,350
Half Page: Horizontal	7 ½' x 4 ½'	<input type="checkbox"/> \$790	<input type="checkbox"/> \$990
Quarter Page	3 ½' x 4 ¾'	<input type="checkbox"/> \$600	<input type="checkbox"/> \$800
Inside Front Cover			
Inside Back Cover			

### D. Virtual Exhibit Hall

**The Silver Package:** For a \$400 investment your company name, exhibit booth number (if applicable), city and state, and a text link to your website will run in the conference’s online Virtual Exhibit Hall from the date your payment is received until December 11, 2013.

**The Gold Package:** For \$600 your company name, exhibit booth number (if applicable), city and state, and a text link to your website will run in the conference’s online Virtual Exhibit Hall from the date your payment is received until December 11, 2013. In addition, a 15-word description of your product or service will be included with a “Contact Us” e-mail link and a company logo linked to your website from the date your payment is received until December 11, 2013. (Logos must be in GIF or JPEG format and be no larger than 250 pixels wide by 50 pixels high.)

**The Platinum Package:** For \$700 you will receive the same amenities as the Gold Package, in addition during APM your company name, exhibit booth number, and a message of your choice will be placed on the official 2013 APM Twitter account and the official 2013 APM Facebook page.

### E. Onsite Advertising

**Direct to Attendee Tote Bag Inserts**—\$2,500 (Deadline: Friday, September 28, 2013)  
Examples of inserts: Flyer, postcard, bookmark, and small notebook

## F. Sponsorship Opportunities

1. Charging Stations (Mobile Device or Tablet)	October 31 – November 3	<input type="checkbox"/> \$1,200
2. Leadership Networking Reception	October 31 Event	<input type="checkbox"/> \$6,000
3. Opening Ceremony Programs	October 31 Event	<input type="checkbox"/> \$2,500

### 1. Charging Stations

CSWE will provide the opportunity to keep attendees at the APM by allowing them to charge their smart phones and tablets instead of returning to their hotel rooms! Each charging station contain a advertising component: an exterior vinyl wrap for branding. Company logo for display on the charging station. Signage is backlit and can be full wrapped. Company logo and link on the sponsor page of the official conference website.

### 2. Leadership Networking Reception

The CSWE Leadership Networking Reception an opportunity for current, new, and future social work leaders to network at APM. This networking reception honors new leadership in the profession, including the 2013 CSWE Summer Leadership Scholarship Program Recipients. The CSWE Leadership Networking Reception also serves as a forum for discussing relevant topics of importance to social work education. Specific discussion topics include but are not limited to program administration, curriculum development, higher education leadership, and research.

### 3. Opening Ceremony Program

Capture the attention of attendees right from the start by sponsoring the program for the first event. Your logo will be prominently displayed on the program that will be distributed to the attendees while the CSWE Chair and CSWE President announce the organization's plans for the next year and beyond. Following these opening remarks is the widely anticipated Awards Ceremony, when recipients of the Significant Lifetime Achievement Award and Distinguished Recent Contributions Award, are honored. In addition, you will be recognized on the APM website as well as on the back of the Final Program.

## G. 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 7.

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SIGNATURE

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NAME (PRINTED)

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NAME OF COMPANY/TITLE

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DATE

## H. Payment

Enclosed is our check for the amount of \$\_\_\_\_\_. I understand that I will be charged for regular ad rates rather than early-bird ad rates should any portion of the artwork not meet the specifications detailed on page 5. Any balances not received at CSWE headquarters by any payment deadline will also be charged to the credit card listed below.

Credit card

Charge card:  Visa  MasterCard  American Express

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ACCOUNT NUMBER

EXPIRATION DATE

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NAME ON CREDIT CARD

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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 or advertising and should be sent with the exhibit and advertising 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 13, 2013**, for all monies, less a \$100 service charge to be refunded. Exhibitors who cancel after **August 13, 2013**, will be obligated to make full payment and will forfeit all monies paid. No refunds will be made after **August 15, 2013**, 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 31, 2013**. CSWE reserves the right to use the space for other purposes.

## **3. Decorating/Drayage Service**

The official decorator/drayage firm for the 2013 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 31: 11 am – 4 pm (Setup) and 8:00 pm – 10:00 pm

Friday, November 1: 9:00 am – 5:00 pm

Saturday, November 2: 9:00 am – 5:00 pm

Sunday, November 3: 8:00 am – 12:00 pm

## **5. Installation and Dismantling of Exhibits**

Installation should take place on **October 31, 2013**. All exhibits must remain intact until the final closing hour of the Exhibit Hall; packing up or dismantling exhibits prior to **Sunday, November 3, 2013 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 3 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 hotel.

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 2013 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 Hilton Anatole Hotel, 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 hotel, 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 hotel premises and will indemnify, defend, and hold harmless the hotel, 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 hotel, 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.