

**EXHIBITOR, ADVERTISER,  
& SPONSOR BROCHURE**

**NASW ARKANSAS  
2024 ANNUAL CONFERENCE**

**March 13-15, 2024**

Little Rock Marriott  
Little Rock • Arkansas

# The National Association of Social Workers Arkansas Chapter

## 2024 Annual Conference

**March 13-15, 2024 ~ Little Rock, Arkansas**

NASW Arkansas invites you to the 2024 Annual Conference. We are excited to return to the Little Rock Marriott in downtown Little Rock. Don't miss this opportunity to interact with social workers whose daily practice impacts individuals, families, and communities throughout Arkansas.

### **Who We Are**

The National Association of Social Workers (NASW) is the largest organization of professional social workers, with over 135,000 members nationwide. NASW's primary functions include promoting the professional development of its' members, establishing and maintaining professional standards of practice, advancing sound social policies, and providing services that protect its members and enhance their professional status.

The Arkansas Chapter represents over 700 of these professionals and provides local assistance, professional development, and continuing education throughout the year. Our Annual Conference, hosted during Social Work Month in March, offers the most convenient opportunity for licensed social workers to fulfill their continuing education requirements and network with other professionals in Arkansas.

### **Who Attends**

This Annual Conference attracts over 600 mental health professionals across the region. Our participants' diverse practice settings assures an appealing audience for organizations recruiting social work professionals, seeking referrals, or marketing products and services. Social Work professionals hold positions as Clinical Social Workers, Therapists, Children & Family Counselors, Addiction Counselors, Case Managers, Private Practitioners, School Social Workers, Social Work Faculty, and Gerontologists. They work for Non-Profit Organizations, Corrections Facilities, Substance Abuse Treatment & Rehab Centers, Long-Term Care Organizations, Mental Health Providers & Services, Military and Veterans Organizations, Employee Assistance Programs, and Public & Private Mental Health Facilities, to name a few.

### **Why Sponsor**

As a sponsor of the NASW Arkansas Annual Conference, you can generate greater visibility of your programs, products, and services with a targeted group of consumers. Your lasting impression on conference attendees will be taken back to their workplaces, schools, and colleagues. You can experience the conference first-hand with a booth or by attending sessions and interacting with attendees during breaks, or by introducing a keynote speaker. Additionally, maximize your exposure with advertisements in the conference program on-site or in the chapter newsletter. Exhibits are open for viewing during conference hours on Wednesday—Friday. All exhibitors have the opportunity to give away a door prize at your booth. We are again offering a social platform in our conference app. This is an innovative way to reach your target audience and engage with attendees and there are various levels of sponsorship that provide you with more benefits to using the app.

## Accommodations & Transportation

NASW Arkansas & the Little Rock Marriott are offering a group discount on room rates starting at \$153.00 per night + tax. Book your room early to get the group rate! Book online at [Little Rock Marriott—NASW AR](#) or call 877-759-6290 and reference National Association of Social Workers Arkansas.

**The deadline for hotel reservations is February 26, 2024.**

# *Thank You to our 2023 Sponsors & Exhibitors!*



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Argenta Counseling and Wellness  
Arkansas Children's Hospital Burn Outreach  
Arkansas Children's Hospital Social Work Department  
Arkansas State University Social Work Department  
Boston Mountain Rural Health Center  
Chambers Memorial Hospital - Restorations Behavioral Health  
Dardanelle Regional Senior Behavioral Health  
Dr. Liz Lasky - The Coach Training Program for Helping Professionals  
Finnegan Health Services  
Hall & Associates Counseling  
Harbor House Inc.  
Heartland Behavioral Health  
Ideal Option

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Life Strategies Counseling Inc.  
Millcreek Behavioral Health  
Perimeter Healthcare  
Piney Ridge Treatment Center  
Pinnacle Pointe Outpatient  
River Oaks Hospital  
River Valley Medical Wellness  
Serenity Park  
Summit Behavioral Health  
Treatment Homes, Inc.  
UAMS AR Connect Now  
Unity Behavioral Health / Unity - Inpatient Rehab  
Vertava Health  
Woodland International Research Group  
Youth Villages

# EXHIBITOR PACKAGES

## KEYNOTE SPONSOR (limit 3)

### \$5,000

- Exhibitor table in prime location;
- Listing with logo on chapter website following the current conference until next year;
- Logo on one of the promotional materials given to attendees (if submitted by February 12, 2024)
- Logo & Company Description listed in conference program & at the top of the conference app with profile and website link;
- Year-long access to attendees & interactive event map;
- Conference Attendees Mailing List;
- Sponsorship Table at Social Work Advocates Dinner
- 2 Complimentary Tickets to the Annual Awards Luncheon;
- Logo displayed in app as splash page;
- Logo on-screen before and after Keynote;
- 3 Push Notifications (sent directly to attendees through conference app) before, during, and after the conference;
- 2 complimentary conference registrations;
- 12 month ad on chapter website (plain text up to 200 words);
- Full page display ad in conference program (if submitted by February 26, 2024);
- Introduction of Keynote Speaker on Wednesday or Thursday

## ANNUAL AWARDS LUNCHEON SPONSOR

### \$3,000

- Exhibitor table in prime location;
- Listing with logo on chapter website following the current conference until next year;
- Logo & Company Description listed in conference program & at the top of the conference app with profile and website link;
- Year-long access to attendees & interactive event map;
- Conference Attendees Mailing List;
- Sponsor Table at Annual Awards Luncheon;
- Logo displayed as banner ad in app;
- Logo on-screen before and after Annual Awards Luncheon;
- 2 Push Notifications (sent directly to attendees through conference app) before, during, and after the conference;
- 2 complimentary conference registrations;
- 8 month ad on chapter website (plain text up to 200 words);
- Half page display ad in conference program (if submitted by February 26, 2024);
- An address to attendees at the Annual Awards Luncheon

## NETWORKING SPONSOR

### \$2,500

- Exhibitor table in prime location;
- Listing with logo on chapter website following the current conference until next year;
- Logo & Company Description listed in conference program & at the top of the conference app with profile and website link;
- Year-long access to attendees & interactive event map;
- Conference Attendees Mailing List;
- 2 Complimentary Tickets to the Annual Awards Luncheon;
- 2 Complimentary Tickets to the Social Work Advocates Dinner
- Logo displayed as banner ad in app
- Logo on screen during General Session breaks;
- 1 Push Notification (sent directly to attendees through conference app) before, during, and after the conference;
- 2 complimentary conference registrations;
- 6 month ad on chapter website (plain text up to 200 words);
- Half page display ad in conference program (if submitted by February 26, 2024);
- Logo displayed on reception tables at Thursday evening Annual Conference Reception

## PLATINUM SPONSOR

\$1,500

- Exhibitor table in prime location;
- Listing with logo on chapter website following the current conference until next year;
- Logo & Company Description listed in conference program & in conference app with profile and website link;
- Year-long access to attendees & interactive event map;
- Conference Attendees Mailing List;
- 2 Complimentary Tickets to the Annual Awards Luncheon;
- 1 Push Notification (sent directly to attendees through conference app) before, during, and after the conference;
- 2 complimentary conference registrations;
- 4 month ad on chapter website (plain text up to 200 words);
- 1/4 page display ad in conference program (if submitted by February 26, 2024);

## GOLD SPONSOR

\$1,000

- Exhibitor table;
- Listing with logo on chapter website following the current conference until next year;
- Logo & Company Description listed in conference program & in conference app with profile and website link;
- Year-long access to attendees & interactive event map;
- 1 Complimentary Ticket to the Annual Awards Luncheon;
- 1 complimentary conference registration;
- 2 month ad on chapter website (plain text up to 200 words);
- 1/4 page display ad in conference program (if submitted by February 26, 2024);

## SILVER SPONSOR

\$750

- Exhibitor table;
- Listing on chapter website following the current conference until next year;
- Logo & Company Description listed in conference program & in conference app with profile and website link;
- Year-long access to attendees & interactive event map;
- 1/2 off 1 conference registration;
- 2 month ad on chapter website (plain text up to 200 words);
- Business Card Ad (1/8 page display) in conference program (if submitted by February 26, 2024);

## BRONZE SPONSOR

\$500

- Exhibitor table;
- Listing on chapter website following the current conference until next year;
- Company name listed in conference program & in conference app;
- Year-long access to attendees & interactive event map;
- 1/2 off 1 conference registration;

**PLEASE NOTE:** Each package has limited availability and is offered on a first-come, first-served basis. Payment must be submitted in full for final reservation. If a requested level or ad is no longer available, you will be informed as soon as possible and payment will be held for further discussion.

## ADDITIONAL ADVERTISING OPPORTUNITIES

### Conference Program

Back Cover (Inside or Outside) .....	\$750	Quarter Page .....	\$400
Full Page .....	\$750	Business Card .....	\$300
Half Page .....	\$500		

*Print ads are in full color and must be submitted in high resolution digital files (JPEG, TIFF, PNG).*

**Deadline: February 26, 2024**

### Additional Opportunities

**Registration Packet Insert .....\$350** A pre-approved insert (brochure, pen or other small promotional item) supplied by the sponsor is included in every attendee's registration packet when they arrive. Items must be shipped to the Chapter Office no later than **March 4, 2024**.

**Take One Table .....\$200** If you are unable to attend the conference as an exhibiting sponsor, choose this option to have your professional brochures and promotional items placed on a community table exhibit space for attendees to browse at their own convenience. Items must be shipped either to the hotel or the Chapter Office no later than **March 4, 2024**.

**Advertising Policy:** Submission of an ad constitutes agreement to the following terms. NASW Arkansas reserves the right to refuse any ad it deems to be objectionable to its' mission/policies. All ads have limited availability and will be given on a first-come, first-served basis. If a requested ad is no longer available, you will be informed as soon as possible and payment will be held for further discussion.

## EXHIBITOR SCHEDULE

(All times are tentative and subject to change)

### **Tuesday, March 12, 2024**

Exhibitor Early Set-up ..... 5:30 pm

### **Wednesday, March 13, 2024**

Exhibitor Set-up ..... 7:00 am

Registration opens ..... 8:00 am

Morning Networking ..... 8:00 am

Afternoon Networking Break..... 3:00 pm

Adjourn ..... 7:30 pm

### **Thursday, March 15, 2024**

Registration opens ..... 8:00 am

Morning Networking Break..... 10:00 am

Afternoon Networking Break..... 3:00 pm

Sponsorship Opportunity: Cocktail Hour  
& Social Work Advocates Dinner..... 5:00 pm

### **Friday, March 15, 2024**

Registration opens ..... 7:30 am

Morning Networking Break..... 10:00 am

Annual Awards Luncheon..... 12:00 pm

Exhibitor Break Down..... 3:00 pm