SWHPN 2019 General Assembly
Orlando // March 17-19

THE POWER OF SOCIAL WORK
Advancing Your Leadership in Hospice and Palliative Care

The 6th annual event showcasing leading psychosocial research, innovative practices, educational strategies, policy initiatives, and case narratives from leaders in the field of hospice and palliative care.
WHAT IS SWHPN?

SWHPN is a network of social work organizations and leaders who seek to further the field of hospice and palliative care.

Its mission is two-fold: for people experiencing serious illness, SWHPN and its members are dedicated to advancing the role of psychosocial care for the seriously ill, providing relief from pain, improving quality of life, supporting family and friends, assisting with difficult decision-making, and help in dealing with trauma, grief and loss.

As a professional network, SWHPN also seeks to create a coalition of social work and psychosocial organizations and schools, related initiatives, and programs that will build consensus on key practice, education, research, and policy issues in order to strengthen our voice in interdisciplinary forums and advocate for social work and psychosocial care within the larger hospice and palliative care community.

To that end, SWHPN and its members have also developed alliances with national interdisciplinary hospice and palliative care forums, organizations, educational programs, professional networks, publications and key stakeholders.

SWHPN emerged in 2007 from leadership-building initiatives spanning more than a decade, including the Project on Death in America’s Social Work Leadership Awards Program, funded by the Open Society Foundations. The overarching goal of that program, and now SWHPN, was to provide a forum for palliative social workers to collectively exercise leadership and develop and disseminate their knowledge and skills.
THE SWHPN GENERAL ASSEMBLY:
a one-of-a-kind learning and networking experience

The SWHPN Annual Assembly is the only conference of its kind in the United States, specifically addressing the needs and issues facing the modern hospice and palliative care social worker.

Why participate in the SWHPN 2019 General Assembly? Doing so builds visibility for your organization, connects you with leaders in hospice and palliative social work, and gives you a forum to share your organization’s expertise. You’ll gain valuable exposure to hundreds of attendees - social workers, psychosocial professionals, and experts in a wide range of disciplines - from across the country and around the world.

Opportunities include exhibit space, ads in our conference program, tote bag participation, and much more. Speaking opportunities and complimentary conference registrations are also available! The options are endless.

Gain name recognition as a sponsor.

The Assembly’s high-impact engagement options will give your organization the competitive edge needed to stand out in the crowd and be recognized as a leading partner in SWHPN education.

Showcase your organization as an exhibitor.

The Assembly is an excellent opportunity to broaden exposure and demonstrate your products and services in an environment uniquely suited to connecting with leaders in our field. Don’t miss your chance to provide Assembly attendees with solutions to some of their biggest challenges.

Extend your brand awareness as an advertiser.

Expand your message beyond the borders of your booth and capture your audience’s attention when you advertise in the Assembly program, in the mobile app, or on the website.

Read on for more info about how your organization can participate in the SWHPN 2019 experience.
2019 Sponsorship Opportunities

The SWHPN General Assembly is a unique opportunity to reach and interact with palliative and hospice professionals including social workers, nurses, physicians, counselors, educators, psychologists, and others as they collaborate to advance the psychosocial care of individuals and families living with chronic and progressive illness through workshops, presentations, and networking reception. All sponsors will be recognized in collateral and with sponsor ribbons during the Assembly.

Presenting Sponsor: $10,000 [SOLD OUT]
- **Monday Night Networking Event**: includes 5-minute speaking or video presentation; logo on print, electronic and A/V collateral during event, as well as the opportunity to display materials.
- **Presenting Status**: "SWHPN 2019 Annual Assembly presented by XXXX" on the front of the conference program, on the conference webpages, and inserted into the conference logo on all marketing collateral
- Logo on conference tote bag (300+ bags)
- Complimentary exhibit space, includes 6’ skirted table and two chairs
- Full-page advertisement in program book and logo on back cover
- Opportunity to submit information in conference tote bag
- Up to eight (8) full conference registrations
- One-time use of the attendee mailing list
- One year SWHPN Membership for up to six (6) people, including access to the Journal for End-of-Life Care
- Job Posting in our SWHPN.org Career Center
- Your banner ad on our website throughout 2019
- Recognition in all promotional materials as the SWHPN Presenting Sponsor

Gold Sponsor: $5,000 [limit 3]
- **Choose one**: Logo on conference tote bag (300+ bags), logo on front page of conference program, networking reception sponsor, OR name badge lanyards - limit one
- Complimentary exhibit space, includes 6’ skirted table and two chairs
- Full-page advertisement in program book and logo on back cover
- Opportunity to submit information in conference tote bag
- Four (4) full conference registrations
- One-time use of the attendee mailing list
- One year SWHPN Membership for up to three (3) people, including access to the Journal for End-of-Life Care
- Job Posting in our SWHPN.org Career Center
- Your banner ad on our website throughout 2019
- Recognition in all promotional materials as a SWHPN Gold Sponsor

Silver Sponsor: $2,500
- Complimentary exhibit space, includes 6’ skirted table and two chairs
- 1/2 page advertisement in program book and logo on back cover
- Two (2) full conference registrations
- Opportunity to submit materials in conference tote bag
- Recognition in all promotional materials as a SWHPN Sponsor

Bronze Sponsor: $1,500
- Complimentary exhibit space, includes 6’ skirted table and two chairs
- 1/4 page advertisement in program book and logo on back cover
- One (1) full conference registration
- Opportunity to submit materials in conference tote bag
- Recognition in all promotional materials as a SWHPN Sponsor

Note: all sponsorships are fully customizable to create the perfect package that fits your mission and your budget.
Additional Marketing Opportunities

Monday Evening Networking Reception: $2,000
- Includes 5-minute speaking or video presentation; logo on print, electronic and A/V collateral during event, as well as the opportunity to display materials.

Monday and Tuesday Morning Awards Announcements: $2,000
- Includes 5 minute speaking or video presentation; logo on print, electronic and A/V collateral during event, as well as the opportunity to display material.

Breakout Sponsor: $1,000 (only 6 available)
- Sponsor one of the many breakout rooms offered at SWHPN General Assembly. Sponsorship includes signage at the breakout room door, sponsor ribbon, and 2 minutes at the podium to intro the session.

One-time use of mailing list: $500 (available to both sponsors AND exhibitors)
- One-time use of our attendee list, which SWHPN sends on your behalf, keeping you in front of the influencers you engage with at the event. Please note: we do not share attendee information or email addresses.

Coffee Break Sponsor: $500 (only 4 available)
- Sponsor one of our three coffee breaks during the Assembly. Your sponsorship will provide you logo’d napkins, signage at the break and mention from the podium.

Event App Sponsor: $1000 (only 1 available)
- Sponsor recognition on the Event App downloaded and used by attendees for schedule updates, messaging, program info, and more

Flash Drive Sponsor: $1000 (only 1 available)
- Your organization's logo and branding on 300+ flash drives, distributed to all attendees with conference program slides and materials - and include your organization’s own materials inside, too
Exhibitor/Booth Opportunities

REGULAR RATE: $1400 before Jan. 5, 2019; $1500 after
NONPROFIT RATE: $900 before Jan. 5, 2019; $1000 after

Each exhibitor will receive:

- 6’ skirted table with two chairs
- Two days of dedicated time with all conference attendees
- Listing in program
- One (1) full conference registration, including meals

2019 Program Advertising Opportunities

Every conference attendee will receive a program with schedule, speaker bios and session descriptions. They will refer to it frequently. Many will even keep it as a handy reference volume. Each time these decision-makers page through this official publication they will see your ad and remember you!

PROGRAM AD PRICING:
All ads are four-color (cmyk).

Full Page/Full-Bleed: $750
Half Page/No Bleed: $500
Quarter Page/No Bleed: $300