



**Association of Pediatric
Oncology Social Workers**

36th Annual Conference and Exhibit

**Exploring Sustainability:
Promoting Pediatric Oncology Social Work
in the Changing Healthcare Environment**

May 16 – 18, 2012



**Embassy Suites Portland - Downtown
Portland, Oregon
2012 Exhibitor and Sponsor Prospectus**

What Do Pediatric Oncology Social Workers Do?

Pediatric oncology social work is the primary professional discipline that provides psychosocial services to cancer patients, their families.

A pediatric oncology social worker can have many roles: provide support, counseling, education, and referrals to community resources, as well as act as case manager for children with cancer and their families. Pediatric oncology social workers help families manage day-to-day challenges associated with a cancer diagnosis and its treatment.

About APOSW:

The Association of Pediatric Oncology Social Work (APOSW) is an international organization dedicated to the advancement of psychosocial services to children and youth with cancer and blood disorders and the families who care for them.

APOSW began in 1976. Six social workers working with children with cancer found each other and met together in Philadelphia to discuss common issues and offer support to one another. We now have 300+ national and international members.

We accomplish our mission by advancing pediatric psychosocial oncology care through clinical social work practice, research, advocacy, education, and program development.

SPONSORSHIP OPPORTUNITIES

APOSW makes every effort to encourage attendee interaction with your exhibit booth staff. Your investment in APOSW will be supported in the following ways:

- Exposure and advertising opportunities to pediatric oncology social workers worldwide
- Opening reception held in exhibit hall
- Four hours of exhibit hall time
- Acknowledgements and additional exposure on APOSW's Website, and in conference communications

Benefits of Sponsorship

Sponsorship with the Association of Pediatric Oncology Social Work brings you opportunities to:

- Target your brand / advertising to pediatric oncology social workers worldwide
- Have unique recognition on the Web and in printed materials
- Address attendees at the APOSW Annual Conference
- Raise awareness of your organization
- Enhance your presence; expand your reach
- Increase your impact on APOSW members

You will interact with leaders in social work who are interested in:

- Psychosocial Care Services
- Patient Advocacy Programs
- Patient Educational Programs
- Pediatric-Specific Products
- Disease Management
- Air Transportation
- Financial Services
- Wish Organizations
- Survivorship / Wellness Programs
- Oncology Camps
- Medication Assistance Programs
- Internet Resources / Web-based Resource Tools
- Social Security / Medicaid
- Translation Services
- End-of-life Programming
- Home Care and Hospice

We invite you to become a conference sponsor. Commercial support is an exceptional way for your organization to show its commitment to evidenced-based practice and psychosocial health care in the field of pediatric oncology, neuro-oncology, hematology, and blood and marrow transplant.

Association of Pediatric Oncology Social Work

36th Annual Conference Sponsorship Opportunities

Exploring Sustainability: Promoting Pediatric Oncology Social Work in the Changing Health Care Environment

May 16 – 18, 2012 - Portland, Oregon

Embassy Suites Portland - Downtown

319 SW Pine Street, Portland, OR, United States 97204-2726

The APOSW conference is attended by influential and experienced professionals who come to learn about the latest programs and services geared toward pediatric cancer patients and their families.

Platinum Sponsor: \$10,000

Premiere sponsor of the nationally recognized Intensive Speaker. Sponsor will receive special recognition during the Intensive presentation, by "taking the stage" prior to the Intensive presentation to remark about his/her company's products and services AND introduce the speaker.

- Company's recognition in all promotional materials as a **Platinum Sponsor**
- Complimentary exhibitor table
- Three complimentary conference registrations
- Your company's name and logo featured on the APOSW Web site, www.APOSW.org
- Full page advertisement in the next 3 issues of the APOSW E-Newsletter
- 2013 first refusal for same event

Gold Sponsor: \$7,500	Silver Sponsor: \$5,000	Bronze Sponsor: \$2,500
<p>Company's recognition in all promotional materials as a Gold Sponsor</p> <ul style="list-style-type: none"> • Complimentary exhibitor table • Two complimentary conference registrations • Your company's name and logo featured on the APOSW Web site, www.APOSW.org • Half page advertisement in the next 3 issues of the APOSW E-Newsletter • 2013 first refusal for same event 	<p>Company's recognition in all promotional materials as a Silver Sponsor</p> <ul style="list-style-type: none"> • Complimentary exhibitor table • One complimentary conference registration • Your company's name and logo featured on the APOSW Web site, www.APOSW.org • One-fourth page advertisement in the next 3 issues of the APOSW E-Newsletter • 2013 first refusal for same event 	<p>Company's recognition in all promotional materials as a Bronze Sponsor</p> <ul style="list-style-type: none"> • Complimentary exhibitor table • Your company's name and logo featured on the APOSW Web site, www.APOSW.org • One-eighth page advertisement in the next 3 issues of the APOSW E-Newsletter

Gold Sponsored Events: (Select One)	Silver Sponsored Events: (Select One)	Bronze Sponsored Events: (Select One)
<input type="checkbox"/> Conference Banquet – Take the stage during the Banquet for welcoming remarks and signage at event <input type="checkbox"/> Keynote/Intensive Session. Take the stage to introduce speaker. <input type="checkbox"/> Boxed Lunch for 8 Special Interest Working Group Meetings and signage at event	<input type="checkbox"/> Opening Reception - Take the stage during the Reception to welcome attendees and signage at event <input type="checkbox"/> Regional Networking Lunch - Take the stage during the Regional Lunch to welcome attendees and signage at event <input type="checkbox"/> Pediatric Hematology Oncology Social Work Seminar <input type="checkbox"/> Conference Program - Full page color ad in on-line program brochure	<input type="checkbox"/> Conference Tote Bag Sponsor - Picture your company logo here <input type="checkbox"/> Flash drive with APOSW logo and your company's logo <input type="checkbox"/> Memorial Service - Receive recognition in the Memorial Service Program of Bronze Sponsorship <input type="checkbox"/> Poster Presentation Session <input type="checkbox"/> Lunch - Research & Publications Committee Meeting <input type="checkbox"/> Lunch - Quality of Life Committee Meeting <input type="checkbox"/> Lunch – Communications Committee <input type="checkbox"/> Water Bottles with your company logo <input type="checkbox"/> Badge-Holder Lanyard <input type="checkbox"/> other items
Special Supporter: \$1,000 <ul style="list-style-type: none"> • Company's recognition in all promotional materials as a Special Supporter • Your companies name and logo featured as a sponsor on the APOSW Web site, www.APOSW.org • Complimentary exhibitor table 		Exhibitor: \$350 <ul style="list-style-type: none"> • Four hours of dedicated contact with all conference attendees • Company's recognition in all promotional materials as an Exhibitor • One exhibitor table
The Houston Tyler Rothschild Scholarship Program: (Scholarship provides financial assistance for conference attendance)		

Confirmation of Intent to Sponsor and/or Exhibit Name of Exhibit Company: _____ Exhibit Contact: _____ Address: _____ Address: _____ / _____ Phone/Fax: _____ Email: _____ Payment Information: TOTAL AMOUNT: \$ _____ <input type="checkbox"/> Check enclosed. (Payable to APOSW. Tax ID/EIN #25-1428562) Charge Credit Card: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express Name on Card: _____ Number on Card: _____ Expiration Date _____ Signature: _____	<input type="checkbox"/> Platinum Sponsored Events \$10,000 <input type="checkbox"/> Gold Sponsored Events \$7,500 <input type="checkbox"/> Silver Sponsored Events \$5,000 <input type="checkbox"/> Bronze Sponsored Events \$2,500 <input type="checkbox"/> Special Supporter \$1,000 <input type="checkbox"/> Exhibitor \$350 <input type="checkbox"/> Added Donation to the Houston Tyler Rothschild Scholarship Fund _____
Mail to: Anne Kosem, MSW, LCSW APOSW Conference Chairperson Duke University Medical Center DUMC Box 102382 Durham, NC 27710	
Payment in full is required by April 1, 2012 . Exhibit and Sponsorship fees are non-refundable. Contributions or gifts to APOSW are not deductible as charitable contributions for Federal Income Tax purposes.	