

Association of Oncology Social Work

PARTNERSHIP PROSPECTUS



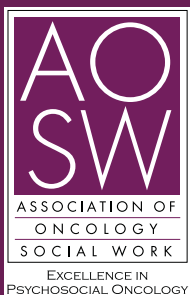
Includes Promotional Opportunities
at the AOSW 27th Annual Conference,
May 4–6, 2011 in St. Louis, Missouri

What Do Oncology Social Workers Do?

Oncology social work is the primary professional discipline that provides psychosocial services to cancer patients, their families, and caregivers as part of the oncology health care team. We connect patients and their families with essential community, state, national, and international resources. As advocates, AOSW and its members are dedicated to increasing awareness about the social, emotional, educational, and spiritual needs of cancer patients through research, writing, presenting workshops and lectures.

About AOSW:

The Association of Oncology Social Work (AOSW) is a non-profit, international organization dedicated to the enhancement of psychosocial services to people with cancer and their families. Created in 1984 by social workers interested in oncology and by existing national cancer organizations, AOSW is an expanding force of psychosocial oncology professionals.



PARTNERSHIP OPPORTUNITIES

Partnering with the Association of Oncology Social Work Brings You:

- Targeted branding and advertising opportunities to oncology social workers worldwide
- Unique recognition on the web and in printed materials
- Opportunities to address attendees at the AOSW Annual Conference
- Recruitment opportunities through the AOSW Website and Email Listserv

ENDURING PARTNER INVESTMENT: \$20,000.00

BENEFITS:

- Marketing Opportunities**
- 4 Targeted Eblast messages sent through the AOSW Listserv to advertise the initiatives of your choice; population segmentation available
 - 4 Job Recruitment postings in the AOSW Members' Section of the website
 - Half page ad in each edition of the 2011 AOSW Newsletter (4 issues)
 - Logo, Tagline and Hyperlink posted on www.aosw.org

- Marketing at the 27th Annual Conference**
- Recognition in all promotional materials as an AOSW enduring partner
 - Exhibit booth in choice location
 - Full page advertisement in abstract book and listing on back cover
 - 4 Full Conference Registrations
 - Exclusive sponsorship of the keynote session (opening or closing) of your choice including an opportunity to address attendees
 - One time use of attendee mailing list

STRATEGIC PARTNER INVESTMENT: \$15,000.00

BENEFITS:

- Marketing Opportunities**
- 2 Targeted Eblast messages sent through the AOSW Listserv to advertise the initiatives of your choice; population segmentation available
 - 2 Job Recruitment postings in the AOSW Members' Section of the website
 - Half page ad in 2 editions of the 2011 AOSW Newsletter (published quarterly)
 - Logo, Tagline and Hyperlink posted on www.aosw.org

- Marketing at the 27th Annual Conference**
- Recognition in all promotional materials as an AOSW strategic partner
 - Exhibit booth in choice location
 - Full page advertisement in abstract book and listing on back cover
 - 3 Full Conference Registrations
 - Exclusive sponsorship of the lunch or breakfast session of your choice including an opportunity to address attendees
 - One time use of attendee mailing list

SUPPORTING PARTNER INVESTMENT: \$10,000.00

BENEFITS:

- Marketing Opportunities**
- 1 Targeted Eblast message sent through the AOSW Listserv to advertise the initiative of your choice; population segmentation available
 - 1 Job Recruitment posting in the AOSW Members' Section of the website
 - Logo, Tagline and Hyperlink posted on www.aosw.org

- Marketing at the 27th Annual Conference**
- Recognition in all promotional materials as an AOSW supporting partner
 - Exhibit booth in choice location
 - Half page advertisement in abstract book and listing on back cover
 - 2 Full Conference Registrations
 - Exclusive sponsorship of the AOSW registration desk throughout the conference *or* sponsorship of the attendee tote bags
 - One time use of attendee mailing list

PARTNER INVESTMENT: \$5,000.00

BENEFITS:

- Marketing Opportunities**
- 1 Targeted Eblast message sent through the AOSW Listserv or 1 Job Recruitment posting in the AOSW Members' Section of the website
 - Logo, Tagline and Hyperlink posted on www.aosw.org

- Marketing at the 27th Annual Conference**
- Recognition in all promotional materials as an AOSW partner
 - Exhibit booth in choice location
 - 1 Full Conference Registration
 - Exclusive sponsorship of the refreshment break of your choice

Are you looking for additional opportunities? Customized Partnership Packages are available. Please contact AOSW at 215-599-6093 for more information.

ASSOCIATION OF ONCOLOGY SOCIAL WORK

27th ANNUAL CONFERENCE SPECIFIC SPONSORSHIP OPPORTUNITIES

Oncology Social Workers as Leaders in the New Era of Cancer Treatment

May 4–6, 2011 • St. Louis, MO HYATT REGENCY ST. LOUIS

The AOSW conference is attended by highly influential and experienced professionals. An audience of more than 400 will convene in May, 2011 to learn about the latest programs, services and treatment options available to cancer patients and their families. A partnership with AOSW offers strategic positioning as an industry leader.

BADGE-HOLDER LANYARD **\$2,500**

Every registrant would wear your name and logo around their neck. We will also recognize your support in the AOSW abstract book.

POCKET SCHEDULE **\$2,000**

Your company name, logo and a small message would be displayed on the back cover of our pocket schedule conference agenda. It's a convenient way for attendees to review the agenda as they hurry to the next session. We will also recognize your organization within the AOSW abstract book.

SPONSOR SUPPLIED ITEMS **\$1,500**

Supply an item to be distributed to all attendees. Sponsors can either provide the item themselves or AOSW can produce an item for a sponsor at cost (in addition to the \$1,500 Item Sponsorship fee) through one of our competitive vendors.

A FEW EXAMPLES:

- Water Bottles—Re-useable water bottles imprinted with sponsor name/logo to be given to all attendees.
- Lunch Bags—Re-useable lunch bags imprinted with sponsor name/logo to be given to all attendees.
- Printed Materials—Include brochures of promotional material to be given to all attendees.

EXHIBIT INFORMATION:

EXHIBIT COST: \$875; \$625 FOR NON-PROFIT Thru 3/4/11
\$925; \$675 FOR NON-PROFIT After 3/4/11

AOSW is pleased to host the 2011 Annual Conference in St. Louis, Missouri. Many of you have asked how you can demonstrate your support. We offer several opportunities to contribute to the successful outcome of the conference. If you want your company, school, or hospital to play a role . . . be there!

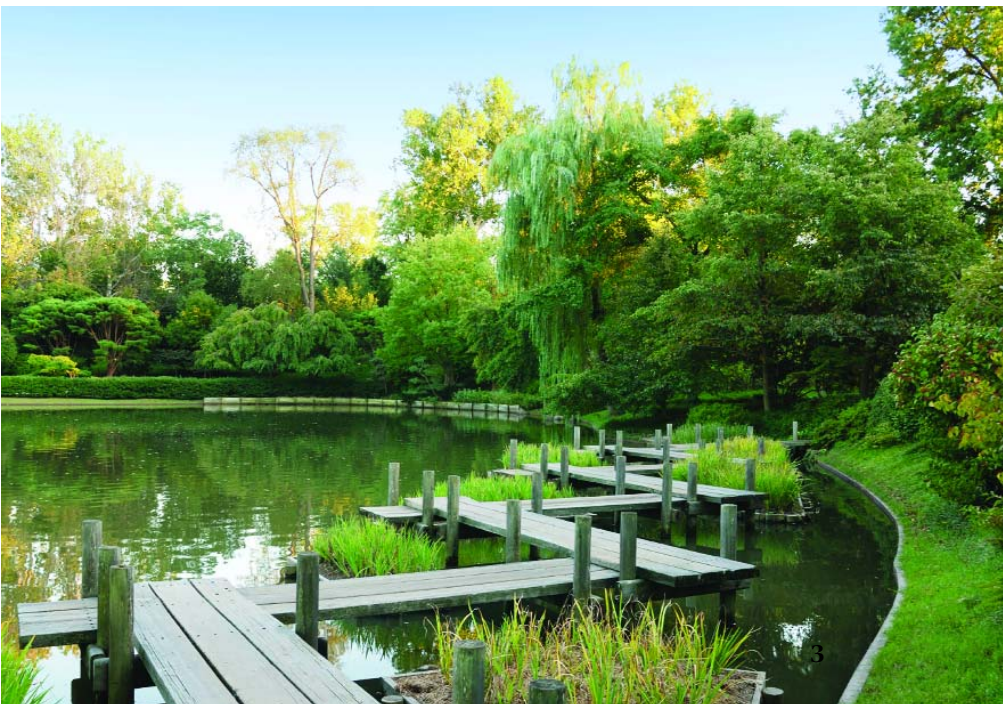
With each 8' x 10' exhibit booth you will receive:

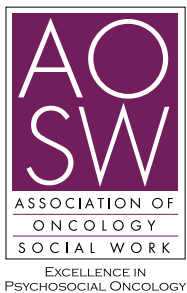
- 3 days of dedicated time with all conference attendees;
- Listing in the Abstract Book;
- Listing in Conference Brochure, if received before Dec. 10, 2010;
- Company identification sign;
- One-time use copy of full attendee list (after conference);
- Special room rate at conference hotel;
- One exhibit floor-only representative badge;
- One all-access badge (allowing one to attend any education session)

ADVERTISE IN THE ABSTRACT BOOK

Advertising space in the official abstract book will provide you with invaluable exposure before the entire meeting audience. Every attendee will receive the book with abstracts and handouts. They will refer to it frequently. Many will even keep it as a handy reference volume. Each time these powerful decision makers page through this official publication they will see your ad and remember your company!

Full page, black/white – 7" x 10": \$450
1/2 page, black/white – 7" x 5": \$350
1/4 page, black/white – 3.5" x 5": \$200





AOSW 2011 Supporter Registration Form

- Increasing awareness of the psychosocial effects of cancer
- Advancing the practice of psychosocial interventions that enhance quality of life and survivorship of persons with cancer and their families
- Fostering communication and support among psychosocial oncology caregivers
- Furthering the study of psychosocial and social effects of cancer through research and continuing education
- Advocating for programs and policies to meet the psychosocial needs of oncology patients and their families
- Promoting liaison activities with other psychosocial oncology groups and professional oncology organizations

Reserve Now for 2011 Partnerships, Exhibit Booths and Advertising!

Yes, we'll take the opportunity. . .

Partnership Level

- Enduring Partner (\$20,000)
- Strategic Partner (\$15,000)
- Supporting Partner (\$10,000)
- Partner (\$5,000)
- Check here if you need an official request for an unrestricted educational grant.

Conference Sponsorship Opportunities

- Badge-Holder Lanyard \$2,500
- Pocket Schedule \$2,000

Sponsor Supplied Items

(Price in addition to production costs, if required.)

- Water Bottles \$1,500
- Lunch Bags \$1,500
- Printed Material \$1,500
- Other Items \$1,500

Abstract Book Advertising

- Full page black/white 7" x 10" \$450
- Half page black/white 7" x 5" \$350
- Quarter page black/white 3.5" x 5" \$200

Exhibitor

- | | | |
|---------------|--------------------------------|--|
| Thru 3/4/11: | <input type="checkbox"/> \$875 | <input type="checkbox"/> \$625, Non-Profit |
| After 3/4/11: | <input type="checkbox"/> \$925 | <input type="checkbox"/> \$675, Non-Profit |

And remember! AOSW is a 501(c)(3) Corporation which means your participation is tax deductible!

Contact Information Please print or type:

Company Name: _____

Exhibit Contact : _____

Address: _____

Phone/Fax: _____

E-mail: _____

Exhibit Badge Information:

1) All-Access _____

2) Floor Access _____

Payment Information

Total Amount for All Items: \$ _____

- Check enclosed (payable to AOSW, Tax ID# 13-373-6895)
- Purchase order attached. Please invoice us.
- Charge Credit Card
 - MasterCard Visa American Express

_____ Exp. / _____

Name on Card: _____

Signature: _____

*50% deposit is required for all options chosen. Balance must be paid in full by April 18, 2011. Cancellation fee for exhibit space is \$200.00, if cancelled prior to April 18, 2011. After April 18, 2011, booth fees are non-refundable. Advertising and sponsorships are non-refundable.

Please return this completed form to:
Association of Oncology Social Work
100 North 20th Street, 4th Floor
Philadelphia, PA 19103
215.599.6093 • Fax: 215.564.2175
E-mail: info@aosw.org

Hotel Accommodations

A special rate of \$165 (plus tax) for single/double rooms has been arranged for the AOSW 27th Annual Conference. There are a limited number of rooms available at this rate. Please make your hotel reservations directly with the Hyatt and mention the AOSW 27th Annual Conference to receive the special rate.

HYATT REGENCY ST. LOUIS

315 Chestnut Street • St. Louis, MO 36102
Reservations: 888.421.1422
www.hyatt.com