AOSW 33rd Annual Conference

Oncology Social Work: Elevating Compassion, Experience and Vision

May 31 – June 2, 2017
Sheraton Denver Downtown Hotel, Denver, Colorado USA
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, their families and caregivers. Created in 1984 by social workers interested in oncology and by existing national cancer organizations, AOSW is an expanding force of psychosocial oncology professionals.

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.

Why Sponsor AOSW?

AOSW is the largest professional organization entirely dedicated to the psychosocial care of people affected by cancer. With more than 1,300 members in the U.S. and beyond, AOSW members provide counseling, advocacy, patient navigation, resource and referral and education in a variety of medical and non-medical settings. With your partnership, AOSW can continue to collaborate on projects that ensure everyone facing a diagnosis of cancer will have access to the care and support they need to maximize their quality of life. Join AOSW in advancing its mission and vision.

MISSION:
To advance excellence in the psychosocial care of persons with cancer, their families and caregivers through networking, education, advocacy, research and resource development.

VISION:
AOSW envisions a global society in which oncology care meets the physical, emotional, social and spiritual needs of all people affected by cancer.
Who is in the AOSW Community?

AOSW membership is comprised of professionals and students, and includes oncology social workers, patient navigators, psychologists, nurses and other professionals who practice in hospitals, cancer centers, home care, hospice agencies, community wellness programs, patient advocacy organizations, educational institutions and other settings.

Sponsorship Opportunities

Partnering with AOSW brings your organization:

- Targeted branding and advertising opportunities to our worldwide membership
- Prominent recognition on the AOSW website and in printed materials
- A unique opportunity to build awareness, reinforce your brand and showcase your organization
- Access to AOSW professional activities through sessions, workshops and meetings
- Connections with people who are actively looking for your expertise

ALL Sponsorship levels earn these benefits:

- Acknowledgement on signs in the Annual Conference registration area
- Acknowledgement on slide presentations between Annual Conference sessions
- Acknowledgment from the podium by the AOSW president
- Inclusion of organization name on the AOSW website and acknowledgement of sponsorship
- Complimentary, one-time use of the Annual Conference attendee mailing list (attendees opt to be included — email addresses are excluded per AOSW policy)
- Acknowledgement as a sponsor over social media
$50,000 Legacy Partner

- Inclusion in AOSW Supporting Partner Advisory Council (includes quarterly Council phone meeting with AOSW leadership)
- Sponsored "push notifications" through AOSW conference app.
- Logo with hyperlink and tagline on the AOSW Annual Conference webpage
- Four (4) Associate Level AOSW Memberships (non-voting)
- Four (4) targeted email messages to AOSW membership to promote initiatives (AOSW reserves right of approval)
- Acknowledgement in all Annual Conference promotional materials as an AOSW Legacy Partner
- Six (6) full Annual Conference registrations
- Complimentary 8’x10’ exhibit booth at the AOSW Annual Conference
- One (1) Annual Conference Bag insert** (provided to all attendees)
- Invitation to the Partner Reception at the AOSW Annual Conference (invite only event)

$40,000 Champion Partner

- Logo with hyperlink and tagline on the AOSW Annual Conference webpage
- Three (3) Associate Level AOSW Memberships (non-voting)
- Three (3) targeted email messages to AOSW membership to promote initiatives (AOSW reserves right of approval)
- Acknowledgement in all Annual Conference promotional materials as an AOSW Champion Partner
- Five (5) full Annual Conference registrations
- Complimentary 8’x10’ exhibit booth at the AOSW Annual Conference
- One (1) Annual Conference Bag insert** (provided to all attendees)
- Invitation to the Partner Reception at the AOSW Annual Conference (invite only event)

**AOSW reserves the right to review and approve all materials to be included in the Annual Conference registration bag. Sponsor is responsible for supplying and shipping materials to the Annual Conference at their expense. Materials may not exceed 9” x 12” in size or 12 pages in length.
$30,000 Premier Partner

› Logo with hyperlink and tagline on the AOSW Annual Conference webpage
› Two (2) Associate Level AOSW Memberships (non-voting)
› Two (2) targeted email messages to AOSW membership to promote initiatives (AOSW reserves right of approval)
› Acknowledgement in all Annual Conference promotional materials as an AOSW Premier Partner
› Four (4) full Annual Conference registrations
› Complimentary 8’x10’ exhibit booth at the AOSW Annual Conference
› One (1) Annual Conference Bag insert** (provided to all attendees)
› Invitation to the Partner Reception at the AOSW Annual Conference (invite only event)

$25,000 Enduring Partner

› Logo with hyperlink and tagline on the AOSW Annual Conference webpage
› Acknowledgement in all Annual Conference promotional materials as an AOSW Enduring Partner
› Four (4) full Annual Conference registrations
› One (1) Annual Conference Bag insert** (provided to all attendees)
› Invitation to the Partner Reception at the AOSW Annual Conference (invite only event)

Reserve your sponsorship package NOW!

**AOSW reserves the right to review and approve all materials to be included in the Annual Conference registration bag. Sponsor is responsible for supplying and shipping materials to the Annual Conference at their expense. Materials may not exceed 9” x 12” in size or 12 pages in length.
### A’ la carte Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Amount</th>
<th>Sponsorship Options</th>
</tr>
</thead>
</table>
| **$20,000** | Sponsored Luncheon Session*  
  | Opening Reception* |
| **$15,000** | Sponsored Breakfast* |
| **$10,000** | Mobile App Sponsor  
  | Poster Session I or II Reception Sponsor  
  | Webinar Sponsor (one full year of webinars)  
  | Post-Conference Research Institute Sponsor |
| **$7,500** | Annual Conference Bag Sponsor  
  | Internet Café Sponsor |
| **$5,000** | USB Thumb Drive Sponsor (additional fee for pre-loaded data)  
  | 1 year AOSW Navigator e-newsletter sponsor (6 issues)  
  | Twitter Fall Sponsor  
  | Morning and Afternoon Coffee Break* Sponsor (1 break)  
  | AOSW Conference Scholarship Sponsor (5 at $1000 each)  
  | Pre-Conference Workshop Sponsor |
| **$3,500** | Conference Notepad Sponsor  
  | Pocket Schedule Sponsor  
  | Special Interest Group (SIG) Sponsor |
| **$2,500** | Pen Sponsor  
  | Lanyard Sponsor  
  | Palliative Care and End-of-Life Scholarship Sponsor  
  | Naomi Stearns Scholarship Sponsor  
  | Oncology Social Worker of the Year Award Sponsor |
| **$1,500** | Exhibit Hall Passport Sponsor |
|         | All attendees will be provided with an Exhibit Hall Passport featuring your organization’s name. The passport will provide all attendees a chance to win a free registration to the 2018 AOSW 34th Annual Conference. |

* Food and/or beverage opportunities do not include food and beverage costs. Those will be billed to the sponsor separately.

Select one of the established levels of sponsorship or contact Brenda Howe at bhowe@aosw.org to discuss a customized sponsorship package to meet your specific outreach objectives.

Reserve your sponsorship package NOW!
Exhibit Information

Exhibitor Benefits Include:

- Opportunity to meet, interact and connect with professionals serving the needs of cancer patients, their families and caregivers
- One complimentary, full meeting registration per 8’x10’ booth space (includes access to sessions and social functions)
- One complimentary, exhibit floor-only representative registration
- Complimentary, one-time use of the Annual Conference attendee mailing list (attendees opt to be included — email addresses are excluded per AOSW policy)

Exhibit Booth Rental Includes:

- One 6-foot draped table and two chairs
- Back wall and side rail fabric drapes
- Company identification sign
- General security guard service (excludes individual booths)
- Pre- and post-registration mailing list in Excel format for one-time use, including registrants who opt to be included (excludes email addresses, per AOSW policy)
- Listing in the Attendee Conference materials
- One complimentary, exhibit floor-only representative registration
- One complimentary Annual Conference only registration

Exhibit Booth Prices

For-Profit Exhibitor:
$1,000 due by April 5, 2017
$1,100 after April 5, 2017

Non-Profit Exhibitor:
$750 due by April 5, 2017
$850 after April 5, 2017

WHY EXHIBIT?

The AOSW Annual Conference draws more than 500 attendees from the oncology social work community. As an exhibitor, you’ll clearly demonstrate your support of AOSW’s important mission, while creating direct connections with those seeking your expertise.

Reserve your exhibit space NOW!
BOOTH ASSIGNMENT POLICY
Requests for booth locations will be handled on a first come, first served basis. No booth will be assigned without full payment. Space is limited, so exhibitors are encouraged to review the exhibit hall layout and submit an exhibit contract form with three preferred booth locations as early as possible. Exhibitors wishing to avoid assignment of space near a particular competitor should indicate so on their application. AOSW will make every effort to accommodate exhibitor booth choices and special requests and reserves the right to determine final booth assignments.

OFFICIAL EXHIBIT CONTRACTOR
All decorating and exhibit furniture will be handled by the official contractor, Freeman Decorating Company. Each confirmed exhibitor will receive an exhibitor services kit with information about ordering booth carpeting, furniture and other booth supplies. Exhibitors are responsible for all freight, drayage, decorations, furniture and labor charges. Shipping instructions will be included in the exhibit services kit.

SETUP/DISMANTLE
Exhibitors will have access to the exhibit area on Tuesday, May 30, from Noon – 5:00 p.m. All exhibits must be installed Tuesday, May 30, by 5:00 p.m. Exhibit dismantling will take place on Friday, June 2 from 11:30 a.m. – 5:00 p.m.

Exhibit Hours (subject to change)
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, May 31</td>
<td>7:30 a.m. – 7:30 p.m.</td>
</tr>
<tr>
<td>Thursday, June 1</td>
<td>7:00 a.m. – 7:00 p.m.</td>
</tr>
<tr>
<td>Friday, June 2</td>
<td>7:00 a.m. – 9:00 a.m.</td>
</tr>
</tbody>
</table>

Note: Annual Conference sponsors are given first priority for exhibit space. Contracts should be submitted as early as possible to ensure a position in the queue.
Promotional Opportunities

Annual Conference Daily E-Update Sponsorship

Exclusive Sponsor: $4,000
Daily Sponsor: $1,500 (in absence of an Exclusive Sponsor)
Reach attendees in their inboxes throughout the Annual Conference. Your logo will be added to the daily attendee email featuring highlights and updates of the day’s events.

Room Drop Program: $3,000
Your collateral material will be distributed to hotel guest rooms of all Annual Conference attendees staying at Sheraton Denver Downtown Hotel.

Annual Conference Bag Insert: $1,500
Reinforce your impact at the AOSW Annual Conference! Make an announcement, drive attendees to your exhibit booth, or promote your organization with this unique opportunity. A limited number of marketing pieces are included in each of the Annual Conference Bags that are distributed to all conference attendees. Advertiser is responsible for supplying the bag insert and for corresponding shipping charges to the Annual Conference. (AOSW reserves the right to review and approve all materials included in the Annual Conference registration Bag.)

Take One Literature Table: $500 per piece
A non-supervised table where ONE of the following can be displayed: brochures, educational materials, publications, newsletters or surveys for attendees to browse and take. AOSW staff will replenish materials as needed.

Broadcast Email Program: $750
Send your promotional messaging directly to the AOSW community of more than 1,300 members (content to be approved by AOSW Communications Director). Mailing date(s) will be determined based on established email schedule. AOSW will make every effort to accommodate specific email date requests.

Push notifications: $500
Send notifications to all attendees through our Annual Conference Mobile App. Your message will be sent to all attendees twice each day throughout the entire Annual Conference.

Registration Bag Inserts and Take One pieces must be received at AOSW Headquarters by May 15, 2017
Contact Brenda Howe at bhowe@aosw.org for quantity or with questions.

Ship to:
AOSW Headquarters
One Parkview Plaza, Suite 800
ATTN: Brenda Howe
Oakbrook Terrace, IL 60181
General Information

Event Scheduling
AOSW encourages our partners, sponsors and vendors to host hospitality suites or other events during the course of its Annual Conference. However, events must not conflict with scheduled Annual Conference activities. Refer to the preliminary schedule of events to plan accordingly.

Cancellation Policy
Exhibitors needing to cancel or reduce space at the Annual Conference must notify AOSW Headquarters in writing. If cancellation notification is received on or before, March 31, 2017, the exhibitor is eligible to receive at 50 percent refund of the exhibit contract payment. AOSW will issue no refunds after March 31, 2017.

Sponsorship Benefits
All sponsorship benefits must be carried out in the current year (2017). No benefits may be carried over to the following year.
THANK YOU to the AOSW 32nd Annual Conference Exhibitors

2016 Exhibitors

Allsup
American Brain Tumor Association
American Psychosocial Oncology Society
American Society of Clinical Oncology
BMT InfoNet
BOSWC
Camp Kesem
Cancer and Careers
CancerCare
Cancer Support Community
Celgene
The Children’s Treehouse Foundation
CSU Institute for Palliative Care
Delete Blood Cancer
Do it For the Love Foundation
EMS
Feel Good, Inc
Fifth Season Financial

Genentech
Imerman Angels 1-on-1 Cancer Support
Living Beyond Breast Cancer
Lung Cancer Alliance
McKesson Foundation
Medivation
Merck Oncology
National Bone Marrow Donor Program/Be The Match
Novartis Oncology
OncoLink
PAN Foundation
Program Growth
ReproTech, Ltd
Sarcoma Alliance
Takeda Oncology
Walgreens
Wrapped in Love
THANK YOU to the AOSW 32nd Annual Conference Sponsors

Cancer Support Community
Leukemia & Lymphoma Society
National Marrow Donor Program/ Be The Match
Moffitt
Genentech
Medivation