



AOSW 2024 Virtual Conference Sponsor and Exhibitor Prospectus

About AOSW

The Association of Oncology Social Work (AOSW) is the largest non-profit international professional organization entirely 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 over 1,100 psychosocial oncology professionals dedicated to connecting patients and their families with essential community, state, national and international resources.

Who is in the AOSW Community?

The AOSW community includes oncology social workers, patient navigators, researchers, psychologists, nurses, students and other professionals who practice in hospitals, cancer centers, home care, hospice agencies, community wellness programs, patient advocacy organizations, educational institutions and other settings. As advocates, AOSW members help increase awareness about the social, emotional, educational, and spiritual needs of cancer patients through research, writing, workshops and lectures.

Help AOSW advance its mission and vision.

The AOSW Virtual Meeting speaks to the specialized skills and talents that oncology social workers use to improve the quality of life for cancer patients, their families and communities. This knowledge-based specialized training and comfort is highly valued by those we serve.

Collaborating with AOSW brings your organization:

- Targeted branding and advertising opportunities to our worldwide membership
- Prominent recognition on the AOSW website and promotional 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

AOSW has packages to fit your organization, each offering unique benefits. Choose from a year-round AOSW partnership or an Annual Conference sponsorship.

AOSW Year-Round Opportunities*

\$10,000 | Webinar Sponsor (full year of webinars)

Your organization's name and logo will appear prominently on all marketing and promotional materials and PowerPoint slides within each webinar for a full calendar year.

\$5,000 | AOSW Connections E-newsletter Sponsor

Your organization's name and logo appear on all four issues of AOSW Connections E-newsletter distributed to all members.

\$3,500 | Special Interest Group (SIG) Sponsor

AOSW Special Interest Groups (SIGs) provide a forum for members with common interests to network and explore specific topic areas in clinical care, research and public health, as well as to enable the exchange of ideas and the development of collaborative clinical or research projects. AOSW has 13 active SIGs.

\$3,000 | Industry Sponsored Educational Webinar

Sponsor an educational webinar in which the content and speakers are chosen by your organization and the AOSW Education Director. Webinars are promoted by AOSW and include your organization's name and logo.

\$1,000 | AOSW Newsbriefs Advertisement

Your ad (with link) in one issue of the bi-monthly AOSW *Newsbriefs* e-newsletter.

*For customized year-round sponsorship opportunities, contact Devin Robinson at drobinson@aosw.org.

Partner Recognition

All Annual Conference partnership levels earn these benefits:

- Acknowledgement slide on presentations between conference sessions
- Acknowledgment during opening remarks 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 in to be included, AOSW sends on your behalf — email addresses are excluded per AOSW policy)
- Acknowledgement as a sponsor via AOSW social media channels

\$50,000 | Legacy Partner

- Inclusion in AOSW Partner Advisory Council (includes Council phone meeting with AOSW leadership)
- Option to collaborate with AOSW Board of Directors or committees to further develop research, clinical trials and access to care
- Logo with hyperlink on AOSW Annual Conference website
- Four (4) Associate Level AOSW Memberships (non-voting)
- Four (4) targeted email messages throughout the year to AOSW membership to promote initiatives
- Acknowledgement in all Annual Conference promotional materials as an AOSW Legacy Partner
- Six (6) full 2024 Annual Conference registrations
- One (1) virtual exhibit booth in the AOSW mobile app
- Recognition as a legacy partner on AOSW website, conference and events
- Recognition in AOSW's Journal as an advertiser

\$30,000 | Premier Partner

- Logo with hyperlink on AOSW Annual Conference website

- Two (2) Associate Level AOSW Memberships (non-voting)
- Two (2) targeted email messages to AOSW membership to promote initiatives
- Acknowledgement in all Annual Conference promotional materials as an AOSW Premier Partner
- Four (4) full 2024 Annual Conference registrations
- One (1) virtual exhibit booth in the AOSW mobile app
- Recognition as premier partner on AOSW website, conference and events
- Two (2) educational webinars

\$15,000 | Enduring Partner

- Logo with hyperlink on AOSW Annual Conference website
- Acknowledgement in all Annual Conference promotional materials as an AOSW Enduring Partner
- One (1) Associate Level AOSW Memberships (non-voting)
- Two (2) full 2024 Annual Conference registrations
- Two (2) targeted email messages to AOSW membership to promote initiatives
- One (1) virtual exhibit booth

AOSW Scholarships and Award Sponsorship Opportunities

AOSW is proud to offer scholarship opportunities to members of our network. These scholarships offer opportunities for candidates to continue their education in social work in efforts to pursue a higher degree and or covers annual conference registration. Naming rights, number of scholarships and criteria for scholarship consideration is defined by the sponsor.

Palliative Care and End-of-Life Scholarship Sponsor | \$3,000

Established in 2006 in memory of longstanding AOSW member and leader in palliative and end-of-life care, Betty Vargo, this scholarship is given in support of an AOSW member seeking a master's degree in social work and with a demonstrated interest in end-of-life care.

Naomi Stearns Scholarship Sponsor | \$3,000

Established to honor the first AOSW President, Naomi Stearns, this scholarship defrays the cost of conference attendance for a member who has demonstrated commitment to the profession. It is supported by donations to the Naomi Stearns Scholarship Fund.

Oncology Social Worker of the Year Award Sponsor | \$3,000

This award recognizes an exceptional member of AOSW who, in the day-to-day delivery of compassionate service, is a model for the profession. The award is sponsored by the Cancer Support Community and through the generous donations of supporters, including AOSW members.

AOSW Conference Scholarships Sponsor (8 scholarships at \$1,000 each)

Eight conference tuition scholarships cover the cost of registration to the Annual Conference. Recipients are chosen based on a demonstrated commitment to the field of oncology social work.

Kim Lawson Scholarship | \$3,000

Established to honor AOSW President, Kim Lawson, this scholarship defrays the cost of conference attendance for an AOSW member who has demonstrated commitment to the profession, including pursuing a PhD or DSW as part of your professional development. The scholarship is supported through generous donations of supporters, including our own members.

AOSW Annual Conference **Marketing Opportunities**

\$1,000

Sponsored Educational Session

Submit a 1-2 minute video ad of your products and services to be shown before the session begins. Logo will be shown once the session ends.

\$1,000

Sponsored Broadcast Email

Send (1) email directly to AOSW's 1,300 members. The message will be sent on behalf of AOSW. Message can be sent anytime during the calendar year.

\$500

Push Notification

Send out your communications to all attendees via Annual Conference Mobile App.

For more information or to discuss a customized sponsorship package to meet your specific outreach objectives, contact Devin Robinson at drobinson@aosw.org

AOSW Exhibit Information

Why Exhibit?

The AOSW Annual Conference draws more than 500 attendees from the oncology social work community. As an exhibitor, you'll demonstrate your support of AOSW's important mission to your target audience. Your company will get the opportunity to create direct connections with professionals serving the needs of cancer patients, their families and caregivers. These are the type of people seeking your expertise.

Exhibitor Benefits

- Opportunity to engage directly with attendees and collect leads
- Ability to setup like product demonstrations (can also ask for RSVP's)
- Ability to upload photos/videos promoting initiatives
- Create a full landing page with contact information and relevant handouts
- Complimentary, one-time use of Annual Conference attendee mailing list (attendees who opt in to be included per AOSW policy)

Exhibit Booth Rental Includes:

- Space for multiple representatives
- Listing in the attendee conference materials

Exhibit Booth Prices

- For-Profit Exhibitor \$1,500
- Non-profit Exhibitor \$1,000

In 2024 there will be a limited number of virtual exhibit booths. These may be offered in conjunction with sponsorship and may be reserved separately on a first come first serve basis. No booth will be assigned without full payment. AOSW will make every effort to accommodate exhibitor booth choices and special requests and reserves the right to determine final booth assignments.

AOSW Rights

AOSW reserves the right to review and approve all materials to be included in the Annual Conference.

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, April 1, 2024, the exhibitor is eligible to receive at 50 percent refund of the exhibit contract payment. AOSW will issue no refunds after April 15, 2024.