



School Social Work
Association of America

2027

SPONSOR + EXHIBITOR PROSPECTUS

NATIONAL SCHOOL SOCIAL WORK CONFERENCE



Loews Ventana Canyon Resort | Tucson, Arizona | April 13–16, 2027



School Social Work
Association of America

ABOUT SSWAA

The School Social Work Association of America (SSWAA) is the only national organization dedicated exclusively to school social work. We advance and strengthen the profession by supporting and empowering school social workers and state associations through leadership development, resources, and advocacy. As the national voice of school social work, SSWAA sets standards and promotes evidence-informed practices to ensure high-quality services for all students, while working toward a future where every school has a school social worker leading with compassion, equity, and purpose.

STAFF

Rebecca Oliver, *Executive Director*

Capella Hauer, *Associate Executive Director*

LaConga H. Scott, *Executive Assistant*

Rita Gbegbaje, *Membership Coordinator*

Ali Langen, *Director of Marketing*

Anidra Ragin, *Advocacy Associate*

Dr. Emily Shayman, *Director of Strategic Initiatives*

Wylie Smith, *Professional Development Coordinator*

BOARD

Dr. Michelle Alvarez, *President*

Dr. Robert Lucio, *President Elect*

Dr. Marina Badillo-Diaz, *Secretary*

Rose Molina, *Treasurer*

Ken Rautiola, *Northeastern Representative*

Christina Devers, *Southern Representative*

Tynisha Jointer, *Midwest Representative*

Sheri Olson, *Western Representative*

Dr. Brenda Lindsey, *At-Large Member*

Jeremy Lustig, *Student Representative*

Dr. Elaine Swain, *University Representative*



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EXHIBIT HALL SCHEDULE 2027



TUESDAY, APRIL 13

1:30 PM – 4:30 PM

Sponsor/Exhibitor Set-Up

6:45 PM – 7:45 PM

Exhibit Hall Grand Opening

WEDNESDAY, APRIL 14

7:30 AM – 8:30 AM

Exhibit Hall Open (*Coffee & Tea Service*)

10:00 AM – 10:15 AM

Exhibit Hall Open (*Attendee Break*)

11:15 AM – 1:00 PM

Exhibit Hall Open (*Attendee Lunch Break*)

2:00 PM – 2:15 PM

Exhibit Hall Open (*Attendee Break*)

3:15 PM – 4:30 PM

Exhibit Hall Open (*Exhibit Hall Bonanza*)

THURSDAY, APRIL 15

8:00 AM – 8:45 AM

Exhibit Hall Open (*Coffee & Tea Service*)

10:00 AM – 10:15 AM

Exhibit Hall Open (*Attendee Break*)

11:45 AM – 1:15 PM

Exhibit Hall Open (*Attendee Lunch Break*)

2:45 PM – 4:30 PM

Exhibit Hall Open (*Attendees' last session for the day ends at 2:45 PM*)

5:00 PM – 6:30 PM

Exhibitor Move Out



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ABOUT THE NATIONAL CONFERENCE

The National School Social Work Conference is SSWAA's premier annual gathering of school social workers, administrators, educators, and advocates. In 2027, we're doing something different: we've booked a full buyout of the Loews Ventana Canyon Resort in Tucson, Arizona, and we're intentionally keeping the conference small. Attendees and partners will have the entire resort to themselves, creating an intimate, high-engagement setting in the desert.

Attendance is capped at 750, and there are only 38 sponsor/exhibit tables. Fewer people means more time at your table, more meaningful conversations, and standout visibility with the people you want to reach.

April 13 – 16, 2027 | Loews Ventana Canyon Resort | Tucson, Arizona

CONFERENCE 2026 SNAPSHOT

ADVANCING & STRENGTHENING THE PROFESSION



~1,000
ATTENDEES



308
SUPERVISORS



80%+
SCHOOL SOCIAL
WORKERS



90%
HOLD A MASTER'S
DEGREE



40+
STATES REPRESENTED +
INTERNATIONAL ATTENDEES



**DIVERSE
ORGANIZATIONS**



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SPONSOR OVERVIEW

ALL SPONSORS RECEIVE (PRESENTING THROUGH BRONZE)

- Logo recognition on the conference website, mobile app, and onsite event signage.
- Exhibitor table(s) with placement and quantity prioritized by your package level.
- Invitations to the private VIP Networking Event with SSWAA Leadership.
- Dedicated social media shoutout(s) on official SSWAA channels.
- Placement as a featured stop on the Exhibit Hall Bingo card, driving attendee traffic to your table.
- The opportunity to include branded promotional items or materials in all attendee registration bags.
- Complimentary lunches for exhibit table staff on Wednesday and Thursday.
- Full access to the official Conference Mobile App for advanced lead retrieval and generation (attendee badge scanner).
- Custom printed name badges and official sponsor ribbons for all registered staff.



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PRESENTING SPONSOR

SOLD

IN ADDITION TO THE BENEFITS INCLUDED WITH ALL SPONSORSHIPS, THE PRESENTING SPONSOR RECEIVES:

- Complimentary conference registrations for 2 attendees.
- Co-branded logo recognition with SSWAA near hotel front lobby.
- Invitation for 4 representatives to the VIP Networking Event with SSWAA Leadership.
- Opportunity to speak at opening general session (*5 min. time limit*).
- Two premium exhibit tables with app profile page, exhibitor badges, and lunch for up to 4 staff.
- Two dedicated email blasts to attendees (*1 pre-event, 1 post-event*).
- Four push notifications in the conference app.
- Rotating banner in conference app.
- Virtual Conference Branding with logo recognition on LMS landing page and conference website (*approx. 650 additional attendees*).
- Two customizable social media shoutouts.
- Premier listing in exhibitor and sponsor directories.



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30TH ANNIVERSARY EVENT SPONSOR

\$12,000

IN ADDITION TO THE BENEFITS INCLUDED WITH ALL SPONSORSHIPS, THE 30TH ANNIVERSARY EVENT SPONSOR RECEIVES:

- Premium logo recognition at the 30th Anniversary Event, plus up to four seats at the event.
- 2 premium exhibit tables in the highest-traffic locations.
- A 5-minute speaking slot to address the full audience.
- 4 invitations to the VIP Networking Event with SSWAA Leadership.
- 2 custom email blasts to attendees (one pre-event, one post-event), 4 push notifications, and a rotating banner in the conference app.
- A sponsor spotlight article in one membership newsletter, plus a newsletter ad running March through May.
- A private hospitality room for one hour of exclusive use, for live demos or focus groups (up to 20–25 people) — food and beverage not included.

LIMIT: 1



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PLATINUM SPONSOR

\$10,000

IN ADDITION TO THE BENEFITS INCLUDED WITH ALL SPONSORSHIPS, PLATINUM SPONSORS RECEIVE:

Exclusive Choice of ONE Premium Activation:

- **Option A** — The Canyon Sunset Photo Experience: Sponsor the photo booth station during the entire event, complete with instant digital photo sharing co-branded with your logo and SSWAA's logo.
- **Option B** — The Ventana Professional Headshot Lounge: Sponsor a high-end portrait studio set up in a dedicated, high-traffic resort lounge space. Includes a "Desert Glow" refresh station, device charging docks, and co-branded digital delivery emails sent to every attendee receiving a headshot.

Additional Platinum Tier Benefits:

- Space & Registrations: 2 complimentary full-conference registrations and 1 Premium Exhibit Table.
- A private hospitality room for one hour of exclusive use, for live demos or focus groups (up to 20–25 people) — food and beverage not included.
- Digital & VIP: 1 custom email blast to attendees, 3 targeted app push notifications, a rotating mobile app banner, 2 customizable social media shoutouts, a newsletter ad running March through May, and 2 invitations to the VIP Networking Event with SSWAA Leadership.

LIMIT: 2



GOLD SPONSOR

\$7,000

IN ADDITION TO THE BENEFITS INCLUDED WITH ALL SPONSORSHIPS, GOLD SPONSORS RECEIVE:

- Exclusive Choice of ONE Premium Activation — full list of options to be released soon. Examples include evening stargazing, outdoor yoga, and other wellness activities.
- Additional Tier Benefits:
 - Space & Registrations: 2 complimentary full-conference registrations and 1 Premium Exhibit Table.
 - A private hospitality room for one hour of exclusive use, for live demos or focus groups (up to 20–25 people) — food and beverage not included.
 - Digital & VIP: 2 targeted app push notifications, a rotating mobile app banner, 2 social media shoutouts, and 2 invitations to the VIP Networking Event with SSWAA Leadership.

LIMIT: 3

SILVER SPONSOR

\$5,000

IN ADDITION TO THE BENEFITS INCLUDED WITH ALL SPONSORSHIPS, SILVER SPONSORS RECEIVE:

- Tucson Activation: Logo recognition on the morning "Desert Fuel" coffee/tea stations.
- Space & Registrations: 1 complimentary full-conference registration and 1 Standard Exhibit Table.
- Digital & VIP: 1 targeted app push notification, rotating mobile app banner, 1 custom social media shoutout, and 2 invitations to the VIP Networking Event with SSWAA Leadership.



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BRONZE SPONSOR

\$3,000

IN ADDITION TO THE BENEFITS INCLUDED WITH ALL SPONSORSHIPS, BRONZE SPONSORS RECEIVE:

- Space: 1 Standard Exhibit Table.
- VIP Access: 2 invitations to the VIP Networking Event with SSWAA Leadership.
- Digital: 1 custom social media shoutout and preferred listing across all directories; inclusion in a shared "Meet Our Bronze Sponsors" push notification.

SUPPORTER SPONSOR

\$1,500

Perfect for organizations unable to attend in person but wanting direct visibility among the 750 attendees.

- Logo recognition in the sponsor directory, website, and mobile app.
- Opportunity to include up to 2 items directly inside the attendee registration bags.
- Placement in a group thank-you post across all SSWAA social media channels.

Note: This level does not include an exhibit table or staff credentials.

REGISTER NOW



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EXHIBITOR TABLE OPTIONS

Only 30 exhibitor tables are available, and they're sold first-come, first-served.

Exhibitor Category	General Exhibitor	Non-Profit Exhibitor / School District	State Association Exhibitor
Rate	\$1,500	\$1,000	\$500
Included Materials and Access	One 6-foot skirted table, 2 chairs, 2 staff exhibitor badges, lunch included for up to 2 staff on Wed/Thurs, basic Wi-Fi, electricity, and an app profile page.	One 6-foot skirted table, 2 chairs, 2 staff exhibitor badges, lunch included for up to 2 staff on Wed/Thurs, basic Wi-Fi, electricity, and an app profile page.	One 6-foot skirted table, 2 chairs, 2 staff exhibitor badges, lunch included for up to 2 staff on Wed/Thurs, basic Wi-Fi, electricity, and an app profile page.

Additional exhibitor staff badges can be purchased separately for \$225 per person.

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ADD-ON OPPORTUNITIES

Enhance your sponsorship or exhibitor package with exclusive branding and engagement opportunities.

DIGITAL MARKETING

AD RETARGETING

50K VIEWS | 1 MONTH
\$2,500

100K VIEWS | 1 MONTH
\$4,000

200K VIEWS | 1-3 MONTHS
\$7,000

MOBILE GEOFENCING

APRIL 13-16, 2027
\$3,500

CUSTOM EMAIL

ALL ATTENDEES

LIMIT OF 4
\$1,500

SPONSOR AD

CONFERENCE EMAIL

LIMIT OF 4
\$500



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ADD-ON OPPORTUNITIES

Enhance your sponsorship or exhibitor package with exclusive branding and engagement opportunities.

CONFERENCE MARKETING

WI-FI SPONSOR

EXCLUSIVE
\$3,500

ROTATING BANNER AD

LIMIT OF 4
\$750

FOR EXHIBITORS / NON-SPONSORS

BINGO / PASSPORT GAME

BUY-IN
\$200

FOR EXHIBITORS / NON-SPONSORS

ATTENDEE BAG INSERT

\$500

FOR EXHIBITORS / NON-SPONSORS



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PARTNER WITH SSWAA IN TUCSON

Secure your package today and join us at the 2027 National School Social Work Conference. Showcase your brand and connect with 750 school social work leaders.

What's next: Your registration confirmation will include the hotel booking link. With the whole resort reserved for our conference, rooms will sell out, so register early. Watch for your full sponsor and exhibitor kit later this year, with deadlines, shipping details, and everything else you'll need onsite.

Have questions or need help?

Contact Ali Langen at ali@sswaa.org

WHAT OUR SPONSORS & EXHIBITORS ARE SAYING

"Greatly appreciated the VIP Event and the opportunity to engage with Board Members... Loved the ability to do bag inserts! Also, we greatly appreciated the lunch and free Wi-Fi!"

– American Psychiatric Association Foundation

"Staff went well above & beyond. Organization, communication, preparedness – all well above expectation. I will be exhibiting here again!"

– National Center for Missing and Exploited Children

REGISTER NOW