

# Exhibitor/Sponsor Prospectus



*“A Gem of a Profession: Celebrating 60 Years of Collaboration and Professional Growth for New York State School Social Workers”*

## *60th New York State School Social Work Conference*

*Presented by:*

*The New York State School Social Workers' Association*

*Hotel Canandaigua  
Canandaigua, New York*





## Come to Hotel Canandaigua in 2025

The New York State School Social Workers' Association (NYSSSWA) would like to invite you to be a part of our 60th New York State School Social Work Conference to be held on November 6 & 7 in Canandaigua, New York at Hotel Canandaigua. Organized in 1959, NYSSSWA is ***the only New York State organization solely dedicated to the visibility and viability of School Social Workers and the students and families that we serve.***

School Social Workers are daily on the front lines addressing the serious and intricate needs of children and their families. As mental health professionals, we are trained to assess a student's social/emotional needs as well as family and community factors interfering with a student's learning and school functioning. School Social Workers provide the vital link between the school, home and community agencies in obtaining needed therapeutic and/or community services. In addition to providing resources to families; School Social Workers also provide psycho-social assessments, individual and group counseling, crisis intervention, classroom presentations, consultation and case management services to address the increasingly complex needs of students and/or their families especially in these difficult times.

Contributing as a sponsor and/or exhibitor, you will be able to increase your exposure to School Social Workers from all around the state of New York. We hope that you will seriously consider supporting the work of School Social Workers by including our Conference in your promotional plans and look forward to hearing from you soon.



**Wendy  
Castiglia,**  
President



**Jacqueline  
Sanchez-Young,**  
Exhibit/Sponsor  
Chair





# Hotel Canandaigua

**205 Lakeshore Dr.  
Canandaigua, NY 14424**



We are so excited to hold our 60th State Conference at Hotel Canandaigua. “Experience resort-style living on the shores of Canandaigua Lake, just half a mile from CMAC Performing Arts Center. Climb aboard Canandaigua Lady Steamboat, right outside our resort, for a lunch or dinner cruise. Lounge poolside, enjoy tasty cuisine and enjoy the conference in our Grand Ballroom overlooking the lake.” Rooms are available on 11/5 and 6 with a few available at the same rate for those wishing to also stay on Friday, 11/7/2025.

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## Room Rates:

**King and Double rooms:** \$149.00 (rate) + \$20.12 (taxes) = \$169.12 per

night. PLUS a \$10.00 per night parking fee. Your parking pass will be provided by the front desk upon check-in to be placed on the dash of your vehicle.



**Suites:** \$199.00 (rate) + \$26.87 (taxes) = \$225.87 per night PLUS \$10.00 per night parking.

**Parking:** Hotel guests will be charged an additional \$10 a night for parking. Your parking pass will be provided by the front desk upon check-in to be placed on the dash of your vehicle. **Not staying at Hotel Canandaigua?** Parking during the day is FREE.



## PAYING BY CHECK?



If your district will be paying for your hotel stay by check, please see important Hotel Canandaigua Policy. Note: “Checks must be received at least 14 business days before your scheduled arrival date and will be processed upon receipt.” Click on the following link: <https://nyssswa.org/wp-content/uploads/2025/07/Canandaigua-Hotel-Check-Submission-Policy-2025.pdf>

## Reservation

**Deadline:** According to the hotel, **deadline for hotel reservations is October 6, 2025.**

## Cancellation

**Policy:** Cancellation of a room reservation must be made 48 hours in advance of your check in date, otherwise the reservation will be charged one night room rate and tax.



**See Details and Reservation Link at:**  
<https://nyssswa.org/60th-nyssswa-state-conference/>

## Schedule of Events

### Wednesday, 11/5/2025 Pre-Conference (1.5 CEs) [Optional]

7:00 pm – 8:30 pm "Pre Conference: Mindfulness and Meditation for School Social Workers"

### Thursday 11/6/2025 (5 CEs)

8:00 am – 8:45 am **Registration, Continental Breakfast** (*Nutra-Grain blueberry & raspberry bars, Nature's Bakery oatmeal strawberry crumble bar, fruit bowl, coffee/tea*)

8:45 am – 9:00 am **Welcome & Opening Remarks**

9:00 am – 10:30 am **Opening Keynote: (1.5 CEs)**

10:30 am – 11:00 am **Break**

11:00 am – 12:30 pm **Breakout Sessions A: (1.5 CEs)**

A1: "The ADHD & Executive Function Lens for School-Based Interventions"

A2: "Pre-Teen Suicide: State of the Research"

A3: "Coping Skills Support Group- learn how to start one in your school!"

A4: "Chronic Absenteeism: Breaking the cycle"

12:30 pm – 2:00 **Luncheon, Ruth Schwartz Award, Annual Meeting**

2:00 pm – 4:00 pm **Breakout Sessions B (2 CEs)**

B1: "The Grief & Trauma Backpack"

B2: "Implementing 'Just Practice' Assessments in School Social Work Practice".

B3: "From Personal Loss to Creating Connections: A School-Based Approach to Co-Occurring Disorders"

B4: "Suicide Safety Planning with Youth: A Clinical Workshop"

5:00 pm – 6:00 pm **Meet and Greet Informal Gathering**

### Friday 11/7/2025 (5.5 CEs)

7:45 am – 8:30 am **Coffee/Tea, Continental Breakfast** (*Fruit, danish and pastries, muffins, bagels and cream cheese, and coffee/tea*)

8:30 am – 10:00 am **General Session: "Supporting Students on Medication: A Psychopharmacology Primer**

10:00 am – 10:30 am **BREAK**

10:30 am – 12:00 pm **Breakout Sessions C (1.5 CEs)**

C1: "From Dysregulated to Resilient: Strengthening Frustration Tolerance Through Relationships"

C2: "Cannabis and the Developing Brain: The Blunt Truth"

C3: "Detection, Evaluation, and Treatment of Eating Disorders"

C4 Session 1: "Applying DBT in a School Setting Within the MTSS Framework" -Monique Johnson, LCSW

12:00 pm – 12:45 pm **Luncheon**

12:45 pm – 2:15 pm **Breakout Sessions D (1.5 CEs)**

D1: "Navigating Grief & Loss in Schools: Strategies for Support"

D2: "What Don't You Know About E-Cigarettes & Vaping?"

D3: "Building Comprehensive Suicide Prevention Programming in NYS Schools"

D4: Session 2: "Facilitating a DBT-Informed Parent Group in a School Setting" by Monique Johnson, LCSW

2:15 pm – 2:30 pm **Break**

2:30 pm – 3:30 pm **Closing Keynote: "Utilizing Mental Health Team Relationships to Maximize Student Outcomes"**

# Conference Sponsorship/Exhibitor Opportunities



Sponsoring at NYSSSWA's conference is the perfect way to increase your visibility at our state conference targeted to professional School Social Workers. Sponsors also stand out from exhibitors in demonstrating their support of School Social Workers while highlighting the value of your product/services to participating clinicians. Review the menu of sponsorship options and you should find something for every marketing budget.

## Gold Package

**\$ 750**

- One Exhibit Table;
- Meals for one: 1 lunch Thursday, 1 lunch Friday, 1 breakfast Friday;
- Advertised sponsorship of one of the following:
  - Coffee Break,
  - Scholarship for Memberships
  - 2026 Conference Fee
  - Board Meet and Greet Reception.
- Ability to insert company materials in attendee's registration bags if received by October 20, 2025
- Name badges for all staff.
- Listing on **Gold Sponsor** signage.

## Bronze Package

**\$ 275**

- One Exhibit Table
- Advertised partial sponsorship of a Coffee Break.
- Name badges for all staff.
- Listing on the **Bronze Sponsor** signage

## Exhibit Table

**\$ 200**

- One Exhibit Table.
- Name badges for all staff

## Silver Package

**\$ 500**

- One Exhibit Table.
- Meals for one: 1 lunch Thursday
- Advertised partial sponsorship of one of the following:
  - Coffee Break,
  - Conference Activity
- Name badges for all staff.
- Listing on the **Silver Sponsor** signage





## 60<sup>th</sup> State School Social Work Conference

November 6 & 7, 2025

Presented by the

New York State School Social Workers' Association



### **APPLICATION/CONTRACT: Sponsors & Exhibitors**

My company agrees to the following listed activities in conjunction with NYSSSWA's 59<sup>th</sup> State School Social Work Conference. This contract constitutes the applicant's agreement to abide by the guidelines and regulations included on this form and the Exhibitor Prospectus.

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

#### **This year we have some exciting sponsorship opportunities:**

##### **GOLD LEVEL VENDOR: \$750.00**

This level includes the vendor table, meals for one: 1 lunch Thursday, 1 lunch Friday; Free inserts in our conference bags, as well as advertised sponsorship of one of the following: Coffee Break, Scholarship for Membership, 2026 Conference Fee, or the Board Meet and Greet.

##### **SILVER LEVEL VENDOR: \$500.00**

This level includes the vendor table, Meals for 1: 1 Lunch Thursday; as well as advertised partial sponsorship towards one of the following: Coffee Break, or other conference activity.

##### **BRONZE LEVEL VENDOR \$275.00**

This level includes the vendor table and partial sponsorship of a Coffee Break.

##### **TABLE ONLY: \$200.00**

This level includes the vendor table only.

Gold Level	_____	\$750.00
Silver Level	_____	\$500.00
Bronze Level	_____	\$275.00
Table Only	_____	\$200.00

Total \$ \_\_\_\_\_

**Note:** NYSSSWA is not authorized to share our participants' /members' contact information.

All Bag Inserts as well as "Take One" Fliers need to be received by **10/20/2025**. Send to:

Wendy Castiglia  
149 Center Street East Aurora, New York 14052

#### **Method of Payment:**

A check or money order for \$\_\_\_\_\_ is enclosed (payable to NYSSSWA to guarantee your Participation). **Federal Tax ID: 11-2668575**

I authorize NYSSSWA to charge my credit card for \$\_\_\_\_\_

\_\_\_\_ Visa \_\_\_\_ Master Card \_\_\_\_ American Express

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Security Code \_\_\_\_\_

Authorized Cardholder's Signature \_\_\_\_\_

**Purchase Orders accepted (but not preferred).**

#### **SEND TO:**

NYSSSWA  
c/o Tricia Hoyer, Treasurer  
264 Rider Road,  
Clayville, NY 13322

315-761-1881

[member.services@nyssswa.org](mailto:member.services@nyssswa.org)

Please contact Jackie Sanchez-Young  
[jsanchezyoung@nysssw.org](mailto:jsanchezyoung@nysssw.org) for additional vendor  
information. 914-689-5848

**6 Deadline for Applications: October 20, 2025**  
**Refunds: No refunds after October 20, 2025.**