



2017 Sponsorship Opportunities



About

NASWA is a national organization of state administrators of the publicly-funded state workforce system, including the Workforce Innovation and Opportunity Act (WIOA), employment services, training programs, unemployment insurance, employment statistics, and labor market information. NASWA's goal is to drive the national workforce agenda by providing policy expertise on workforce development, including unemployment insurance issues that support transition to new jobs and careers.

2017 Veterans' Conference (Sponsorship information on pages 2-3)

The Fourth Annual 2017 Veterans' Conference is the event to attend to network with frontline staff from across the country who provide veterans' services. This conference focuses on "Serving Those Who Served," and features learning opportunities for staff from state workforce agencies and partner organizations who serve veterans and Transitioning Service Members. The 2016 conference had over 370 attendees from 45 states. Additional attendees included representatives from the U.S. Department of Labor and numerous employers, service providers and federal contractors.

When: August 16 - 18, 2017

Where: Omni Shoreham, Washington, DC

Workforce Summit | 81st Annual Meeting (Sponsorship information on pages 4-5)

The Annual Conference is the premier workforce conference, where leaders of the nation's state workforce agencies and their key staff gather to discuss issues of focus to the workforce system. The issues include the Workforce Innovation and Opportunity Act (WIOA) implementation, employment services, training programs, unemployment insurance, employment statistics and labor market information, with particular focus on workforce development.

When: October 11 - 13, 2017 (Board of Directors Meeting on October 10)

Where: Coeur d'Alene Hotel, Coeur d'Alene, Idaho

2017 National Unemployment Insurance Directors' Conference and Legal/IT Issues Forum (Sponsorship information on pages 6-7)

The National Unemployment Insurance (UI) Directors' Conference provides a forum to share innovative ideas, policies and best practices for the federal-state unemployment insurance system, and is attended by state agency UI Directors and their key staff from across the country. Legal and Information Technology staff from state workforce agencies are also in attendance at this conference.

When: November 6 - 9, 2017

Where: Wyndham Lake Buena Vista, Orlando, Florida



2017 Veterans' Conference Sponsorship Opportunities Overview

Diamond - 4 Available | \$10,000

All benefits of Platinum Sponsorship plus:

- Sponsorship of one speaker at the Veterans' Conference
- Logo recognition in the event program next to the speaker bio
- Signage recognition during the session where your speaker is participating
- Separate signage recognition of Diamond Sponsorship from other sponsors
- Recognition as sponsors of all networking breaks during the event
- Upgraded (additional 3 minutes, 5 minutes total) Podium Participation Opportunity - "A Word From Our Sponsors"
- Upgraded ad placement on choice of inside cover, first page, or back cover of event program (Based on availability; first come, first served)

Platinum - 4 Available | \$7,550

All benefits of Gold Sponsorship plus:

- Opportunity to sponsor (with exclusive signage and announcement) Welcome Reception, Conference Luncheon, or Closing Night Event
- Two additional company branded items in registration packet (Total of 3)
- Upgrade to premium logo placement in the event program and signage
- Upgrade to premium location for full page four-color ad in event program
- Upgrade to premium (single or double) booth space in exhibitor area
- Premium recognition during general session(s)

Gold - 5 Available | \$5,750

All benefits of Silver Sponsorship plus:

- Promotions via social media campaign
- Podium participation opportunity - "A Word From Our Sponsors" (2 minute limit)
- Single booth upgrade to a premium space in exhibitor area
- One additional company branded item in registration packet (Total of 2)
- Upgrade to full page four-color ad

Silver - 6 Available | \$3,750

- One complimentary conference registration
- Logo included in event email communications
- Logo (w/ hyperlink) displayed on NASWA event website
- Recognition of sponsorship in the event program and on event signage
- One piece of company branded material in registration packet
- Conference participant list (Excel Spreadsheet)
- Half page four-color ad in event program
- Optional booth space (single) in exhibitor area
- Recognition during general session(s)

Contributor - A la Carte

- Event Bag (must include conference logo) - \$2,000
- Name Badge Package: Lanyard, Holder, Badges - \$1,500
- Charging Station / Power Bank - \$500 (production cost paid by contributor)
- Hotel Room Key Cards - \$1,500 - \$2,000
- Quarter Page Ad in Program (gray scale) Early Bird rate - \$250, after Early Bird - \$500
- Exhibit Booth (single, based on availability) - \$1,000 (no complimentary registration or Podium Opportunity)



2017 Veterans' Conference Sponsorship Perks Comparison

Sponsor Benefit	Diamond	Platinum	Gold	Silver
Optional booth space in exhibit area	Premium, single or double	Premium, single or double	Premium, single	Single
Podium participation opportunity	5 minutes	2 minutes	2 minutes	
Complimentary registrations	2	2	1	1
Company branded material(s) in registration packet	3	3	2	1
Ad in event program	Full page, prime placement	Full page, premium placement	Full page	Half page
Recognition during general session(s)	Premium	Premium	Standard	Standard
Logo included in event email communications	●	●	●	●
Logo displayed on the NASWA event website with hyperlink to company website	●	●	●	●
Recognition of sponsorship in event program and signage	Premium	Premium	Standard	Standard
Conference participant list, Excel format	●	●	●	●
Promotions via social media campaign	●	●	●	
Opportunity to sponsor (with exclusive signage and announcement) Welcome Reception, Conference Luncheon, or Closing Night Event	●	●		
Sponsorship of one (1) speaker at the Veterans Conference	●			
Logo recognition next to the speaker bio in the event program	●			
Signage recognition during the session where your speaker is participating	●			
Recognition as sponsor of all networking breaks during the event	●			



Workforce Summit | 81st Annual Meeting

Sponsorship Opportunities Overview

Platinum - 3 Available | \$10,000

All benefits of Gold Sponsorship plus:

- One additional conference registration (Total of 2)
- Opportunity to sponsor (with exclusive signage and announcement) Welcome Reception, Conference Luncheon, or Evening Event
- One additional piece of a company branded item in the registration packet (Total of 3)
- Upgrade to full page four-color ad in premium location in event program
- Upgrade to premium logo placement and recognition in event program as Platinum sponsor
- Upgrade to premium (single or double) booth space in exhibitor area
- Upgrade to premium recognition during event on ballroom screens and during opening and closing sessions
- Upgrade to premium Podium Participation Opportunity – during the opening session of the conference (5 minute limit)

Gold - 5 Available | \$6,750

All benefits of Silver Sponsorship plus:

- Promotions via social media campaign
- Upgrade to full page four-color ad in event program (replaces 1/2 color ad)
- Upgrade to optional Premium (single) booth space in exhibitor area
- One additional piece of a company branded item in the registration packet (Total of 2)

Silver - 6 Available | \$4,250

All benefits of Bronze Sponsorship plus:

- Conference participant list (Excel Spreadsheet - replaces PDF)
- Optional Booth space in exhibitor area
- Recognition during general sessions
- Podium participation opportunity – “A Word From Our Sponsors” (3 minute limit)
- Upgrade to half page four-color ad in event program (Replaces 1/4 ad)

Bronze - 10 Available | \$2,500

- One complimentary conference registration
- Conference participant list (PDF Mailing Labels)
- Quarter page four-color ad in event program
- Logo included in event email communications
- Logo displayed on NASWA event website with hyperlink to company website
- Recognition of sponsorship in the event program and on general event signage
- One piece of company branded materials in registration packet

Contributor - A la Carte

- Event Bag (must include conference logo) - \$2,000
- Name Badge Package: Lanyard, Holder, Badges - \$1,500
- Charging Station / Power Bank - \$500 (production cost paid by contributor)
- Hotel Room Key Cards - \$1,500 - \$2,000
- Quarter Page Ad in Program (gray scale) Early Bird rate - \$250, after Early Bird - \$500
- Exhibit Booth (single, based on availability) - \$1,000 (no complimentary registration or Podium Opportunity)



Workforce Summit | 81st Annual Meeting Sponsorship Perks Comparison

Sponsor Benefit	Platinum	Gold	Silver	Bronze
Complimentary Registration(s)	2	1	1	1
Conference Participant List	Excel	Excel	Excel	PDF
Ad in Event Program	Full Page, Premium	Full Page	Half Page	Quarter Page
Logo included in event email communications	●	●	●	●
Logo displayed on the NASWA event website with hyperlink to company website	●	●	●	●
Sponsorship recognition in event program and signage	Premium	Standard	Standard	Standard
Company branded material(s) in registration packet	3	2	1	1
Podium participation opportunity	5 minutes	3 minutes	3 minutes	
Recognition during event on general session screens	Premium	Standard	Standard	
Optional booth space in exhibitor area	Single or Double	Single	Single	
Premium booth location in exhibitor area (as available)	●	●		
Promotions via social media campaign	●	●		
Opportunity to sponsor (with exclusive signage and announcement) Welcome Reception, Conference Luncheon, or Evening Event	●			



2017 National Unemployment Insurance Directors' Conference and Legal/IT Issues Forum Sponsorship Perks Comparison

Platinum - 3 Available | \$10,000

All benefits of Gold Sponsorship plus:

- One additional conference registration (Total of 2)
- Opportunity to sponsor (with exclusive signage and announcement) Welcome Reception, Conference Luncheon, or Evening Event
- One additional piece of a company branded item in the registration packet (Total of 3)
- Upgrade to full page four-color ad in premium location in event program
- Upgrade to premium logo placement and recognition in event program as Platinum sponsor
- Upgrade to premium (single or double) booth space in exhibitor area
- Upgrade to premium recognition during event on ballroom screens and during opening and closing sessions
- Upgrade to premium Podium Participation Opportunity – during the opening session of the conference (5 minute limit)

Gold - 5 Available | \$6,750

All benefits of Silver Sponsorship plus:

- One additional piece of a company branded item in the registration packet (Total of 2)
- Promotions via social media campaign
- Upgrade to full page four-color ad in event program (replaces 1/2 color ad)
- Upgrade to optional Premium (single) booth space in exhibitor area

Silver - 6 Available | \$4,250

All benefits of Bronze Sponsorship plus:

- Conference participant list (Excel Spreadsheet - replaces PDF)
- Optional Booth space in exhibitor area
- Recognition during general sessions
- Podium participation opportunity – "A Word From Our Sponsors" (3 minute limit)
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Logo displayed on the NASWA event website with hyperlink to company website	●	●	●	●
Sponsorship recognition in event program and signage	Premium	Standard	Standard	Standard
Company branded material(s) in registration packet	3	2	1	1
Podium participation opportunity	5 minutes	3 minutes	3 minutes	
Recognition during event on general session screens	Premium	Standard	Standard	
Optional booth space in exhibitor area	Single or Double	Single	Single	
Premium booth location in exhibitor area (as available)	●	●		
Promotions via social media campaign	●	●		
Opportunity to sponsor (with exclusive signage and announcement) Welcome Reception, Conference Luncheon, or Evening Event	●			



If you are interested in being a sponsor or have questions, please contact :

Jeff Becker, NASWA Meeting and Conference Manager

(202) 434-8023 or NASWA-Meetings@naswa.org

