

National Association of State Workforce Agencies **2018 SPONSORSHIP PROSPECTUS**

February 27-28 - *Washington, DC* | July 18-20 - *Washington, DC* | September 19-21 - *Birmingham, AL*



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.

2018 Winter Policy Forum

The 2018 Winter Policy Forum is a gathering for NASWA state workforce members to discuss current and developing trends in the workforce system and how they will be affected by changes occurring in the national landscape. The meeting will focus on collaboration with representatives from the Administration, Congress, US Department of Labor, Intergovernmental (IGO) partner organizations, WIOA partner groups, and other D.C. policy-making groups. The Policy Forum has historically been attended by over 150 representatives of state workforce agencies.

The Board of Directors meeting will be held on the morning of Tuesday, February 26, 2017.

WHEN:

February 27-28, 2018

Pre-conference committee meetings - February 26, 2018

Post-conference committee meetings - March 1-2, 2018

WHERE: Washington, DC

2018 Veterans' Conference

The Fifth Annual 2018 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 2017 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:

July 18 - 20, 2018

Pre-conference committee meetings - July 17, 2018

WHERE: Grand Hyatt Washington, Washington, DC

2018 Workforce Summit | 82nd Annual Meeting *with UI Directors' Conference & IT/Legal Issues Forum*

The Workforce Summit 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.

The Unemployment Insurance (UI) Directors' Conference and IT/Legal Issues Forum provides an arena 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:

September 19-21, 2018

Pre-conference committee meetings - September 17-19, 2018

WHERE: Birmingham, Alabama

2018 Winter Policy Forum

Sponsorship Perk Comparison

Sponsor Benefit	Gold \$6,250 (3 available)	Silver \$4,000 (5 available)	Bronze \$2,500 (6 available)
Premium booth space in exhibitor area (as available)			
Exhibit Table in Exhibit Area (6 foot table and two chairs)			
Podium participation - “A Word from our Sponsors”	2 minutes, General session	2 minutes, General session	
Complimentary Registration(s)	1	1	1
Company branded material(s) in registration packet	2	1	
Ad in event program	Half-page ad	Quarter-page ad	
Recognition during general sessions	Premium	Standard	Standard
Recognition during pre- and post-conference committee meetings			
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 “Thanks to our Sponsors” signage			
Conference participant list	Excel Format, Pre-Conference	PDF Format, Pre-Conference	
Promotions via social media campaign			
Opportunity to sponsor (with exclusive signage and announcement) snack breaks			
Opportunity to sponsor (with exclusive signage and announcement) Breakfast, Conference Luncheon, or Cocktail Reception			

A la Carte Options	
Additional Exhibit Table (for sponsors) <i>Additional six-foot table and two chairs</i>	\$750
Exhibit Table (for non-sponsors/contributors) <i>One six-foot table and two chairs</i>	\$1,500
Name Badge Package <i>Name badges with lanyards</i>	\$1,500
Conference Bags	\$1,000

2018 Veterans Conference

Sponsorship Perk Comparison

Sponsor Benefit	Speaker Sponsor Starting at \$12,500 (2 available)	Platinum \$10,000 (3 available)	Gold \$7,550 (4 available)	Silver \$5,750 (5 available)	Bronze \$3,750 (6 available)
Exhibit table in exhibit area (Six foot table with two chairs)	2 Tables	2 Tables	1 Table	1 Table	
Podium participation opportunity - “A Word from Our Sponsors”	3 minutes	3 minutes	2 minutes	2 minutes	
Complimentary registration(s)	2	2	2	1	1
Company-branded material(s) in registration packet	3	3	3	2	
Ad in event program	Full page	Full page	Half page	Quarter Page	
Recognition during general sessions	Premium	Premium	Premium	Standard	Standard
Logo in event email communications	✓	✓	✓	✓	✓
Logo displayed on the NASWA event website with hyperlink to company website	✓	✓	✓	✓	✓
Recognition of sponsorship in event program and “Thanks to Our Sponsors” signage	Premium	Premium	Premium	Standard	Standard
Conference participant list	Excel format, pre- and post-conference	Excel format, pre- and post-conference	Excel format, pre-conference	PDF Format, pre-conference	
Promotions via social media campaign	✓	✓	✓	✓	
Sponsorship of one Keynote Speaker	✓				
Signage recognition during the session where your speaker is participating	✓				
Logo recognition next to the speaker biography in the event program	✓				
Opportunity to sponsor (with exclusive signage and announcement) Conference Breakfasts, Welcome Reception, Conference Luncheon, or Closing Night Event		✓	✓		
Recognition as a sponsor of all networking breaks during the event		✓			

A la Carte Options

Conference Bag Sponsorship <i>Company logo placed on bag in conjunction with conference logo</i>	\$1,700
Name Badge Package <i>Company logo on lanyard and name badge</i>	\$2,000
Hotel Key Cards <i>Branded key cards handed out to each attendee with a hotel reservation</i>	\$3,500
Photo Booth Sponsorship <i>Branded mirror/brush combo as additional bag item or handout; branded photo booth signage; option to provide headshot to participants.</i>	\$4,500
Add-on table at booth space (upgrade for sponsors) <i>Additional six-foot table and two chairs</i>	\$1,000
Booth space (for non-sponsors) <i>One six-foot table and two chairs</i>	\$2,500
10x10 Exhibit Space (upgrade for sponsors)	\$2,500
10x10 Exhibit Space (for non-sponsors)	\$5,000

All items subject to availability at time of request

2018 Workforce Summit | 82nd Annual Meeting
with UI Directors' Conference & IT/Legal Issues Forum

Sponsorship Perk Comparison

Sponsor Benefit	Diamond \$30,000 (1 available)	Platinum \$17,750 (4 available)	Gold \$10,000 (6 available)	Silver \$6,500 (10 available)	Bronze \$3,500 (Unlimited)
Conference is presented by the Diamond Level Sponsor	✓				
Sponsor logo appears in conjunction with conference logo (Presented by [Your Company Name])	✓				
Sponsorship of conference bags	✓				
Sponsorship of conference name badges/lanyards	✓				
Meeting space at conference	Private Meeting Room	Shared Meeting Space Available			
Premium booth space in exhibitor area (as available)	✓	✓			
Exhibit Table in Exhibit Area (6 foot table and two chairs)	2 Tables	2 Tables	1 Table	1 Table	
Podium participation - "A Word from our Sponsors"	5 minutes, Opening Ceremony	3 minutes, Opening Ceremony	2 minutes, General session	2 minutes, General session	
Complimentary Registration(s)	3	2	1	1	1
Company branded material(s) in registration packet	3	3	2	1	
Ad in event program	2-page spread	Full-page	Half-page ad	Quarter-page ad	
Recognition during general sessions	Premium	Premium	Standard	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 "Thanks to our Sponsors" signage	✓	✓	✓	✓	✓
Conference participant list	Excel Format, Pre- and Post-Conference	Excel Format, Pre- and Post-Conference	Excel Format, Pre-Conference	PDF Format, Pre-Conference	
Promotions via social media campaign	✓	✓	✓	✓	
Opportunity to sponsor (with exclusive signage and announcement) Breakfasts, Breaks, Welcome Reception, Conference Luncheon, or Closing Night Event	✓	✓			

A la Carte Options

Hotel Key Cards <i>Branded key cards handed out to each attendee with a hotel reservation</i>	\$3,500
Photo Booth Sponsorship <i>Branded mirror/brush combo as additional bag item or handout; branded photo booth signage; option to provide headshot to participants.</i>	\$4,500
Additional Exhibit Table (for sponsors) <i>Additional six-foot table and two chairs</i>	\$1,000
Exhibit Table (for non-sponsors/contributors) <i>One six-foot table and two chairs</i>	\$2,500
10x10 Exhibit Space (upgrade for sponsors)	\$2,500
10x10 Exhibit Space (for non-sponsors)	\$5,000

All items subject to availability at time of request

If you are interested in sponsorship or have questions, please contact :

Michelle Marshel, Director of Communications
(202) 434-8024 or NASWA-Meetings@naswa.org

