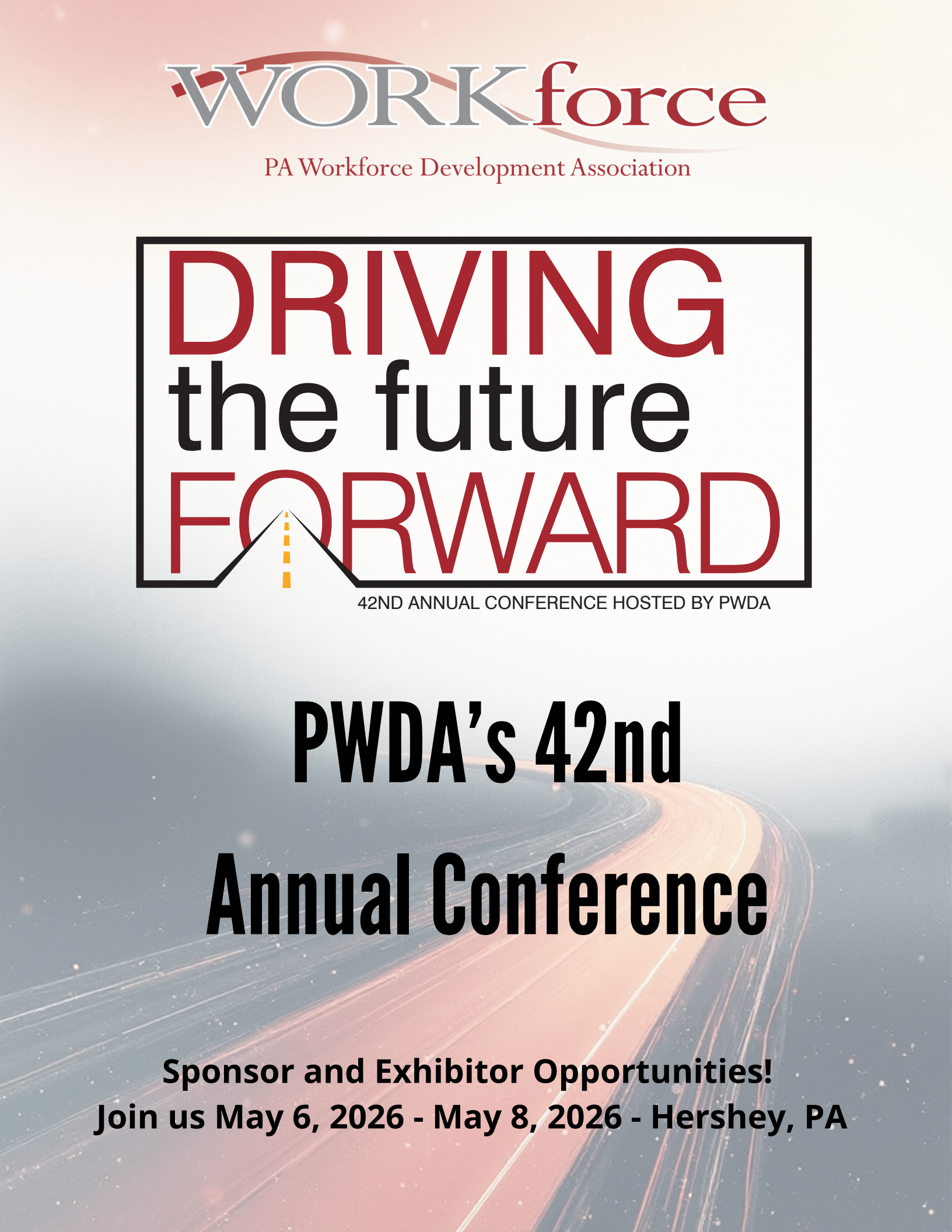




WORKforce

PA Workforce Development Association



42ND ANNUAL CONFERENCE HOSTED BY PWDA

PWDA's 42nd Annual Conference

Sponsor and Exhibitor Opportunities!
Join us May 6, 2026 - May 8, 2026 - Hershey, PA

PWDA's Annual Conference is the Largest Workforce Event in Pennsylvania

- 54 Workshops
- 3 Awards Programs
- 2 Keynote Sessions
- 3 Networking Breaks with Vendors
- Average Annual Attendance of 800+
- 2025 Attendance - 975 people

Workforce System Staff and Representatives	37%
Federal, State, and Local Government Workers	31%
Service Providers	21%
Business & Industry	10%
Education	1%

Trailblazer Sponsor \$10,000.00

- 4 Conference Registrations
- 1 Prime Location in Exhibit Hall with Electric Hookup
- Full Page Advertisement in digital program
- Place pop-up banner/ poster in General Session Room
- One promotional item given to attendees at check-in (provided by sponsor)
- Two Pre-Event Promotional Emails Sent to registered attendees
- Two Pre-Event Social Media Posts
- Annual Conference Attendee Email List – Post Conference
- Full Page Advertisement in Digital Program
- 4 Floor Decals throughout the Conference Space

Navigator Sponsor. \$ 6,000.00

- 3 Conference Registrations
- 1 Prime Location in Exhibit Hall with Electric Hookup
- Place pop-up banner/ poster at the entrance of the General Session Room
- One promotional item given to attendees at check-in (provided by sponsor)
- One Pre-event Promotional Email Sent to all registered attendees
- Opportunity to introduce and welcome attendees during an award ceremony
- Annual Conference Attendee Email List – Post Conference
- Full Page Advertisement in Digital Program
- 3 Floor Decals throughout the Conference Space

Cruiser Sponsor. \$ 4,000.00

- 2 Conference Registrations
- 1 Prime Location in Exhibit Hall OR Two Additional Conference Registrations
- One Promotional Item given to attendees at check-in (provided by Sponsor)
- One Post Event Email Sent to all registered attendees '
- Half Page Advertisement in Digital Program

Supporting Sponsor. \$ 2,000.00

- 1 Conference Registration
- One Standard Exhibit Table OR One additional Conference Registration
- One Live Event Whova Push Notification
- Post Event Email to all registered attendees
- Quarter Page Advertisement in Digital Program

Additional Sponsor Opportunities

Thursday Night Happy Hour Event \$5,000	Friday Panel Discussion Sponsor \$3,000	Name Badge Shell Sponsor (3 Available) \$2,500
Wednesday Night After Hours Event \$5,000	Conference Break Sponsor (4 Available) \$2,500	Photo Booth Experience Sponsor \$2,500
Registration Check-In Sponsor \$5,000	Exhibitor Lounge Sponsor \$3,000	Charging Station Sponsor (3 Available) \$2,500

Standard Exhibitor. \$875.00

- 1 Conference Registration
- One Standard Exhibitor Table
- Logo on Conference App

A la Carte Items

Empower your brand to go further with customizable add-ons designed to boost visibility, engagement, and impact.

Digital Program Advertising

Full Page \$675

Half Page \$500

Live Whova App Push Notifications During Conference

Three Notifications \$275

Five Notifications \$450

Email Blast to Attendees

One Pre-Conference (within 5-7 days before the conference) . . . \$200

One post-conference (within 5-7 days post conference) . . . \$150

DETAILS:

All advertisements, push notification content, and email blast content must be submitted to info@pawork.org, on or before April 3, 2026

PWDA's Annual Conference Program is completely digital.

All Conference Attendees will have Access to the event page throughout the event and up to 90 days following.

PWDA's 42nd Annual Conference

Exhibit Hall Schedule*

Day 1 – Wednesday May 6, 2026

7:00 am -8:15 am – Vendor Booth Setup

8:30 am – 11:00 am – Coffee with Attendees in Exhibit Hall

1:30 pm – 2:20 pm – Dessert and Networking in the Exhibit Hall

4:30 pm – 6:30 pm – Happy Hour + Snacks + Networking in Exhibit Hall

Day 2 Thursday May 7, 2026

8:00 am – 8:45am - Breakfast is available for all attendees in the Great Hall

9:15 am – 10:00 am – Coffee with Attendees in the Exhibit Hall

1:30 pm – 2:20 pm – Snacks + Networking + Door Prize Giveaway

3:00 pm – 3:30 pm Vendor Tear Down

*This schedule is strictly the Exhibit Hall Schedule; a full conference schedule is available on the WHOVA App AND in your Exhibitor Guide.

Join us May 6, 2026 - May 8, 2026 - Hershey, PA

[Click here to go to the event page!](#)

Exhibit Details

- All exhibit spaces include a 8x10 booth with a 6 draped table, two chairs, and a waste basket.
- Each exhibit booth registration comes with one Full Conference Registration. This person will have access to all workshops, general sessions, meals, and receptions. We ask that a representative be available at your booth in the Exhibit Hall throughout the event.
- No Exhibit booth should be shared.
- All booth locations are on a first-come, first-served basis. Booth numbers, locations, times, and additional details regarding setup will not be confirmed until after March 26, 2026.
- Electricity, internet, and AV equipment are secured directly through the Hershey Lodge, not PWDA. Fees apply. More information will be provided after you register.

Contact our Director of Events, Becky Conte for assistance - bconte@pawork.org

The logo for the PA Workforce Development Association features the word "WORK" in a large, grey, serif font, followed by "force" in a smaller, red, serif font. A red swoosh underline is positioned beneath the word "WORK".

PA Workforce Development Association