



PWDA'S 41ST ANNUAL CONFERENCE

WORKforce

PA Workforce Development Association

**BECOME A SPONSOR OR EXHIBITOR AT
PWDA'S 41ST ANNUAL CONFERENCE
APRIL 30-MAY 2, 2025 - HERSHEY, PA**

PWDA IS YOUR GO-TO RESOURCE FOR WORKFORCE DEVELOPMENT

POLICY: PWDA is the intersection between workers, employers, educators and advocates

PLANNING: We plan for the future of Pennsylvania workforce development

PARTNERSHIPS: We strive to form mutually beneficial partnerships that help us achieve together



WORKforce
PA Workforce Development Association

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

- Over 50 Workshops & Discussions
- 3 Awards Programs
- 2 Keynote Sessions
- Average annual attendance has been consistently over 800 people from across Pennsylvania
- 2024 attendance exceeded 1,000 people!

Workforce System Staff & Representatives	45%
Local Workforce Development Boards	14%
Human Services Agencies	24%
Educational Institutions	8%
Business & Industry Representatives	6%
Other: Federal & Local Governments, Economic Development Agencies, etc.	3%

Event Webpage Sponsor \$5,000

- 4 Conference Registrations
- Logo placement on Conference Wi-Fi login page & Main Whova App.
- Opportunity to put up 1 pop-up banner/poster in the Main Ballroom throughout the Event
- VIP Seating for Keynote Sessions and Award Lunches
- Ability to put 1 piece of literature or personalized item at the check-in desk (sponsor provides)
- Full-page advertisement in the digital program
- 1 PRIME exhibitor space in the exhibitor hall
- Logo on Conference promotional emails
- Access to Attendee Email List – Post-Conference
- Logo on the Conference Registration website
- Live Event floor decals promoting your organization's brand
- Logo placement on the Live Event App

Platinum Sponsor \$4,000

- 3 Conference Registrations
- Opportunity to put up 1 pop-up banner/poster in the Main Ballroom during an Award Ceremony
- Opportunity to introduce and welcome attendees during an award ceremony
- VIP Seating for Keynote Sessions and Award Lunches
- Ability to put 1 piece of literature or personalized item at the check-in desk (sponsor provides)
- Full-page advertisement in the digital program
- 1 PRIME exhibitor space in the exhibitor hall
- Logo on Conference promotional emails
- Access to Attendee Email List – Post-Conference
- Logo on the Conference Registration website
- Live Event floor decals promoting your organization's brand
- Logo placement on Live Event App

Gold Sponsor \$3,000

- 2 Conference Registrations
- Opportunity to put up 1 pop-up banner/poster in the Main Ballroom during an Award Ceremony
- VIP Seating for Keynote Sessions and Award Lunches
- Ability to put 1 piece of literature or personalized item at the check-in desk (sponsor provides)
- Half-page advertisement in the digital program
- 1 PRIME exhibitor space in the exhibitor hall
- Logo on Conference promotional emails
- Logo on the Conference Registration website
- Live Event floor decals promoting your organization's brand
- Logo placement on Live Event App

Name Badge Sponsor **\$2,500**

- 1 Conference Registration
- Your logo on the Name Badge will go into the hands of every attendee & exhibitor (name badges provided by PWDA)
- Opportunity to put up 1 pop-up banner/poster in the Check-In area
- Ability to put 1 piece of literature or personalized item at the check-in desk (sponsor provides)
- Half-page advertisement in the digital program
- 1 PRIME exhibitor space in the exhibitor hall
- Logo on Conference promotional emails
- Logo on the Conference Registration website
- Live Event floor decals promoting your organization's brand
- Logo placement on the Live Event App

Silver Sponsor **\$1,500**

- 1 Conference Registration
- Opportunity to put up 1 pop-up banner/poster at the Check-In area
- Ability to put 1 piece of literature or personalized item at the check-in desk (sponsor provides)
- ¼ page advertisement in the digital program
- 1 PRIME exhibitor space in the exhibitor hall
- Logo on Conference promotional emails
- Logo on the Conference Registration website
- Live Event floor decals promoting your organization's brand
- Logo placement on the Live Event App

Prime Exhibitor **\$1,025**

- 1 Conference Registration
- 1 PRIME exhibitor space in the exhibitor hall
- Logo on the Conference Registration website
- Live Event floor decals promoting your organization's brand
- Logo placement on the Live Event App

Standard Exhibitor **\$825**

- 1 Conference Registration
- 1 Standard Exhibitor space in the exhibitor hall
- Logo placement on the Live Event App

Exhibitor **\$775**

- 1 Conference Registration
- 1 Exhibitor space in the Great Lobby
- Logo placement on the Live Event App

SOLD OUT

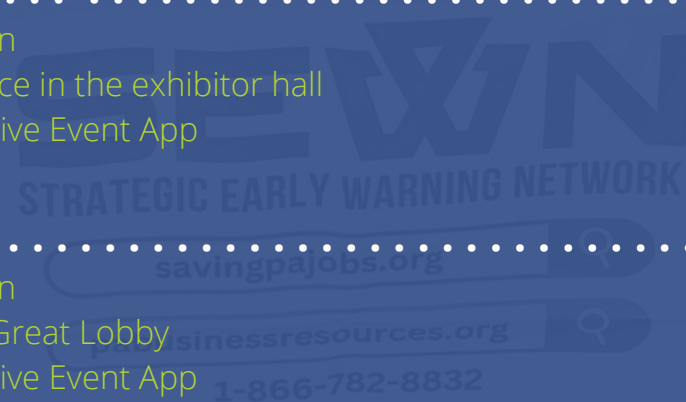


Exhibit Details

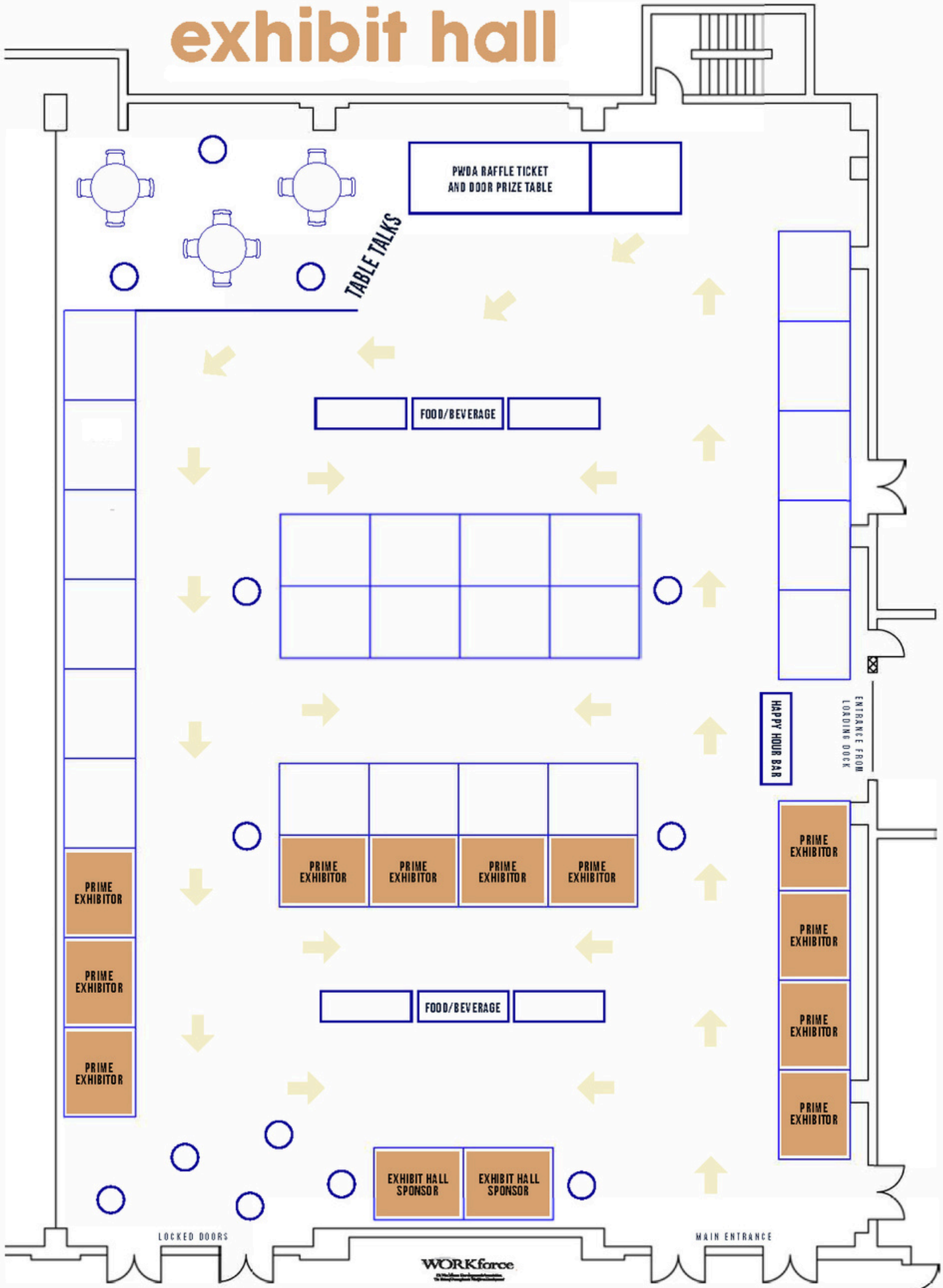
- All exhibit spaces include an 8' x 10' booth with a 6' draped table, two chairs, and a waste basket. Note wall space in the Great Lobby will not be draped.
- Each Exhibit Booth registration comes with one (1) Full Conference Registration. This person will have access to all workshops, general sessions, breakfasts/lunches, receptions, etc. **We ask that a representative be available at your booth in the Exhibit Hall throughout the event.**
- 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 27, 2025.
- Exhibitor booths may NOT be shared. Each organization will need to purchase its own booth space.
- Electricity, telephone, internet, and AV equipment are secured directly through the Hershey Lodge, not PWDA. Fees applicable. More information will be **provided after you sign up.**
- A refund, minus a \$250 administrative fee, will be given only if a cancellation is submitted in writing to info@pawork.org before Thursday, March 27, 2025. Refunds will not be given after this date.
- Note: PWDA has the right to invoice for any unexpected fees incurred regarding exhibitors and/or Sponsors.

PWDA MEMBERS!

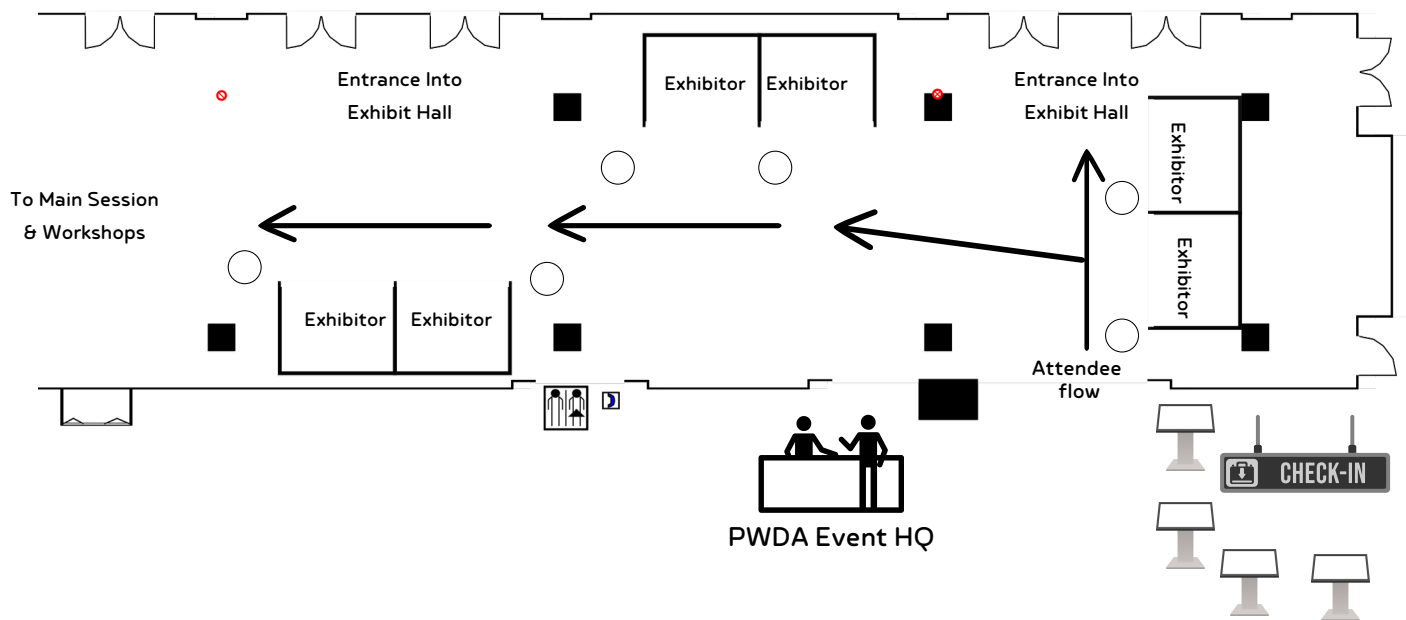
Receive a \$75 discount on Prime & Standard Exhibitor Fees!

Reserve Your Space Up Today!

exhibit hall



great lobby exhibit spaces



Program Book Advertising

Full Page Advertisement \$675

- Full-page advertisement (8.5x11")
- Full color in our DIGITAL program book (supplied as a PDF)
- Ad will also appear on the mobile event

Half Page Advertisement \$500

- Half-page advertisement (8.5x5.5")
- Full color in our DIGITAL program book (supplied as a PDF)
- Ad will also appear on the mobile event page

DETAILS:

- Program book advertisements must be supplied by the organization at the correct size in a high-resolution PDF, .PNG or JPG format.
- All advertisements must be paid in full and emailed to info@pawork.org before April 11, 2025.
- PWDA's Annual Conference program will be completely DIGITAL.
- All Conference Attendees will have access to the event page throughout the event and up to 90 days following.

**ARE YOU READY TO BECOME A SPONSOR,
SUBMIT YOUR DIGITAL PROGRAM
ADVERTISEMENT, OR WANT MORE
INFORMATION?**

**Email Us at
info@pawork.org**