



SEPTEMBER
17-18, 2024



WIND CREEK®
BETHLEHEM, PA

WORKFORCE
LEADERS
SYMPOSIUM 2024
PROSPECTUS

WORKforce

PA Workforce Development Association
The Voice of Pennsylvania Workforce Development

PAWORK.ORG

ABOUT PWDA

We are Pennsylvania's 'go-to' resource for all things workforce development! Our members are local workforce development boards, as well as partners and stakeholders in education, training, and employment. They make decisions every day on how to serve and support Pennsylvania businesses in their talent needs, as well as youth, current workers, job seekers, and others on their education, training, and employment paths!



LEADERSHIP

Attendees partner with Pennsylvania businesses to solve their talent management needs and support youth, job seekers, and workers on their education, training, and career paths!



DEVELOPMENT

The Symposium provides attendees with peer development opportunities through access to SolutionsTalks and plenaries!



AWARENESS

The Symposium is spread over a day and a half in September! There are multiple opportunities to raise awareness on your organization, its mission, and resources!

WHY SPONSOR?

- Market your product and resources to top leaders, decision-makers, funders, and influencers driving workforce development policy, programming, and services!
- Interact with 200+ customers representing communities across the state!
- Raise awareness on career opportunities and talent management needs!
- Gain customer feedback and better understand customer expectations!
- Promote the latest research, products, and tools available for effective administration, oversight, service delivery and evaluation!



Symposium registrants include leaders and next generation professionals who inform and influence the current and future state of workforce development in Pennsylvania.

Audience members include:

Local workforce development board members, staff, and intermediaries, along with educational organizations, state and local government officials, and more!

TOP-TIER SPONSORS

TITLE SPONSOR

\$2,600

- Logo featured on all Symposium promotional marketing emails
- Logo placement on event webpage & attendee hub event page with a link to your website
- Logo placed on a welcome poster at the check-in desk
- One (1) promotional item or piece of literature at check-in for all attendees **(Supplied by sponsor; about 250 pieces)**
- Two (2) complimentary Symposium registrations
- Three (3) floor decals with logo placed throughout event location Welcome Cocktail Hour (Monday, September 16, 2024)
- Poster announcing sponsorship at the cocktail hour
- Welcome address during the cocktail hour (approximately 5 minutes)
- Attendee list provided post-event (name, organization, and email provided)

SPOTLIGHT SPONSOR

\$2,400

- Logo featured on all Symposium promotional marketing emails
- Logo placement on the event webpage & attendee hub event page with a link to your website
- Logo placed on a welcome poster at the check-in desk
- One (1) promotional item or piece of literature at check-in for all attendees **(Supplied by sponsor; about 250 pieces)**
- Two (2) complimentary Symposium registrations
- Three (3) floor decals with logo placed throughout event location Tuesday Power Hour (Tuesday, September 17, 2024)
- Poster announcing sponsorship at the power hour
- Welcome address during the power hour (approximately 5 minutes)

SIGNATURE SPONSOR

\$2,200

- Logo featured on all Symposium promotional marketing emails
- Logo placement on event webpage & attendee hub event page with a link to your website
- Logo placed on a welcome poster at the check-in desk
- One (1) promotional item or piece of literature at check-in for all attendees **(Supplied by sponsor; about 250 pieces)**
- Two (2) complimentary Symposium registrations
- Three (3) floor decals with logo placed throughout event location Snack Break Takeover (Tuesday, September 17, 2024)
- Marketing Table (6 ft) set-up in snack break area to showcase your business/organization
- Table tents throughout the snack break area (morning break & afternoon break built into schedule)

EVENT SPONSORS

PLATINUM SPONSOR

\$2,000

- Logo placement on event webpage & attendee hub event page with a link to your website
- Logo placed on a welcome poster at the check-in desk
- One (1) promotional item or piece of literature at check-in for all attendees (supplied by sponsor; about 250 pieces)
- Two (2) complimentary Symposium registrations
- Three (3) floor decals with logo placed throughout event location
- Table tents on each table in the general session space

GOLD SPONSOR

\$1,600

- Logo placement on event webpage & attendee hub event page with a link to your website
- Logo placed on a welcome poster at the check-in desk
- One (1) promotional item or piece of literature at check-in for all attendees (supplied by sponsor; about 250 pieces)
- One (1) complimentary Symposium registration
- Three (3) floor decals with logo placed throughout event location

SILVER SPONSOR

\$1,400

- Logo placement on event webpage & attendee hub event page with a link to your website
- Logo placed on a welcome poster at the check-in desk
- One (1) complimentary Symposium registration
- One (1) floor decals with logo placed throughout event location

EXHIBIT SPONSOR

\$800

- Logo placement on the event webpage & attendee hub event page
- One (1) complimentary Symposium registration
- One (1) exhibit table in the snack break area

Contact us

If you are interested in any of our premier event sponsorship opportunities, please contact us to get started and reserve your spot. Spots are limited, so don't wait.

Lisa Moyer

PA Workforce Development Association

Training & Events Coordinator

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**All Members
will receive
\$75 off
exhibit fee**

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Information Subject to Updates