

WORKforce

PA Workforce Development Association

40TH

CELEBRATING MILESTONES
AND IGNITING FUTURES

PENNSYLVANIA AT WORK

PWDA'S 40TH ANNIVERSARY CONFERENCE

**BECOME A SPONSOR OR EXHIBITOR AT
PWDA'S 40TH ANNUAL CONFERENCE
MAY 1-3, 2024 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

- **50+ Workshops**
- **3 Awards Programs**
- **3 Keynote Sessions**
- **Average annual attendance has been consistently over 800 people from across Pennsylvania**
- **2023 attendance topped 1000 people!**

Workforce System Staff & Representatives	59%
Local Workforce Development Boards	14%
Human Services Agencies	13%
Educational Institutions	8%
Business & Industry Representatives	4%
Other: Federal & Local Governments, Economic Development Agencies, etc.	2%

Attendee Wi-Fi Sponsor \$5000

- Logo placement on Conference Wi-Fi login page
- Logo placement on Conference website, presenter slide templates and floor decals
- Recognition from podium during Conference Opening Remarks
- Half Page advertisement in Digital Program
- One (1) Exhibit Hall booth in Prime location
- Two (2) Full Conference registrations
- Attendee Registration List: Name, Agency/Company, Email provided before Conference

Platinum Sponsor \$3500

- Logo on all Conference promotional emails
- Logo placement on Conference website, presenter slide templates and floor decals
- Full Page Advertisement in digital program
- Right to place your pop-up banner/poster in Keynote session room
- One (1) Exhibit Hall Booth in Prime location
- Two (2) Full Conference registrations
- VIP seating for Keynote sessions and Award Luncheons
- Attendee Registration List: Name, Agency/Company, Email provided before Conference

Gold Sponsor \$2500

- Logo on all Conference promotional emails
- Logo placement on Conference website, presenter slide templates and floor decals
- Half Page Advertisement in Digital Program
- Right to place your pop-up banner/poster in Keynote session room
- One (1) Exhibit Hall Booth in Prime location
- Two (2) Full Conference registrations
- VIP seating for Keynote sessions and Award Luncheons

Silver Sponsor \$1000

- One (1) PRIME Exhibit Booth space in Exhibit Hall (LIMITED NUMBER AVAILABLE)
- One (1) Full Conference registration
- Logo placement in promotional materials and Conference webpage

Exhibitor \$750

- One (1) Exhibit Booth in the Exhibit Hall
- One (1) Full Conference registration
- Logo placement in promotional materials and Conference webpage

Exhibit Details

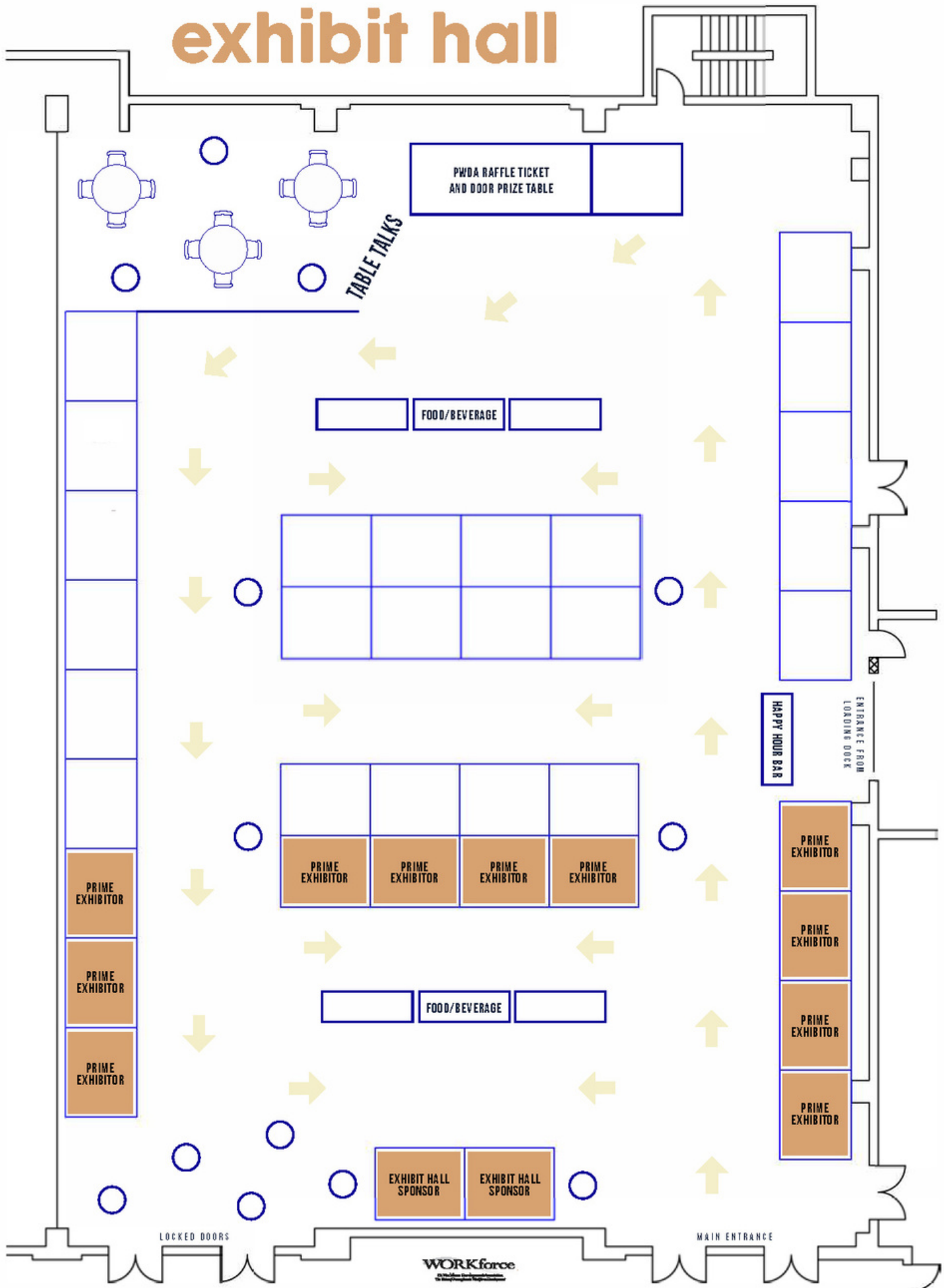
- All exhibit spaces include a 8' x 10' booth with a 6' draped table, two chairs, and waste basket.
- Each Exhibit Booth registration comes with one (1) Full Conference Registration. This person will have access to all workshops, general sessions, breakfasts/lunches, receptions, etc. **We do ask that a representative be available at your booth in the Exhibit Hall throughout the duration of the event.**
- All booth locations are on a first-come, first-served basis. Booth numbers, locations, times, and additional details regarding set up will not be confirmed until after March 28, 2024.
- Exhibitor booths may NOT be shared. Each organization will need to purchase their own booth space.
- Electricity, telephone, internet, and AV equipment are secured directly through the Hershey Lodge, not PWDA. Fees applicable. More information will be given after sign up.
- A refund, minus a \$100 administrative fee, will be given only if a cancellation is submitted in writing to info@pawork.org before Thursday, March 28, 2024. 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 Silver Sponsor & Exhibitor Fees!

Reserve Your Space Up Today!

exhibit hall



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 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 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 12, 2024.
- PWDA's Annual Conference program will be completely DIGITAL.
- Program PDF will be distributed to all guests prior to the start of the Conference.
- All Conference Attendees will have access to the event page throughout the event and up to 30 days following.

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

**Sign up Today! <https://bit.ly/AC24showcase>
Need Assistance? Contact Us at info@pawork.org!**