



Pennsylvania Workforce Development Association

HIGHER EDUCATION AND WORKFORCE SUMMIT

JANUARY 7, 2027 - JANUARY 8, 2028

VENDOR PROSPECTUS

- For More Information

<https://members.pawork.org/events>

SPONSORSHIP OPPORTUNITIES

Workforce Champion

\$8,000

- Three (3) complimentary registrations
- Featured recognition on all promotional marketing emails
- Logo placement on event webpage with a link to your website
- One (1) promotional item or piece of literature at check-in for all attendees
- Opportunity to help shape a priority discussion or session focus during a breakout session
- One pre-conference email sent to all registered attendees
- Four (4) floor decals with logo placed throughout the event venue

Marketing Sponsor

\$5,000

- Two (2) complimentary registrations with an additional registration OR an exhibit table space
- Featured recognition on all promotional marketing emails
- Logo placement on event webpage with a link to your website
- One (1) promotional item or piece of literature at check-in for all attendees
- One-sided Table Tent with Sponsor Advertisement placed on all General Session Tables
- One Pre-Conference email sent to all registered attendees
- Poster with Sponsorship designation placed in conference area
- Three (3) floor decals with logo placed throughout the event venue

Supporting Sponsor

\$2,000

- One complimentary registration
- Logo placement on the event webpage with a link to your website
- One (1) promotional item or piece of literature at check-in for all attendees
- One (1) post event email sent to all registered attendees

22 Workforce
Boards



100+ Member
Organizations



3,000+
Contacts



ADDITIONAL OPPORTUNITIES

Networking Social Sponsor \$5,000	Refreshment Station Sponsor \$3,000 <i>(3 available)</i>
Wi-fi Charging Station Sponsor \$5,000	Breakfast Sponsor \$3,000

ADVERTISING OPTIONS

- *Full Page - \$200*
 - *Full page with bleed: 7.08 x 10.00"*
- *Half Page - \$100*
 - *Half page spread with bleed: 7.08" x 4.92"*
- *Newsletter Highlight*
 - *500 word count - \$125*
 - *750 -word count - \$175*
- *Post-Event Email to Attendees - \$500*
 - *Basic email with logo, 1,000-word count, sent 3-5 days after event.*

ADDITIONAL INFORMATION

Venue Location



Penn State University, Harrisburg Campus
150 Olmsted Dr.
Middletown, PA 17057



PennState
Harrisburg

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- Exhibitors are responsible for all shipping, handling, storage, and return arrangements for booth materials. The organizer is not responsible for delayed, lost, or damaged shipments
 - All benefit content, graphics, and materials with distribution benefits such as pre/post event email, program advertisement, social media spotlight, etc should be emailed to info@pawork.org no later than November 18, 2026.
 - Table space includes one (1) 6-foot table, with 2 chairs, and a wastebasket. Please email all electrical needs to info@pawork.org by December 11, 2026. Electric hookup is not guaranteed if request is received after this date.

ONLY SPONSORS are given a table space at this event. If you are looking to customize a package, please contact Becky Conte, Director of Events, at bconte@pawork.org for more information

Disclaimer: PWDA is a 501(c)(3) non-partisan nonprofit. As the voice of Pennsylvania's workforce system and serving as a trusted resource for workforce development stakeholders in the Commonwealth, we are mindful of the impact that our partnerships have. PWDA reserves the right to deny applications for sponsorships and partnerships that do not align with PWDA's mission.