WorkForce

Pennsylvania Workforce Development Association

Make Your MARK

Check in. Stand Out. Move Workforce Forward.

43rd Annual Conference Hosted by PWDA

Sponsor and Exhibitor Opportunities!

May 5, 2027 - May 7, 2027

Hershey Lodge and Conference Center

Hershey, PA

www.pawork.org

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

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

- 40+ Workshop Sessions
- 3 Awards Programs
- 2 Keynote Sessions
- 2026 Attendance - 900+
- New Exhibitor Layout
- Networking Breaks with Vendors

www.pawork.org

Sponsorship Opportunities

SIGNATURE SPONSOR. $10,000.00

Pick One Type:

Branded General Session Sponsor
Branded Networking Happy Hour Sponsor
Branded Thursday Evening Party Sponsor

Signature Sponsor Selection also includes

- 4 Conference Registrations
- 1 Prime Location in space with Electrical Hookup provided
- Full Page Advertisement in digital program
- Place pop-up banner/ poster in General Session Room alongside main stage
- Opening Remarks at Branded Event
- 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
- 4 Floor Decals throughout the Conference Space

INFLUENCER SPONSOR . . . . . $ 7,500.00

Pick One Type

Registration Check-in Sponsor (logo on registration check-in screens)
Conference Wi-fi Sponsor (includes charging stations throughout space)
Membership Lounge Sponsor (includes access to the Members Only Lounge

Sponsor Selection also includes

- 3 Conference Registrations with one Prime Location in Exhibit Hall with Electric Hookup
- Place pop-up banner/ poster at Conference Registration /Conference Headquarters
- 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
- Social Media Spotlight Campaign (not to exceed 3 posts)
- 3 Floor Decals throughout the Conference Space

TRAILBLAZER SPONSOR . . . . . $ 5,000.00

Pick One Type

Pre-Conference Refreshment Sponsor
Namebadge Shell Sponsor
Coffee Break Sponsor
Afternoon Snack Sponsor
Final Day Member Experience Sponsor (YOKL Trolley Explore Hershey Tour)

Sponsor Selection includes

- 2 Conference Registrations
- Choice of 1 Prime Location Space in Exhibit Hall **OR** Two Additional Conference Registrations
- One Pre-Event Email Sent to all registered attendees ‘
- One Post Event Email Sent to all registered attendees ‘
- Half Page Advertisement in Digital Program

Supporting Sponsor. . . . . $ 2,500.00

- 1 Conference Registration with choice of One Standard Exhibit Table **OR** One additional Conference Registration
- Whova Attendee Access
- One Live Event Whova Push Notification
- Post Event Email to all registered attendees
- Half Page Advertisement in Digital Program

Additional Opportunities

PRIME Exhibitor. $1,200.00

- 1 Conference Registration with PRIME Location
- Logo on Conference App with clickable link
- Whova Attendee Access

Standard Exhibitor. $875.00

- 1 Conference Registration with a Standard Exhibitor Table
- Logo on Conference App
- Whova Attendee Access

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 $350

Email Blast to Attendees

One pre-conference (within 5-7 days before the conference) . . . $200
One post-conference (within 5-7 days after the conference) . . . $150

Drink Ticket Package

Good for both Wednesday Happy Hour and Thursday Night Party
10 Tickets ... $100 20 Tickets ... $200

Exhibitor Schedule

Day 1 – Wednesday May 6, 2027

7:00 am -9:00 am – Vendor Booth Setup
9:00 am – 11:00 am – Netowrking in the Great American Hall
1:30 pm – 2:30 pm – Dessert and Networking in the Great American Hall
4:30 pm – 6:00 pm – Happy Hour + Snacks + Networking in the Great American Hall

Day 2 Thursday May 7, 2027

8:00 am – 9:15am - Breakfast with attendees in the Great American Hall
9:15 am - 9:45 am – Phoenix Award Ceremony in the Great American Hall
1:30 pm – 2:30 pm – Snacks and Networking in the Great American Hall
4:30 pm – 6:00 pm – Happy Hour + Snacks + Networking in the Great American Hall

*This schedule is strictly the Exhibitor/Sponsor Schedule; a full conference schedule is available on the WHOVA App **AND** in your Exhibitor Guide.
*Times are subject to change and are not final

Additional Details

- All exhibit spaces include a 8x10 booth with a 6 draped table, two chairs, and a waste basket, unless otherwise noted
- Each registration comes with one Full Conference Registration (unless otherwise noted.) We ask that a representative be available at your booth in the Exhibit Hall throughout the event.
- No Exhibit booth should be shared, without written approval from PWDA.
- 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 1, 2027.
- Electricity, internet, and AV equipment are secured directly through the Hershey Lodge, not PWDA. Fees apply. More information will be provided in your Exhibitor Packet, emailed closer to the event.
- All advertisements, push notification content, and email blast content must be submitted to info@pawork.org, on or before April 5, 2027
- PWDA's Annual Conference Program is completely digital and can be found via QR code or the Whova app
- All Conference Attendees will have Access to the event page throughout the event and up to 90 days following.
- Exhibitors are encouraged to use the Community Forums for additional interactions with attendees.

Register Today

https://members.pawork.org/events

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