

● **November  
18 -19, 2024**



**WIND CREEK®**  
BETHLEHEM, PA



# Apprenticeship **PA**

COLLABORATIVE AND EXPO

# PROSPECTUS

**WORKforce**  
PA Workforce Development Association

IN PARTNERSHIP WITH  
**PACTA** PENNSYLVANIA  
Association of Career  
& Technical Administrators

[WWW.PAWORK.ORG](http://WWW.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!

## Why SPONSOR?

ApprenticeshipPA Collaborative and Expo encompasses PWDA's commitment to advancing priorities of expanding, modernizing, and diversifying apprenticeship programs across PA. By sponsoring the event, you can contribute towards achieving the following goals:

- Increase the number of registered Apprenticeship opportunities throughout the state of Pennsylvania.
- Expand Apprenticeship programs into non-traditional occupations and ensure equitable access for underrepresented populations.
- Raise awareness about the benefits of registered Apprenticeship and provide guidance on how to access them.
- Advocate for Apprenticeship as a premier solution to meeting workforce demands
- Ensure Apprenticeship opportunities are accessible to underrepresented communities across the Commonwealth.



# ApprenticeshipPA

COLLABORATIVE AND EXPO

## **Platinum Sponsor - \$20,000**

- 5 ApprenticeshipPA registrations
- 4 Workshops (1 per round, prior approval required)
- Branded table tents at each table in the keynote space
- Opportunity to address attendees before lunch session
- Logo/Advertising on screen before lunch session in keynote space
- Poster announcing sponsorship at check-in\registration desk
- 4 Sponsored emails sent prior to event (content must be provided)
- Exhibitor table in PRIME location
- 5 Floor decals with logo
- Logo included in all marketing emails
- Logo displayed on event page with link to your website
- Logo/Advertisement in 5 social media posts leading up to the event

## **Gold Sponsor - \$15,000**

- 4 ApprenticeshipPA registrations
- 1 Workshop Presentation (prior approval required)
- Opportunity to place marketing materials at check-in table
- Opportunity to address attendees before panel on day 2
- Logo in all workshop spaces
- 2 Sponsored emails sent prior to event (content must be provided)
- Exhibitor table in PRIME location
- 4 Floor decals
- Logo included in all marketing emails
- Logo displayed on event page with link to your website
- Logo/Advertisement in 4 social media posts leading up to the event





### ***Silver Sponsor - \$10,000***


- 3 ApprenticeshipPA registrations
- 1 Workshop (prior approval required)
- Opportunity to place marketing materials at check-in-table
- Opportunity to address attendees at the start of the Reception on day 1
- 1 Sponsored Email sent before the event (content must be provided)
- Exhibitor table in PRIME location
- 3 Floor decals
- Logo included in all marketing emails
- Logo displayed on the event page with a link to your website
- Logo/Advertisement in 3 social media posts leading up to the event



### ***Welcome Sponsor - \$6,000***

- 2 ApprenticeshipPA registrations
- Opportunity to place banner/poster inside keynote space
- Opportunity to introduce and welcome attendees before opening keynote
- Logo/Advertisement on-screen before introduction in keynote space
- Logo/Advertisement in 2 PWDA emails
- Exhibitor table in PRIME location
- 2 Floor decals
- Logo included in all marketing emails
- Logo displayed on event page with link to your website
- Logo/Advertisement in 2 social media posts leading up to the event

### ***Swag Sponsor - \$4,000***

- 2 ApprenticeshipPA registrations
  - Branded merchandise available to all attendees at check-in
  - Logo/Advertisement in 2 PWDA emails
  - Exhibitor Table
  - 2 Floor decals
  - Logo included in all marketing emails
  - Logo displayed on the event page with a link to your website
  - Logo/Advertisement in 1 social media posts leading up to the event
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## **Supporting Sponsor - \$2,000**

- 1 ApprenticeshipPA registration
- Exhibitor table
- 1 Floor decal
- Logo included in all marketing emails
- Logo displayed on event page with link to your website
- Logo/Advertisement in 1 social media post leading up to the event



## **Exhibit Sponsor - \$875**

- 1 ApprenticeshipPA registration
- Exhibitor table
- Logo displayed on event page with link to your website
- Recognition on social media prior to the event

## **Exhibit Details:**

- All exhibit spaces include a 8' x 10" booth with a 6' draped table, two chairs, and a waste basket.
- Each Exhibit booth registration comes with one (1) ApprenticeshipPA registration. This person will have access to all the workshops, general sessions, breakfast/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 October 11, 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 Wind Creek, 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](mailto:info@pawork.org) before Thursday, October 11, 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

*Information subject to updates*

### **Contact us:**

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

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