

PWDA 37th Annual Conference

Workforce Rising: Prospering in a Time of Change

May 5-7, 2021

Conference Prospectus

WORKforce

PA Workforce Development Association

PA WORKFORCE DEVELOPMENT ASSOCIATION

#WkDevRisingPA

PWDA's 37th Annual Conference

Workforce Rising: Prospering in a Time of Great Change

+700

PROFESSIONALS IN ATTENDANCE ANNUALLY

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 business in their talent needs as well as youth, 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, jobseekers, and workers on their education, training, and career paths!

DEVELOPMENT

The Conference provides attendees with staff development opportunities through access to nearly 60 workshops and three plenaries!

AWARENESS

The conference is spread over a three-day period in May! Multiple opportunities to raise awareness on your organization, its mission, and resources!

ATTENDEE DEMOGRAPHICS:



74% avg daily participation

POPULAR ORGANIZATION TYPE*:

15% Local Wk Dev Board
37% State & Local Govt
36% Wk Dev Staff & Intermediaries
4% Education (K-12 ->Higher Ed)
Others: Economic Development, Social Services & More

Statewide
Representation:
ALL CORNERS OF PA



REASONS WHY!

- Market your product and resources to top leaders, decision-makers, funders, and influencers driving workforce development policy, programming, and services!
- Interact with 600 customers representing Pennsylvania 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!

*Figures based on 2020 attendance, approximates

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VIRTUAL

STAY CONNECTED TO PENNSYLVANIA'S WORKFORCE DEVELOPMENT PROFESSIONALS

In light of public health and safety directives from Pennsylvania's Governor, PWDA's 2021 Annual Conference will be a virtual experience - continuing to unite workforce development professionals with their peers, partners, providers, and others! Striving to bring a robust agenda focused on embracing change, capacity building, recognition, and innovation!

What's the Value of Virtual ACCESS?

- Gain brand exposure! The need for professional development and networking on proven practices, new tools, technologies, and products still remain as viable in a virtual world!
- Maximize your time and effort - the virtual agenda builds in various engagement points with attendees and maximizes your bandwidth to engage numerous attendees all at once
- Access to MORE of You. Virtual access allows attendees to connect to you easily and with a click of a button.



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Let's all rise together and strive to prosper as we lead the Commonwealth through this great time of change. Pennsylvania's workforce development system and staff sit at the intersection of education, training, social services, information, community & economic development, and more. Let's strategize collectively to lead the way and bring Pennsylvania back stronger than ever.

PWDA's 37th Annual Conference will highlight the importance of adapting to change, in addition to the significance of connections, collaboration, and improved coordination which will ultimately lead to better serving Pennsylvania business and workers.

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SPONSORSHIPS

\$2,500 Platinum

Attendees see your brand as top-event sponsor located in the virtual event lobby for all attendees to see.

Select one plenary for your brand to be featured:

Opening Keynote

Welcome attendees and kick-off the opening keynote professional!

Closing Keynote

Greet attendees on the final day and promote the closing keynote professional!

Governor's Employer Awards Program

Honor employer awardees recognized for their dedication and commitment to partner with Pennsylvania's workforce development system!

Governor's Individual Awards Program

Honor customer awardees recognized for their commitment and persistence for growth and excellence on their paths to self-sufficiency and career success!

Friday Morning State Leaders Panel

Featuring State Agency Secretaries and Executive Leaders discussing current events and priority matters for the customers they serve and the systems they lead!

PLATINUM SPONSOR BENEFITS:

- Two (2) full conference registrations
- Prime logo placement in virtual event lobby
- Promote a plenary with a video roll 'brought to you by' your brand
- Half-page ad in virtual program (deadline March 26, 2021)
- Logo placement in conference promotional materials
- Access to attendee registration list



High quality logos (AI or eps and jpg) needed upon sponsorship submission

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SPONSORSHIPS

\$2,000 GOLD

Promote your brand as attendees listen in during a workshop round. Each round features up to 11 concurrent sessions at one time, for a total of nearly 60 workshops, and over 100 presenters across two conference days. Presentations will be available for on demand access up to 30 days following the event.

Priced per workshop round, select one round:

- Workshops Round One - Wednesday
- Workshops Round Two - Wednesday
- Workshop Round Three - Wednesday
- Workshop Round Four - Thursday
- Workshops Round Five - Thursday
- Workshops Round Six - Thursday

GOLD SPONSOR BENEFITS:

- Two (2) full conference registrations
- Promote all workshops in one workshop rounds as 'brought to you by' your brand
- Standard logo placement in virtual event lobby
- Logo placement in conference promotional materials

High quality logo (AI or eps and jpg) needed upon sponsorship submission

\$1,000 SILVER

Promote your brand as attendees watch Wellness Videos during breaks

Priced per break, per day, select one break:

- Yoga Break - Wednesday
- Nutrition/Food Break - Wednesday
- Yoga Break - Thursday
- Nutrition/Food Break - Thursday

SILVER SPONSOR BENEFITS:

- One (1) full conference registration
- Standard logo placement in virtual event lobby
- Logo placement in conference promotional materials

High quality logo (AI or eps and jpg) needed upon sponsorship submission

[Sign up for your Sponsorship Today!](#)

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PROGRAM OPPORTUNITIES

In the hands of all attendees, highlight your organization, product, exhibit booth, award winner, resources, and more with a featured cover or ad!

All add sizes are without bleeds

Covers:

Inside Front (4 color) - \$825

Back Cover (4 color) - \$1,200

Inside Back Cover (4 color) - \$825

Pages:

Full page (color - 8.5"s x 11"h) - \$650

Half page (color - 8.5"w x 5.5"h) - \$475

Quarter page (color - 4.25"w x 5.5"h) - \$300

Submissions: High Quality jpg are requested. Ads must be emailed no later than March 16, 2021 to tlinn@pawork.org.

?Need Ad created or existing ad modified? Submit your content and for a \$50 fee PWDA can help get your ad ready for the conference program!

[Sign up to Place your Ad Today!](#)

PWDA is committed to providing Annual Conference attendees with a robust, high quality virtual event. As such, all sponsorships and exhibits must be submitted to PWDA by April 16, 2021. For more information, go to: <https://pwda.memberclicks.net/annual-conference>

PWDA will make all efforts to host a virtual event that is seamless for attendees, sponsors, and exhibitors. While we strive to plan for all contingencies and rest our assurances and reliability in technology, PWDA cannot be held liable for delays for other technical issues inherent in the use of internet and electronic communications.

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