

OCTOBER 21-23, 2020

PWDA 36th Annual Conference

Driving Workforce Connections

CONFERENCE PROSPECTUS

**PA WORKFORCE
DEVELOPMENT
ASSOCIATION**

#WkDevWorksPA

PWDA'S 36TH ANNUAL CONFERENCE 2020 DRIVING WORKFORCE CONNECTIONS

+800 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 with access to nearly 60 workshops and three plenaries!

AWARENESS

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

ATTENDEE DEMOGRAPHICS:



+55% 3-Day Registrations

Popular Organization Type*:

15% Local Wk Dev Board

26% State & Local Govt

34% Wk Dev Staff & Intermediaries

14% Education (K-12 ->Higher Ed)

7% Community Org/Action

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 800 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 2019 attendance, approximates*

GOING VIRTUAL

Stay Connected to Pennsylvania's Workforce Development Professionals

In light of public health and safety directives from Pennsylvania's Governor, PWDA is moving the Annual Conference to a virtual experience - continuing to connect workforce development professionals to their peers, partners, providers, and others! Continuing to bring a robust agenda focused on 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.



PWDA's 36th Annual Conference Driving Workforce Connections

Partner. Broker. Intermediary. Navigator. Advocate. Policymaker. Elected Official. Business Owner. Jobseeker. Educator. Administrator. Funder. Provider. Parent. Student. Worker. Veteran. Do'er. To build a strong and competitive workforce requires connections. Siloed approaches do not work. Pennsylvania's workforce development system and staff sit at the intersection of education, training, social services, information, community & economic development, and more.

PWDA's 36th Annual Conference will highlight the value of connections, the importance of collaboration and improved coordination that ultimately better serve Pennsylvania business and workers.

Pennsylvania can build a strong workforce, together.

#WkDevWorksPA

SPONSORSHIPS

\$2,500 Platinum

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

In addition, select one plenary for your brand to be featured:

Opening Keynote - Rocky Bleier

Welcome attendees and kick-off the opening keynote professional!

Closing Keynote - Farai Chideya

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:

- One (1) full conference registration
- Prime Logo placement in virtual event lobby
- Promote a plenary as "brought to you by" your brand
- Half-page ad in virtual program (deadline Sept 17, 2020)
- Recognition in Virtual Exhibit Hall
- Access to attendee registration list

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



SPONSORSHIPS

\$2,000 Gold

Promote your brand as attendees listen in during a workshop round. Each round features up to 11 concurrent sessions at once, for a total of nearly 60 workshops, over 100 presenters across two Conference days, and 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:

- 50% discount on one (1) conference registration
- Promote all workshops in one workshop rounds as "brought to you by" your brand
- Standard logo placement in virtual event lobby
- Participation in Virtual Exhibit Hall

\$1,000 Silver

Raise awareness on your brand and greet attendees as they enter our virtual event lobby every day of the Conference

Silver Sponsor Benefits:

- 25% discount on one (1) conference registration
- Standard logo placement in virtual event lobby
- Participation in Virtual Exhibit Hall

Sponsorship Submission FAQs and Deadline

PWDA is committed to providing Annual Conference attendees with a robust, high quality virtual event. As such, all sponsorships must be submitted to PWDA by September 30, 2020. 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 delays for other technical issues inherent in the use of internet and electronic communications.