SEPTEMBER
19-21, 2022

THE PENN STATER HOTEL
& CONFERENCE CENTER
STATE COLLEGE, PA

WORKFORCE DEVELOPMENT
SYMPOSIUM 2022
PROSPECTUS

PA Workforce Development Association
The Voice of Pennsylvania Workforce Development
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!

LEADERSHIP
Attendees partner with Pennsylvania businesses to solve their talent management needs and support youth, job seekers, and workers on their education, training, and career paths!

DEVELOPMENT
The Symposium provides attendees with peer development opportunities through access to SolutionsTalks and plenaries!

AWARENESS
The Symposium is spread over a day and a half in September! There are multiple opportunities to raise awareness on your organization, its mission, and resources!

WHY SPONSOR?
• Market your product and resources to top leaders, decision-makers, funders, and influencers driving workforce development policy, programming, and services!
• Interact with 200+ customers representing 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!

Symposium registrants include:
Local workforce development board members, staff, and intermediaries, along with educational organizations, state and local government officials, and more!
PREMIER SPONSORS

WELCOME COCKTAIL HOUR SPONSORSHIP  $2,300
*This sponsor must contribute TWO door prize items (a value of $100 each)
One (1) exhibit table in our *new* exhibit location upstairs
One (1) promotional item or piece of literature at registration for all attendees (supplied by sponsor)
Two (2) Symposium registrations (a value of $790)
Three (3) floor decals with logo placed throughout event location
Five (5) minutes to make an introduction at the Cocktail Hour and presentation of door prizes
Branded table tents on the reception tables
Poster with logo at registration table and at the cash bar during Cocktail Hour
Attendee email list will be provided post-event
Logo placement in promotional materials and Symposium webpage

TUESDAY POWER HOUR SPONSORSHIP  $2,300
*This sponsor must contribute TWO door prize items (a value of $100 each)
One (1) exhibit table in our *new* exhibit location upstairs
One (1) promotional item or piece of literature at registration for all attendees (supplied by sponsor)
Two (2) Symposium registrations (a value of $790)
Three (3) floor decals with logo placed throughout event location
Five (5) minutes to make an introduction at the Power Hour and presentation of door prizes
Branded table tents on the reception tables
Poster with logo at registration table and at the cash bar during Power Hour
Attendee email list will be provided post-event
Logo placement in promotional materials and Symposium webpage

OPENING KEYNOTE SPONSORSHIP  $2,000
One (1) exhibit table in our *new* exhibit location upstairs
One (1) promotional item or piece of literature at registration for all attendees (supplied by sponsor)
Two (2) Symposium registrations (a value of $790)
Three (3) floor decals with logo placed throughout event location
Promotion on screen (ad or video) before keynote speaker goes on stage (supplied by sponsor)
Poster announcing sponsorship at the entrance of the Presidents’ Hall
Logo placement in promotional materials and Symposium webpage

SOLUTIONSTALK SPONSORSHIP  $2,000
One (1) exhibit table in our *new* exhibit location upstairs
One (1) promotional item or piece of literature at registration for all attendees (supplied by sponsor)
Two (2) Symposium registrations (a value of $790)
Three (3) floor decals with logo placed throughout event location
Poster announcing sponsorship at each workshop room
Poster announcing sponsorship at registration table
Logo placement in promotional materials and Symposium webpage
“FUELED BY” SPONSORS

BREAKFAST SPONSORSHIP $1,800
One (1) exhibit table in our *new* exhibit location upstairs
Two (2) Symposium registrations (a value of $790)
Two (2) floor decals with logo placed throughout event location
Promotion on screen (ad) during breakfast (supplied by sponsor)
Branded table tents on the tables
Logo placement in promotional materials and Symposium webpage

LUNCH SPONSORSHIP $1,800
One (1) exhibit table in our *new* exhibit location upstairs
Two (2) Symposium registrations (a value of $790)
Two (2) floor decals with logo placed throughout event location
Promotion on screen (ad) during lunch (supplied by sponsor)
Branded table tents on the tables
Logo placement in promotional materials and Symposium webpage

COFFEE BREAK SPONSORSHIP $1,200
One (1) Symposium registration (a value of $395)
Two (2) floor decals with logo placed throughout event
Poster with logo displayed at event
Branded table tents placed throughout the break area on the second floor
Logo placement in promotional materials and Symposium webpage

SYMPOSIUM SPONSORS

SUPPORTING SPONSOR $1,000
One (1) exhibit table in our *new* exhibit location upstairs
One (1) Symposium registration (a value of $395)
Two (2) floor decals with logo placed throughout event
Poster with logo displayed at event
Logo placement in promotional materials and Symposium webpage

CONTRIBUTING SPONSOR $800
One (1) exhibit table in our *new* exhibit location upstairs
One (1) Symposium registration (a value of $395)
Logo placement in promotional materials and Symposium webpage