The Winter Policy Forum is a gathering for NASWA state workforce members to discuss current and developing trends in the workforce system and how they will be affected by changes occurring in the national landscape. The meeting focuses on collaborating with representatives from the Administration, Congress, U.S. Department of Labor, Intergovernmental (IGO) partner organizations, WIOA partner groups, and other D.C. policy-making groups.

The State Information Data Exchange System (SIDES) Seminar is a gathering for state workforce members, employers, and third-party administrators (TPAs) to discuss current and developing trends in the unemployment program and how SIDES can be used to enhance integrity measures, streamline claims processing, and reduce agency costs.

The annual Veterans Conference is the event to attend to network with frontline staff from across the country who provide veterans services. This conference focuses on “Serving Those Who Served,” and features learning opportunities for staff from state workforce agencies and partner organizations who serve veterans and transitioning service members.

The SUMMIT is the premier workforce and unemployment insurance conference where leaders of the nation’s state workforce agencies and their key staff gather to discuss issues of focus to the workforce system. The issues include the Workforce Innovation and Opportunity Act (WIOA) implementation, employment services, training programs, unemployment insurance, employment statistics and labor market information, information technology, and legal issues, with particular focus on workforce development.
# SPONSORSHIPS | WINTER POLICY FORUM

The Winter Policy Forum is a gathering for NASWA state workforce members to discuss current and developing trends in the workforce system and how they will be affected by changes occurring in the national landscape. The meeting focuses on collaborating with representatives from the Administration, Congress, U.S. Department of Labor, Intergovernmental (IGO) partner organizations, WIOA partner groups, and other D.C. policy-making groups.

<table>
<thead>
<tr>
<th>Premium booth space in exhibitor area (as available)</th>
<th>GOLD $9,000</th>
<th>6 available</th>
<th>SILVER $7,000</th>
<th>6 available</th>
<th>BRONZE $4,500</th>
<th>as available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit table in Exhibit Area (six-foot table and two chairs)</td>
<td>•</td>
<td>•</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>“A Word from our Sponsors” - Pre-recorded video (.mp4 file)</td>
<td>60 seconds, General session</td>
<td>60 seconds, General session</td>
<td>60 seconds, General session</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Registrations(s)¹</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition during general sessions</td>
<td>Premium</td>
<td>Standard</td>
<td>Standard</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo included in event email communications</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo displayed on the NASWA event website with hyperlink to company website</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition of sponsorship in “Thanks to Our Sponsors” signage</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference participant list</td>
<td>Excel Format, Pre- and Post conference</td>
<td>PDF Format, Pre-conference</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotions via social media campaign</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## A LA CARTE

| Exhibit Table (for Bronze sponsors) - One six-foot table and two chairs | $1,500 |
| Name Badge Sponsorship - Company logo prominently placed on name badges | $3,000 |
| Welcome Reception Sponsorship: Libation Station - Sponsor the Libation Station and gain the opportunity to network with attendees while passing out company-branded drink tickets (beer, wine, and soft drinks; two tickets per attendee.) | $8,000 |

¹You must complete a separate registration to attend the conference and/or staff your exhibit table. Contact naswa-meetings@naswa.org for your complimentary registration code(s), if applicable. Additional registrations may be purchased for additional attendees/exhibit table staff.

*Price listed is for sponsorship only. All items subject to availability at time of request.*
### SPONSORSHIPS | SIDES SEMINAR

The State Information Data Exchange System (SIDES) Seminar is a gathering for state workforce members, employers, and third-party administrators (TPAs) to discuss current and developing trends in the unemployment program and how SIDES can be used to enhance integrity measures, streamline claims processing, and reduce agency costs.

#### WHEN

March 12 - 14, 2024

#### WHERE

Pittsburgh, PA

<table>
<thead>
<tr>
<th>A LA CARTE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking Break Digital Ad (15 seconds MAX) - Highlight your company using a digital ad in the conference production slides. The ad will be incorporated into the networking break slides that are played during each break in the general session and will be shown for 15 seconds MAXIMUM. Acceptable formats: .jpg, .png, .pptx, .mp4. Slide size is 16:9 (Widescreen).</td>
<td>$250</td>
</tr>
<tr>
<td>Networking Break Digital Ad (30 seconds MAX) - Highlight your company using a digital ad in the conference production slides. The ad will be incorporated into the networking break slides that are played during each break in the general session and will be shown for 30 seconds MAXIMUM. Acceptable formats: .jpg, .png, .pptx, .mp4. Slide size is 16:9 (Widescreen).</td>
<td>$500</td>
</tr>
<tr>
<td>Attendee List (PDF Format; Pre-conference)</td>
<td>$750</td>
</tr>
<tr>
<td>Exhibit Table LIMITED AVAILABILITY - One six-foot table and two chairs</td>
<td>$1,000</td>
</tr>
<tr>
<td>Photo Studio Sponsorship¹ - Face-to-face interaction with conference attendees during photo booth hours, i.e. during the Welcome Reception. Option to send a professional headshot, provided by NASWA Photographer, to conference attendees; option to provide branded handout¹; branded photo studio signage.</td>
<td>$1,000</td>
</tr>
<tr>
<td>Welcome Reception Sponsorship: Libation Station - Sponsor the Libation Station and gain the opportunity to network with attendees while passing out company-branded drink tickets (beer, wine, and soft drinks; two tickets per attendee).</td>
<td>$2,500</td>
</tr>
<tr>
<td>Networking Break Sponsorship: Coffee/Beverage Station - Offer conference attendees that essential cup of coffee to jump start their day or get that much needed energy boost. Sponsor the Coffee/Beverage station and have your company logo and QR code to your company website prominently placed at the station during the conference (excludes pre-conference sessions).</td>
<td>$3,000</td>
</tr>
<tr>
<td>Keynote Speaker Sponsorship - Sponsorship of the keynote speaker and logo in the event program next to the keynote’s biography.</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

¹Price listed is for sponsorship only. Purchase of item(s) is sponsor’s responsibility. All items are subject to availability at the time of the request.
## SPONSORSHIPS | VETERANS CONFERENCE

The annual Veterans Conference is the event to attend to network with frontline staff from across the country who provide veterans services. This conference focuses on “Serving Those Who Served,” and features learning opportunities for staff from state workforce agencies and partner organizations who serve veterans and transitioning service members.

### WHEN
August 7 - 9, 2024

### WHERE
Grand Hyatt
Washington, DC

<table>
<thead>
<tr>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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</thead>
<tbody>
<tr>
<td>$16,500</td>
<td>$10,000</td>
<td>$7,550</td>
<td>$5,750</td>
</tr>
<tr>
<td>4 available</td>
<td>5 available</td>
<td>6 available</td>
<td>8 available</td>
</tr>
</tbody>
</table>

| Exhibit table in exhibit area (six-foot table with two chairs) | 1 table | 1 table | 1 table |
| "A Word from our Sponsors" | 60 seconds, in-person, spoken General session | 60 seconds, pre-recorded video General session |
| Complimentary registration(s)¹ | 2 | 2 | 1 |
| Ad in event program | Full page | Half page | Quarter page |
| Recognition during general sessions | Premium | Premium | Standard |
| Logo in event email communications | • | • | • |
| Logo displayed on the NASWA event website with link to company website | • | • | • |
| Recognition of sponsorship in event program and "Thanks to Our Sponsors" signage | • | • | • |
| Conference participant list | Excel Format, Pre- & post-conference | Excel Format, Pre-conference | PDF Format, Pre-conference |
| Promotions via social media campaign | • | • | • |
| Recognition as Welcome Reception co-sponsor | • | • | • |
| Recognition as Breakfasts and Luncheons co-sponsor | • | • | • |

### A LA CARTE

**Photo Studio Sponsorship²** - Face to face interaction with conference attendees during photo booth hours, i.e. during breakfasts, lunch, breaks, and Welcome Reception. Option to send professional headshot, provided by NASWA Photographer, to conference attendees; option to provide branded handout²; branded photo studio signage.

**Conference WiFi Sponsorship** - What's one of the first things attendees look for in a conference space?... How to connect to the internet! Make your company name the gateway, i.e. password, to WiFi access in the meeting spaces.

**Name Badge Sponsorship** - Company logo prominently placed on name badges

**Exhibit Table (for non-sponsors) - LIMITED AVAILABILITY** - One six-foot table and two chairs (Includes 1 complimentary registration¹)

**Exhibit Table (for Bronze sponsors) - LIMITED AVAILABILITY** - One six-foot table and two chairs

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¹You must complete a separate registration to attend the conference and/or staff your exhibit table. Contact naswa-meetings@naswa.org for your complimentary registration code(s), if applicable. Additional registrations may be purchased for additional attendees/exhibit table staff.

²Price listed is for sponsorship only. All items subject to availability at time of request.
The SUMMIT is the premier workforce and unemployment insurance conference where leaders of the nation’s state workforce agencies and their key staff gather to discuss issues of focus to the workforce system. The issues include the Workforce Innovation and Opportunity Act (WIOA) implementation, employment services, training programs, unemployment insurance, employment statistics and labor market information, information technology, and legal issues, with particular focus on workforce development.

**SPONSORSHIPS | SUMMIT**

When
Fall 2024
Where
To be announced

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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<tbody>
<tr>
<td>Amount</td>
<td>$60,000</td>
<td>$27,000</td>
<td>$12,500</td>
<td>$9,250</td>
<td>$5,500</td>
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<tr>
<td>Available</td>
<td>1</td>
<td>6</td>
<td>10</td>
<td>15</td>
<td>unlimited</td>
</tr>
</tbody>
</table>

- **Conference is presented by the Diamond Level Sponsor**
- **Sponsor logo appears in conjunction with conference logo** (Presented by [Your Company Name/Logo])
- **Large-scale branding recognition in premium location within hotel**
- **Sponsorship of conference name badges (includes company logo prominently placed on name badges)**
- **Private Meeting Room**
- **Premium booth space in exhibitor area**
- **Exhibit table in exhibit area (6ft table and two chairs)**
- **"A Word from our Sponsors"**
  - 5 minutes in-person, spoken
  - 2 minutes in-person, spoken
  - 60 second pre-recorded video
- **Complimentary Registrations**¹
  - 4
  - 2
  - 1
  - 1
- **Ad in event program**
  - Two-page spread
  - Full page
  - Half page
  - Quarter page
- **Recognition during general sessions**
  - Premium
  - Premium
  - Standard
  - Standard
  - Standard
- **Logo included in event email communications**
  - •
  - •
  - •
  - •
  - •
- **Logo displayed on NASWA event website with hyperlink to company website**
  - •
  - •
  - •
  - •
  - •
- **Recognition of sponsorship in event program and "Thanks to our Sponsors" signage**
  - •
  - •
  - •
  - •
  - •
- **Conference participant list**
  - Excel, pre- and post-conference
  - Excel, pre- and post-conference
  - Excel, pre-conference
  - PDF, pre-conference
- **Promotions via social media campaign**
  - •
  - •
  - •
  - •
  - •
- **Recognition as Welcome Reception Libation Station sponsor with opportunity to hand out branded drink tickets to reception attendees**
  - •
- **Recognition as Welcome Reception Food Station sponsor**
  - •
- **Recognition as conference luncheons sponsor**
  - •
- **Recognition as conference breakfasts sponsor**

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SPONSORSHIPS | SUMMIT (cont.)

The SUMMIT is the premier workforce conference where leaders of the nation’s state workforce agencies and their key staff gather to discuss issues of focus to the workforce system. The issues include the Workforce Innovation and Opportunity Act (WIOA) implementation, employment services, training programs, unemployment insurance, employment statistics and labor market information, with particular focus on workforce development.

<table>
<thead>
<tr>
<th>A LA CARTE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exhibit Table (for Bronze Sponsors)</strong></td>
</tr>
<tr>
<td>$1,750</td>
</tr>
</tbody>
</table>

| **Exhibit Table (for non-sponsors/contributors)** | One six-foot table and two chairs (includes 1 complimentary registration¹) |
| $4,350 | As space allows |

Additional a la carte items for the 2024 NASWA SUMMIT are still in development. Once finalized, an announcement will be shared.

Stay tuned!
This Agreement (the “Agreement”) is between the National Association of State Workforce Agencies, Inc. (“NASWA”) a nonprofit corporation, organized under internal Revenue Code § 501 (c)(4), and your company as noted in the application (“Sponsor”).

NASWA conducts this Event. The parties have agreed to enter into this Agreement to set forth the terms of the Sponsor’s nonexclusive sponsorship of/participation in the Event in exchange for certain contributions to NASWA. Accordingly, NASWA and Sponsor agree as follows:

I. ACKNOWLEDGEMENT
During the term of this Agreement, NASWA agrees to identify and acknowledge the Sponsor as indicated on the Event’s Sponsor Opportunities page, at the level of Sponsor’s contribution.

II. TERM OF THE AGREEMENT
This Agreement is effective from the date of Agreement and shall remain effective until the end of the last day of the Event. The Agreement is not effective until a signed Agreement is received.

If payment is not received by 45 days prior to the Event, the Agreement shall be null and void.

If agreement is entered into after 45 days prior to the Event, payment shall be made immediately, or Agreement will be null and void.

III. ACCEPTANCE / FULFILLMENT OF BENEFITS
Once this Agreement is submitted (with or without payment), it constitutes a binding contract, unless payment is not received 45 days prior to the Event. For agreements entered within 45 days prior to the Event, payment shall be made immediately, or Agreement will be null and void. Sponsor is responsible for generating (at their own cost and time) any collateral items for distribution to NASWA attendees, per applicable sponsorship benefits.

IV. LICENSE OF INTELLECTUAL PROPERTY
A. NASWA is the sole owner of all rights, title, and interest to all NASWA information, including NASWA’s logo, trademarks, trade names, and copyrighted information, unless otherwise provided. Sponsor may be granted, upon separate written request, a limited and non-exclusive license to use NASWA’s name, acronym, Association Logo, and Event artwork on the Event site and in promotional material during the Term of this Agreement (collectively, the “NASWA” Property.” Sponsor agrees that it shall not use NASWA’s Property in a manner that states or implies that NASWA endorses the Sponsor (or the Sponsor’s products or services).

B. Sponsor is the sole owner of all rights, title, and interest to all Sponsor information, including Sponsor’s logos, trademarks, trade names, and copyrighted information, unless otherwise provided. Sponsor hereby grants to NASWA a limited, non-exclusive license to use certain Sponsors intellectual property, including names, trademarks, and copyrights (collectively, “Sponsor Property”), solely to identify the sponsor, as a sponsor or contributor, if applicable, of the Event.

C. Upon termination or expiration of this Agreement, all rights, and privileges for use of the other party’s Property as permitted in this Agreement shall expire, and each party shall discontinue the use of such other party’s Property unless otherwise agreed in writing.

V. INDEMNIFICATION
Sponsor agrees to indemnity and hold harmless NASWA, its related entities, employees, directors, and officers from and against any and all claims, losses, damages, judgments, settlements, costs, and expenses (including reasonable attorneys’ fees and expenses), and liabilities of every kind incurred as a result of: (i) any act or omission by Sponsor or its officers, directors, employees, or agents; (ii) any use of Sponsor’s name, logo, Web site, or other information, products, or services provided by Sponsor; and/or (iii) the inaccuracy or breach of any of the covenants, representations and warranties made by Sponsor in this Agreement. This indemnity shall require the payment of costs and expenses by Sponsor as they occur. This section shall survive any termination or expiration of this agreement.

VI. ATTENDEE LIST USAGE GUIDELINES
Sponsors will be provided with a copy of the event’s attendee list, if applicable to the Sponsor’s sponsorship selection once
payment for the sponsorship has been received.

NASWA encourages Sponsors’ efforts to communicate with Event attendees. However, in an effort to meet Sponsors needs and also protect the privacy rights of our attendees, the following provisions shall apply:

- NASWA agrees to release to the Sponsor, if applicable to the Sponsor’s sponsorship selection, attendee’s name, title, organization, and e-mail address, as provided by the attendee.

- Sponsors shall:
  i. use attendee information in accordance with each attendee’s reasonable expectations
  ii. limit the use of attendee information to contacting each attendee
      • no more than two [2] times leading up to the date of the Event
      • no more than one [1] time within seven [7] days following the Event
  iii. put in place reasonable technical and organizational measures to ensure the security of attendee information
  iv. comply with the rights of attendees including any opt-out requests not transfer attendee information to any third party outside the Sponsor.
  v. Sponsor shall not share with any affiliate entities.
  vi. not host events during any NASWA Event programming (including NASWA-hosted evening events).

Attendee information is only provided to applicable Sponsors based on the Sponsors sponsorship selection as indicated on the Event’s Sponsorship/Exhibition Opportunities page and only after payment has been received.

VI. CANCELLATION & REFUND POLICY
Receipt of your Sponsorship / Exhibition Agreement to sponsor/exhibit at the Event. Therefore, notification of sponsorship/exhibition cancellation must be submitted in writing to NASWA and the Sponsor is required to pay its sponsorship as outlined below:

- For sponsorship/exhibition cancellations received by NASWA on or before 45 days prior to the event, the Sponsor will be responsible for 50% of the total sponsorship payment.
- For sponsorship/exhibition cancellations received by NASWA after 45 days prior to the Event, the Sponsor will be responsible for 100% of the total sponsorship payment.

If sponsoring promotional items, once this agreement is signed and the item is in production, there shall be no refunds.

VIII. TERMINATION OF AGREEMENT
NASWA may terminate this Agreement at any time by notifying the sponsor in writing or by e-mail. Upon such termination, NASWA shall return to the Sponsor up to 100% of the sponsorship/exhibition payment

Additionally, the Agreement is terminated if payment for sponsorship/exhibition is not made 45 days prior to the Event.

IX. PAYMENT
If you wish to make payment via check after receiving your invoice, mark it payable to "NASWA" and remit to NASWA, Attn: NASWA Accounting, 444 N. Capitol Street, NW, Suite 300, Washington, DC 20001

Please include the Invoice # on the check and include a copy of the registration invoice with the payment.