

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.

WHEN
February 15, 2025

WHERE
Hyatt Regency
Washington on Capitol
Hill | Washington, DC

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

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.

²Price 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
April 22 -24, 2025

WHERE
Hilton Salt Lake Center
Salt Lake City, UT

A LA CARTE

<p>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).</p>	\$250
<p>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).</p>	\$500
<p>Attendee List (PDF Format; Pre-conference)</p>	\$750
<p>Exhibit Table <i>LIMITED AVAILABILITY</i> - One six-foot table and two chairs</p>	\$1,000
<p>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.</p>	\$1,800
<p>Welcome Reception Sponsorship: Craving Depot - Sponsor the Craving Depot and provide attendees with small bites and sweet & savory favorites during the Welcome Reception. Your company logo and a QR code to your company website will be prominently placed at the depot(s) during the Welcome Reception.</p>	\$3,000
<p>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; one ticket per attendee).</p>	\$3,400
<p>Networking Break Sponsorship: Coffee/Beverage Station (Day 1) - 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 for the first day of the conference and have your company logo and QR code to your company website prominently placed at the station during the conference (excludes pre-conference sessions).</p>	\$4,250
<p>Networking Break Sponsorship: Coffee/Beverage Station (Day 2) - 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 for the second day of the conference and have your company logo and QR code to your company website prominently placed at the station during the conference (excludes pre-conference sessions).</p>	\$4,250
<p>Hosted Eats or Treats Sponsorship - Choose only ONE option</p>	
<p>Luncheon Sponsorship - Keep attendees fueled and be recognized as the exclusive sponsor of the Thursday award luncheon. Sponsorship includes TWO-minute "Word from Our Sponsor" speaking opportunity at the podium in the general session, branded signage by food tables, and digital signage in general session during lunch.</p>	\$10,000
<p>Closing Session "Perk Up" Sponsorship - <i>What could be sweeter than having dessert AND showcasing your brand?</i> Save the best for last and re-energize attendees by sponsoring delicious treats and coffee for the conference closing session. The Closing Session "Perk Up" sponsorship includes having your company logo and QR code to your company website prominently placed at various dessert and coffee stations during the closing session.</p>	\$5,000

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
July 9 - 11, 2025

WHERE
Grand Hyatt
Washington, DC

	PLATINUM \$16,500 4 available	GOLD \$10,000 5 available	SILVER \$7,550 6 available	BRONZE \$5,750 8 available
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	1
Ad in event program	Full page	Half page	Quarter page	
Recognition during general sessions	Premium	Premium	Standard	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	Premium	Premium		
Recognition as Welcome Reception co-sponsor	•			
Recognition as Breakfasts and Luncheons co-sponsor		•		

A LA CARTE

Event Check-In Sponsorship - Highlight your company on co-branded² tablecloths at the conference registration check-in area and co-branded name badge lanyards for each registered attendee. *Includes 2 co-branded tablecloths.*

\$3,000

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

\$3,200

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

\$1,000

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.

²"Co-branded" means sponsor logo affixed next to the conference logo OR the NASWA logo

SPONSORSHIPS | SUMMIT

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.

WHEN
September 10 - 11, 2025

WHERE
Hilton Anatole
Dallas, TX

	DIAMOND \$65,000 1 available	PLATINUM \$28,000 6 available	GOLD \$13,500 10 available	SILVER \$10,250 20 available	BRONZE \$5,500 unlimited
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	20' x 20'	15' x 15'			
Exhibit table in exhibit area (6ft table and two chairs in 10' x 10' space)			•	•	
"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	1
Digital Banner Ad in event app	•	•	•		
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 app 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	Premium	Premium	Standard	Standard	
Recognition as Welcome Reception Libation Station sponsor (includes opportunity to hand out branded drink tickets to reception attendees)	•				
Recognition as Welcome Reception Food Station sponsor		•			
Recognition as conference luncheons co-sponsor			•		
Recognition as conference breakfasts co-sponsor				•	

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.

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.

WHEN
September 10 - 11, 2025

WHERE
Hilton Anatole
Dallas, TX

		# Available
Exhibit Table (for Bronze Sponsors) <i>One six-foot table and two chairs.</i>	\$2,250	As space allows
Exhibit Table (for Contributors) <i>One six-foot table and two chairs (Includes 1 complimentary registration¹)</i>	\$5,250	As space allows

Additional a la carte items for the 2025 NASWA SUMMIT are still in development.

Once finalized, an announcement will be shared.

Stay tuned!

A LA CARTE