



*FY2026*

# SPONSORSHIP PROSPECTUS





# HELLO SPONSORS!

On behalf of NASWA, we are pleased to invite you to partner with us as a valued sponsor for our upcoming 2026 NASWA Conferences.

Each event represents an exciting opportunity to bring together state administrators to advance education, promote innovation, share best practices, and improve business climate and economic opportunities for employers and job seekers.

As part of our commitment to excellence and being the leading national advocate for workforce development, we are seeking strategic partners who share our vision and values. Sponsorship will not only provide your organization with meaningful exposure to a highly-engaged audience but also align your brand with a mission that makes a tangible difference.

Our Sponsorship Prospectus outlines several levels of engagement, each designed to maximize your visibility and return on investment. Benefits include:

- Prominent logo placement and brand recognition across all event materials and digital platforms.
- Direct engagement with attendees.
- On-site visibility through signage, announcements, and promotional opportunities.
- Recognition before, during, and after the event.

Thank you for considering this opportunity to make a lasting impact together. We look forward to the possibility of partnering with you.

Warm regards,



**Scott B. Sanders**, President & CEO, NASWA





# SPONSORSHIP ALIGNMENT

Our sponsors are more than supporters — they are strategic partners working alongside us to achieve a shared vision for a stronger, more connected national workforce system.

Our partnership also fuels our commitment to high-value member services, by:

- Building an active, engaged network of state administrators.
- Sharing best practices that strengthen state workforce systems — improving the business climate and creating greater opportunities for employers and job seekers.
- Delivering innovative workforce programs and technology solutions.

Together with our sponsors, we amplify the voice, reach, and impact of the workforce system — driving lasting outcomes for states, communities, employers, and individuals across the nation.





# SPONSOR VISIBILITY + ENGAGEMENT

## MULTI-CHANNEL VISIBILITY

Sponsors gain exposure across **email, social, and the event app**, ensuring brand visibility before, during, *and long after* the conference week. This creates sustained awareness—not a single exhibit-hall moment.

## YEAR-OVER-YEAR GROWTH

Sponsor engagement **increased across all four major NASWA events**, signaling stronger attendee interest and higher digital interaction than the previous year.

## HIGH ENGAGEMENT, EVERY SEND

Across all 2024–2025 events, sponsor logos drew **consistent clicks in every promotional email**, giving brands multiple touchpoints with attendees throughout the campaign cycle.

## DOCUMENTED, HIGH-VOLUME ACTIVITY

In 2025 alone, sponsors received **5,700+ verified digital engagements** through app, virtual booth, and email placements.

When combined with 2024 campaigns, total sponsor interactions **exceed 10,000**—well above industry norms.

## STRONGER RECOGNITION FOR HIGHER TIERS

Top-tier sponsors enjoyed **repeat brand exposure** across months of messaging, with leading partners receiving **60–300+** direct interactions from attendees.

## REACHES THE RIGHT AUDIENCE

Sponsor engagement patterns align with real workforce modernization priorities, ensuring your brand is seen by **decision-makers actively researching solutions**.

*Interested in becoming a sponsor?*

Contact [naswa-meetings@naswa.org](mailto:naswa-meetings@naswa.org)





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# SPONSORSHIPS WINTER POLICY FORUM

2025 STATS

**285** Attendees

**68%** were Directors,  
Managers, or Executives

**43** States and Territories  
Represented



# SPONSORSHIPS

## WINTER POLICY FORUM

February 25, 2026 | Gaylord National Harbor | *National Harbor, MD*

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.

	GOLD \$10,000   6 available	SILVER \$8,000   6 available	BRONZE \$5,500   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) <sup>1</sup>	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

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

<sup>2</sup>Price listed is for sponsorship only. All items subject to availability at time of request.



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# SPONSORSHIPS SIDES SEMINAR

2025 STATS

**254** Attendees

**46%** were Directors,  
Managers, or Executives

**47** States and Territories  
Represented



## SPONSORSHIPS

# SIDES SEMINAR

April 13 - 16, 2026 | Embassy Suites Denver Downtown | Denver, CO

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.

## A LA CARTE

<b>Networking Break Digital Ad (15 seconds MAX)</b> - 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).	\$250
<b>Networking Break Digital Ad (30 seconds MAX)</b> - 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).	\$500
<b>Attendee List</b> (PDF Format; Pre-conference)	\$750
<b>Exhibit Table</b> <i>LIMITED AVAILABILITY</i> - One six-foot table and two chairs	\$1,000
<b>Photo Studio Sponsorship<sup>1</sup></b> - 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 handout <sup>1</sup> ; branded photo studio signage.	\$1,800
<b>Welcome Reception Sponsorship: Craving Depot</b> - 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.	\$3,000
<b>Welcome Reception Sponsorship: Libation Station</b> - 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).	\$3,400
<b>Networking Break Sponsorship: Coffee/Beverage Station (Day 1)</b> - 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).	\$4,250
<b>Networking Break Sponsorship: Coffee/Beverage Station (Day 2)</b> - 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).	\$4,250
<b>Hosted Eats or Treats Sponsorship - Choose only ONE option</b>	
<b>Luncheon Sponsorship</b> - Keep attendees fueled and be recognized as the exclusive sponsor of the Thursday award luncheon. Sponsorship includes <b>TWO-minute "Word from Our Sponsor" speaking opportunity</b> at the podium in the general session, branded signage by food tables, and digital signage in general session during lunch.	\$10,000
<b>Closing Session "Perk Up" Sponsorship</b> - What could be sweeter than having dessert AND showcasing your brand? 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.	\$5,000

<sup>1</sup>Price 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

2025 STATS

**274** Attendees

**31%** were Directors,  
Managers, or Executives

**47** States and Territories  
Represented



# SPONSORSHIPS VETERANS CONFERENCE

July 8-10, 2026 | Grand Hyatt | Washington, DC

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.

	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) <sup>1</sup>	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-branded<sup>2</sup> 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 registration<sup>1</sup>)

\$3,200

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

\$1,000

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

<sup>2</sup>"Co-branded" means sponsor logo affixed next to the conference logo OR the NASWA logo





# SPONSORSHIPS

# SUMMIT

## 2025 STATS

**963** Attendees

**26%** were Directors,  
Managers, or Executives

**47** States and Territories  
Represented



SUMMIT EVENT APP

## VIRTUAL BOOTH IMPACT

Virtual booths generated  
**3,300+** verified digital  
engagements across all  
sponsor levels.

Attendees actively  
browsed sponsor content,  
with a median of **507**  
booth views per sponsor.

Virtual booths extended  
sponsor visibility beyond  
exhibit hours, reaching  
attendees while networking,  
in sessions, or on the go.



# SPONSORSHIPS

# SUMMIT

September 15 - 17, 2026 | Baird Center | Milwaukee, WI

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.

	DIAMOND \$65,000 1 available	PLATINUM \$28,000 7 available	GOLD \$13,500 12 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 <sup>1</sup>	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				•	

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## A LA CARTE

		# Available
<b>Exhibit Table (for Bronze Sponsors)</b> - One six-foot table and two chairs.	\$2,250	As space allows
<b>Exhibit Table (for Contributors)</b> - One six-foot table and two chairs (Includes 1 complimentary registration <sup>1</sup> )	\$5,250	As space allows
<b>Private Meeting Room Space</b> - Private meeting space with branded signage outside of the room (may be used as meeting space, a lounge area, a reception area for attendees outside of conference programming, etc.)	\$3,000	10 (5/day)
<b>Java Junction: Networking Break Coffee Sponsorship</b> - Position your brand at the heart of networking with the Java Junction sponsorship. This high-visibility opportunity connects your company with one of the most anticipated moments of any event—the coffee break—where meaningful conversations begin and professional relationships are brewed. This sponsorship includes your logo prominently displayed on coffee stations and branded coffee sleeves as well as acknowledgment of your sponsorship in the event app.	\$10,000	4 (2/day)
<b>Pre-Conference Attendee List (for Bronze Sponsors)</b> - Pre-conference attendee list in PDF format.	\$2,000	Unlimited
<b>Pre-Conference Attendee List (for Contributors)</b> - Pre-conference attendee list in PDF format.	\$3,750	Unlimited
<b>Pop &amp; Promote Sponsorship</b> - Maximize your brand visibility. This unique opportunity places your brand front and center on pop up banners in high-traffic areas, ensuring repeated exposure and lasting impressions.	\$5,000	10
<b>Banner Ad in Cvent App</b> - One hour Ad in Cvent app during the event.	\$750	16 (8/day)
<b>Event Check-In Branding Package</b> - Highlight your company with branded kiosk name plates, branded tablecloths, and lanyards at the conference registration / hospitality desk. Great visibility opportunity as all attendees will be required to check-in at the kiosks and claim their name badge. Includes 5 branded kiosk nameplates and 3 branded tablecloths.	\$10,000	1
<b>Headshot Photo Studio</b> - Face-to-face interaction with conference attendees during photo booth hours Branded photo studio signage, option to send professional headshot, provided by NASWA Photographer, to conference attendees.	\$8,000	1
<b>PowerUp Station</b> - Elevate how attendees stay connected! Position your brand to be front and center while attendees charge their devices. Includes six branded charging stations in the exhibit hall.	\$9,000	1

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**The Drop Spot: Baggage Check Sponsorship** - Lighten the Load. Elevate the Experience.

Be the brand that makes movement easier and more comfortable with The Drop Spot: Baggage Check Sponsorship. This opportunity aligns your name with a convenient and highly appreciated service that provides attendees peace of mind while they enjoy the event hands-free. This sponsorship includes your logo featured prominently at the baggage check station and claim tickets as well as acknowledgment in the event app and key, relevant announcements.

\$5,000

1

**Green Room Lounge Sponsorship** - Gain premium visibility with the influential voices at the SUMMIT. The Green Speaker Room is where keynote speakers, plenary panelists, and thought leaders relax, connect, and prepare —offering your brand direct exposure to top-tier talent. As the Green Room sponsor, you'll enjoy logo placement, signage, and the unique opportunity to align your name with innovation, leadership, and industry expertise.

\$7,500

2 (1/day)

**Convention Center Branding** - Stay Tuned for Details!

A LA CARTE



FY2026 SPONSORSHIP PROSPECTUS  
*Interested in becoming a  
sponsor? Contact [naswa-  
meetings@naswa.org](mailto:naswa-meetings@naswa.org)*