



SPONSORSHIPS

SUMMIT

2025 STATS

963 Attendees

26% were Directors,
Managers, or Executives

47 States and Territories
Represented

SUMMIT SPONSORSHIP TESTIMONIALS

"We loved the energy and had great conversations. The sessions were very informative, the venue was great, and the event felt well organized. We're excited to sponsor again next year."

myOneFlow

"Our team had such an amazing experience — everything was so well organized, the sessions were impactful, and the support you provided throughout made it easy for us to fully engage. We were especially thankful for the opportunity to be Gold Sponsors and to present, as it gave us a great platform to connect with attendees and share our solutions."

CATCH Intelligence

"As the premier organization representing state workforce agencies across the nation, NASWA gatherings serve as high-impact opportunities for us to connect with our clients, national leaders, and workforce experts. The dedicated team at NASWA always provides a collaborative experience for sponsors and are exceptionally responsive. At every NASWA event, we look forward to the range of attendees, the thought-provoking presentations, and the perfect balance of meaningful after-hours activities."

Deloitte



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SUMMIT

September 13 - 17, 2027 | Hyatt Regency Atlanta | Atlanta, GA

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 \$70,000 1 available	PLATINUM \$30,000 7 available	GOLD \$15,000 12 available	SILVER \$12,000 20 available	BRONZE \$7,000 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)			•	•	
Lead Capture	•				
"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.

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A LA CARTE

	Price	# Available
Exhibit Table (for Bronze Sponsors) - One six-foot table and two chairs.	\$2,250	As space allows
Exhibit Table (for Contributors) - One six-foot table and two chairs (Includes 1 complimentary registration ¹)	\$5,250	As space allows
Private Meeting Room Space - 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)
Java Junction: Networking Break Coffee Sponsorship - 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)
Pre-Conference Attendee List (for Bronze Sponsors) - Pre-conference attendee list in PDF format.	\$2,000	Unlimited
Pre-Conference Attendee List (for Contributors) - Pre-conference attendee list in PDF format.	\$3,750	Unlimited
Banner Ad in Cvent App - One hour Ad in Cvent app during the event.	\$750	16 (8/day)
Event Check-In Branding Package - 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.	\$12,500	1

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A LA CARTE

Headshot Photo Studio - 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.

Price

Available

\$8,000

1

PowerUp Station - 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

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)

Hotel Branding - Stay Tuned for Details!

FY2027 SPONSORSHIP PROSPECTUS

Interested in becoming a sponsor?

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