



FY2027

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 2027 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 the nation's leading voice for workforce development and as part of our commitment to excellence, 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.



SPONSORSHIPS WINTER POLICY FORUM

2026 STATS

322 Attendees

62% were Directors,
Managers, or Executives

42 States and Territories
Represented

SPONSORSHIPS

WINTER POLICY FORUM

February 10, 2027 | Hyatt Regency | Washington, DC

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)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	•		

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.

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A LA CARTE

	Price	# Available
Exhibit Table (for Bronze sponsors) - One six-foot table and two chairs	\$1,500	As space allows
Name Badge Sponsorship - Company logo prominently placed on name badges	\$3,000	1
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	1
Event Check-In Branding Package - Highlight your company with branded kiosk name plates and branded tablecloths registration / hospitality desk. Great visibility opportunity as all attendees will be required to check-in at the kiosks and claim their name badge. Includes 2 branded kiosk nameplates and 2 branded tablecloths.	\$3,000	1
Cravings Depot for Welcome Reception - 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.	\$5,000	1
Lead Retrieval	\$299	Unlimited

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SPONSORSHIPS UI SIDES SEMINAR

FUNDED BY USDOL

2026 STATS

246 Attendees

43% were Directors,
Managers, or Executives

49 States and Territories
Represented

SPONSORSHIPS

UI SIDES SEMINAR

March 15 - 17, 2027 | Renaissance Orlando Sea World | Orlando, FL

The UI State Information Data Exchange System (UI SIDES) Seminar, funded by USDOL, 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

	Price	# Available
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).	\$250	As space allows
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).	\$500	As space allows
Attendee List (PDF Format; Pre-conference)	\$750	Unlimited
Exhibit Table LIMITED AVAILABILITY - One six-foot table and two chairs	\$1,000	As space allows
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.	\$3,000	1
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).	\$3,400	1
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).	\$4,250	1
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).	\$4,250	1
Event Check-In Branding Package - Highlight your company with branded kiosk name plates and branded tablecloths registration / hospitality desk. Great visibility opportunity as all attendees will be required to check-in at the kiosks and claim their name badge. Includes 2 branded kiosk nameplates and 2 branded tablecloths.	\$5,000	1
Selfie Station - Face-to-face interaction with conference attendees during selfie station hours, i.e. during the Welcome Reception and breaks. Option to provide branded handout; branded selfie station signage.	\$1,000	1
Lead Retrieval	\$299	Unlimited

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.

Interested in becoming a sponsor?
Contact naswa-meetings@naswa.org



SPONSORSHIPS VETERANS CONFERENCE

2026 STATS

410 Attendees

28% were Directors,
Managers, or Executives

47 States and Territories
Represented

SPONSORSHIPS VETERANS CONFERENCE

August 11-13, 2027 | 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)	2 tables	1 table	1 table	
"A Word from our Sponsors"	60 seconds, in-person, spoken, General session	60 seconds, pre-recorded video, General session		
Sponsor Spotlight	15 second ad on monitor behind registration; no sound			
Complimentary registration(s)¹	2	2	1	1
Digital Ad (1920x1080px)	30 seconds	20 seconds	15 seconds	
Recognition during general sessions	Premium	Premium	Standard	Standard
Logo in event email communications	•	•	•	•
Logo displayed on the NASWA event website with link to website	•	•	•	•
Recognition of sponsorship in "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		•		

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

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A LA CARTE

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Event Check-In Branding Package - Highlight your company with branded kiosk name plates and branded tablecloths registration / hospitality desk. Great visibility opportunity as all attendees will be required to check-in at the kiosks and claim their name badge. Includes 2 branded kiosk nameplates and 2 branded tablecloths.	\$3,000	1
Exhibit Table (for non-sponsors) - LIMITED AVAILABILITY - One six-foot table and two chairs (Includes 1 complimentary registration ¹)	\$3,200	As space allows
Exhibit Table (for Bronze sponsors) LIMITED AVAILABILITY - One six-foot table and two chairs	\$1,000	As space allows
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).	\$10,000	1
Welcome Reception Sponsorship: Dessert Table - Sponsor the Dessert Table and provide attendees with small bites and sweet 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.	\$10,000	1
Networking Break Sponsorship: Snack Break (Day 1) - Sponsor the snacks at breaks 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).	\$10,000	1
Networking Break Sponsorship: Snack Break (Day 2) - Sponsor the snacks at breaks 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).	\$10,000	1
Networking Break Sponsorship: Snack Break (Day 3) - Sponsor the snacks at the morning break for the third 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).	\$5,000	1

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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



SPONSORSHIPS

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				•	

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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

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