



2021 NASWA CONFERENCE SPONSORSHIP PROSPECTUS

Winter Policy Forum • Veterans Conference • Workforce Summit | 85th Annual Meeting

ABOUT

NASWA is a national organization of state administrators of the publicly-funded state workforce system, including the Workforce Innovation and Opportunity Act (WIOA), employment services, training programs, unemployment insurance, employment statistics, and labor market information. NASWA's goal is to drive the national workforce agenda by providing policy expertise on workforce development, including unemployment insurance issues that support transition to new jobs and careers.

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 10, 2021

WHERE: Virtual

VETERANS CONFERENCE

The eighth annual Veterans Conference is the event to attend to network with front line 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 2020 virtual conference had over 1000 attendees from 50 states and the District of Columbia. Additional attendees included representatives from the U.S. Department of Labor and numerous employers, service providers and federal contractors.

WHEN: July 28-30, 2021

WHERE: Grand Hyatt Washington | Washington, DC

WORKFORCE SUMMIT | 85th ANNUAL MEETING

The Workforce 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.

The Unemployment Insurance (UI) Directors’ Conference and IT/Legal Issues Forum provides an arena to share innovative ideas, policies and best practices for the federal-state unemployment insurance system, and is attended by state agency UI Directors and their key staff from across the country. Legal and Information Technology staff from state workforce agencies are also in attendance at this conference.

WHEN: September 2021

WHERE: TBD

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 10-11, 2021

WHERE: Virtual

	GOLD \$3,000* 6 available	SILVER \$1,500* 10 available
Booth space in virtual Exhibitor Gallery (logo and link to company-branded page)	Premium location + Color Logo	Standard location + Black & White Logo
On-demand video on company-branded page in Exhibitor Gallery	•	
Links to branded materials on company-branded page in Exhibitor Gallery	2 branded materials	1 branded material
Link to book a meeting/time to chat with conference attendees on company-branded page in Exhibitor Gallery	•	•
Company description + photo(s) and contact info of your company's booth attendants displayed on page	•	•
Complimentary Registration(s) [†]	2	1
Word from our Sponsors - Pre-recorded video	30 seconds	20 seconds
Ad in digital event program	Color Banner Ad	Black & White Banner Ad
Recognition during General Sessions	Premium	Standard
Logo with link to company website included in event email communications	Premium	Standard
Logo with link to company website displayed on the NASWA event website	•	•
Recognition of sponsorship in digital event program and "Thanks to our Sponsors" displays	Premium	Standard
Conference participant list	Excel Format	PDF Format
Promotions via social media campaign	•	•

*Price listed is for sponsorship only. All items subject to availability at time of request.

[†] You must complete a separate registration to attend the conference.

Contact naswa-meetings@naswa.org for your complimentary registration code(s), if applicable. Additional registrations may be purchased at \$150.

SPONSORSHIPS | VETERANS CONFERENCE

The eighth 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 2020 conference had over 1000 attendees from around the country. Additional attendees included representatives from the U.S. Department of Labor, numerous employers, service providers and federal contractors.

WHEN: July 28-30, 2021

WHERE: Grand Hyatt Washington | Washington, DC

	GOLD \$8,000 4 available	SILVER \$6,000 5 available	BRONZE \$4,000 6 available
Exhibit table in exhibit area (<i>Six foot table with two chairs</i>)	1 Table	1 Table	
Podium participation opportunity - “A Word from Our Sponsors”	60 seconds	30 seconds	
Complimentary registration(s) [†]	2	1	1
Company-branded material(s) in registration packet	1		
Ad in event program	Half page	Quarter Page	
Recognition during general sessions	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	PDF format	
Promotions via social media campaign	•		
Sponsor Breakfasts, Luncheon, Welcome Reception, or Closing Night Event	•		
Recognition as a sponsor of all networking breaks during the event		•	

[†] You 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 | VETERANS CONFERENCE

A LA CARTE

Speaker Sponsorship <i>Gold-level sponsorship benefits (less the option to sponsor breakfasts, luncheon, welcome reception, closing night event) plus sponsorship of one keynote speaker, introduction of keynote speaker, and logo in program next to keynote's biography. Limited availability. Contact NASWA for more details.</i>	Contact naswa-meetings@naswa.org
Photo Booth Sponsorship* <i>Branded mirror/brush combo as additional bag item or handout; branded photo booth signage; option to provide headshot to participants.</i>	\$4,500
Conference WiFi Sponsorship <i>Code for WiFi company branded</i>	\$3,500
Name Badge Package* <i>Company logo on lanyard and name badge</i>	\$2,500
Conference Bag Sponsorship* <i>Company logo placed on bag in conjunction with conference logo</i>	\$2,000
Booth space (for non-sponsors) <i>One six-foot table and two chairs</i>	\$2,500
Add-on table at booth space (upgrade for sponsors) <i>Additional six-foot table and two chairs</i>	\$1,000

† **You 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. Purchase of item(s) is sponsor responsibility.

All items subject to availability at time of request.

SPONSORSHIPS | WORKFORCE SUMMIT | 85th ANNUAL MEETING

	DIAMOND \$35,000 1 available	PLATINUM \$17,750 4 available	GOLD \$10,000 6 available	SILVER \$6,500 10 available	BRONZE \$3,500 Unlimited
Conference is presented by the Diamond Level Sponsor	•				
Sponsor logo appears in conjunction with conference logo (Presented by [Your Company Name])	•				
Sponsorship of conference bags	•				
Sponsorship of conference name badges/lanyards	•				
Meeting space at conference	Private Meeting Room	Shared Meeting Space Available			
Premium booth space in exhibitor area (as available)	•	•			
Exhibit Table in Exhibit Area (6 foot table and two chairs)	2 Tables	2 Tables	1 Table	1 Table	
Podium participation - "A Word from our Sponsors"	5 minutes, Opening Ceremony	3 minutes, Opening Ceremony	2 minutes, General session	60 seconds, General session	
Complimentary Registration(s) [†]	4	2	1	1	1
Company branded material(s) in registration packet	3	3	2	1	
Ad in event program	2-page spread	Full-page	Half-page ad	Quarter-page ad	
Recognition during general sessions	Premium	Premium	Standard	Standard	Standard
Logo included in event email communications	•	•	•	•	•
Logo displayed on the NASWA event website with hyperlink to company website	•	•	•	•	•
Recognition of sponsorship in event program and "Thanks to our Sponsors" signage	•	•	•	•	•
Conference participant list	Excel Format, Pre- and Post- Conference	Excel Format, Pre- and Post- Conference	Excel Format, Pre-Conference	PDF Format, Pre-Conference	
Promotions via social media campaign	•	•	•	•	
Opportunity to sponsor (with exclusive signage and announcement) Breakfasts, Breaks, Welcome Reception, Conference Luncheon, or Closing Night Event	•	•			

[†]You 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 | WORKFORCE SUMMIT | 85th ANNUAL MEETING

A LA CARTE OPTIONS

Hotel Key Cards* <i>Branded key cards handed out to each attendee with a hotel reservation</i>	\$3,500
Photo Booth Sponsorship* <i>Branded mirror/brush combo as additional bag item or handout; branded photo booth signage; option to provide headshot to participants via email.</i>	\$4,500
Additional Exhibit Table (for sponsors) <i>Additional six-foot table and two chairs</i>	\$1,000
Exhibit Table (for non-sponsors/contributors) <i>One six-foot table and two chairs</i>	\$2,500

† **You 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. Purchase of item(s) is sponsor responsibility.

All items subject to availability at time of request.

SPONSORSHIPS | TERMS & CONDITIONS

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 Sponsor's nonexclusive sponsorship of the Event in exchange for certain contributions to NASWA. Accordingly, NASWA and Sponsor agree as follows:

I. Sponsorship.

During the term of this Agreement, NASWA agrees to identify and acknowledge Sponsor as a sponsor of the Event by displaying Sponsor's logo and other agreed-upon identifying information as indicated on the Event 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 last day of the Event. The Agreement is not effective until a signed Agreement is received. If payment is not received by four (4) weeks prior to Event, the Agreement shall 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 by the fourth (4th) week prior to the Event. Sponsor is responsible for generating (at their own cost and time) any collateral items for distribution to NASWA attendees, per sponsorship benefits.

IV. License of Intellectual Property.

A. NASWA is the sole owner of all right, title, and interest to all NASWA information, including NASWA's logo, trademarks, trade names, and copyrighted information, unless otherwise provided. NASWA hereby grants to Sponsor a limited, 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"), solely in connection with promotion of Sponsor's sponsorship of the Event. Sponsor agrees that it shall not use NASWA's Property in a manner that states or implies that NASWA endorses Sponsor (or Sponsor's products or services). It is understood that NASWA retains the right to review and approve in advance all uses of such intellectual property, which approval shall not be unreasonably withheld.

Sponsor is the sole owner of all right, title, and interest to all Sponsor information, including Sponsor logos, trademarks, trade names, and copyrighted information, unless otherwise provided. Sponsor hereby grants to NASWA a limited, non-exclusive license to use certain Sponsor's intellectual property, including names, trademarks, and copyrights (collectively, "Sponsor Property"), solely to identify Sponsor as a sponsor of the Event.

B. 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.

V. Indemnification:

Sponsor agrees to indemnify 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. Cancellation Policy:

This Agreement may be terminated by either party as set forth in this section. All requests for cancellation must be in writing, received, and confirmed by NASWA at least 30 days prior to the Event. Agreements cancelled up to 30 days prior to the Event will be issued a refund on a pro-rated basis. If sponsoring promotional items, once this Agreement is signed and the item is in production, there shall be no refunds. 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 that portion of the Sponsorship fee pro-rated for the time remaining in the contract. The Agreement is terminated if payment for sponsorship is not made by four (4) weeks prior to the Event.

VII. 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.

Questions? Contact naswa-meetings@naswa.org