



2024 NASWA CONFERENCE SPONSORSHIP PROSPECTUS

WINTER POLICY FORUM • SIDES SEMINAR
VETERANS CONFERENCE • SUMMIT

ABOUT NASWA



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 **WHEN** February 15, 2024 **WHERE** 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.

SIDES SEMINAR **WHEN** March 12 - 14, 2024 **WHERE** Pittsburgh, PA

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.

VETERANS CONFERENCE **WHEN** August 7 - 9, 2024 **WHERE** 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.

SUMMIT **WHEN** Fall 2024 **WHERE** To be announced

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.

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, 2024

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
March 12 - 14, 2024

WHERE
Omni William Penn Hotel
Pittsburgh, PA

A LA CARTE

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

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

Attendee List (PDF Format; Pre-conference)

\$750

Exhibit Table *LIMITED AVAILABILITY* - One six-foot table and two chairs

\$1,000

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.

\$1,000

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).

\$2,500

Networking Break Sponsorship: Coffee/Beverage Station - 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 and have your company logo and QR code to your company website prominently placed at the station during the conference (excludes pre-conference sessions).

\$3,000

Keynote Speaker Sponsorship - Sponsorship of the keynote speaker and logo in the event program next to the keynote's biography.

\$3,500

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
August 7 - 9, 2024

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	•	•		
Recognition as Welcome Reception co-sponsor	•			
Recognition as Breakfasts and Luncheons co-sponsor		•		

A LA CARTE

Photo Studio Sponsorship² - Face to face interaction with conference attendees during photo booth hours, i.e. during breakfasts, lunch, breaks, and Welcome Reception. Option to send professional headshot, provided by NASWA Photographer, to conference attendees; option to provide branded handout²; branded photo studio signage.

\$4,500
Contact naswa-meetings@naswa.org

Conference WiFi Sponsorship - What's one of the first things attendees look for in a conference space?... How to connect to the internet! Make your company name the gateway, i.e. password, to WiFi access in the meeting spaces.

\$3,500

Name Badge Sponsorship - Company logo prominently placed on name badges

\$2,500

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.

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

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 25 - 26, 2024

WHERE
Sheraton New Orleans
New Orleans, LA

	DIAMOND \$60,000 1 available	PLATINUM \$27,000 6 available	GOLD \$12,500 10 available	SILVER \$9,250 15 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	12x12	10x10			
Exhibit table in exhibit area (6ft table and two chairs)			•	•	
"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
Ad in event program	Two-page spread	Full page	Half page	Quarter page	
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 program 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	•	•	•	•	•
Recognition as Welcome Reception Libation Station sponsor with opportunity to hand out branded drink tickets to reception attendees	•				
Recognition as Welcome Reception Food Station sponsor		•			
Recognition as conference luncheons sponsor			•		
Recognition as conference breakfasts 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 25 - 26, 2024

WHERE
Sheraton New Orleans
New Orleans, LA

		# Available
Exhibit Table (for Bronze Sponsors) <i>One six-foot table and two chairs.</i>	\$1,750	As space allows
Exhibit Table (for non-sponsors/contributors) <i>One six-foot table and two chairs (Includes 1 complimentary registration¹)</i>	\$4,350	As space allows

Additional a la carte items for the 2024 NASWA SUMMIT are still in development. Once finalized, an announcement will be shared.

A LA CARTE

Stay tuned!

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

I. ACKNOWLEDGEMENT

During the term of this Agreement, NASWA agrees to identify and acknowledge the Sponsor as indicated on the Event's 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 end of the last day of the Event.

The Agreement is not effective until a signed Agreement is received.

If payment is not received by 45 days prior to the Event, the Agreement shall be null and void.

If agreement is entered into after 45 days prior to the Event, payment shall be made immediately, or Agreement will 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 45 days prior to the Event. For agreements entered within 45 days

prior to the Event, payment shall be made immediately, or Agreement will be null and void. Sponsor is responsible for generating (at their own cost and time) any collateral items for distribution to NASWA attendees, per applicable sponsorship benefits.

IV. LICENSE OF INTELLECTUAL PROPERTY

- A. NASWA is the sole owner of all rights, title, and interest to all NASWA information, including NASWA's logo, trademarks, trade names, and copyrighted information, unless otherwise provided. Sponsor may be granted, upon separate written request, a limited and 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." Sponsor agrees that it shall not use NASWA's Property in a manner that states or implies that NASWA endorses the Sponsor (or the Sponsor's products or services).
- B. Sponsor is the sole owner of all rights, title, and interest to all Sponsor information, including Sponsor's logos, trademarks, trade names, and copyrighted information, unless otherwise provided. Sponsor hereby grants to NASWA a limited, non-exclusive license to use certain Sponsors intellectual property, including names, trademarks, and copyrights (collectively, "Sponsor Property"), solely to identify the sponsor, as a sponsor or contributor, if applicable, of the Event.
- C. 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 in writing.

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. ATTENDEE LIST USAGE GUIDELINES

Sponsors will be provided with a copy of the event's attendee list, if applicable to the Sponsor's sponsorship selection once



SPONSORSHIPS | TERMS & CONDITIONS (cont.)

payment for the sponsorship has been received.

NASWA encourages Sponsors' efforts to communicate with Event attendees. However, in an effort to meet Sponsors needs and also protect the privacy rights of our attendees, the following provisions shall apply:

- NASWA agrees to release to the Sponsor, if applicable to the Sponsor's sponsorship selection, attendee's name, title, organization, and e-mail address, as provided by the attendee.
- Sponsors shall:
 - i. use attendee information in accordance with each attendee's reasonable expectations
 - ii. limit the use of attendee information to contacting each attendee
 - **no more than two [2] times leading up to the date of the Event**
 - **no more than one [1] time within seven [7] days following the Event**
 - iii. put in place reasonable technical and organizational measures to ensure the security of attendee information
 - iv. comply with the rights of attendees including any opt-out requests not transfer attendee information to any third party outside the Sponsor.
 - v. Sponsor shall not share with any affiliate entities.
 - vi. **not host events during any NASWA Event programming (including**

NASWA-hosted evening events).

Attendee information is only provided to applicable Sponsors based on the Sponsors sponsorship selection as indicated on the Event's Sponsorship/Exhibition Opportunities page and only after payment has been received.

VI. CANCELLATION & REFUND POLICY

Receipt of your Sponsorship / Exhibition Agreement to sponsor/exhibit at the Event. Therefore, notification of sponsorship/exhibition cancellation must be submitted in writing to NASWA and the Sponsor is required to pay its sponsorship as outlined below:

- For sponsorship/exhibition cancellations received by NASWA **on or before 45 days prior to the event**, the Sponsor will be responsible for **50%** of the total sponsorship payment.
- For sponsorship/exhibition cancellations received by NASWA **after 45 days prior to the Event**, the Sponsor will be responsible for **100%** of the total sponsorship payment.

If sponsoring promotional items, once this agreement is signed and the item is in production, there shall be no refunds.

VIII. TERMINATION OF AGREEMENT

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 up to 100% of the sponsorship/exhibition payment

Additionally, the Agreement is terminated if payment for sponsorship/exhibition is not made 45 days prior to the Event.

IX. 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

