

# SPONSORSHIPS SUMMIT

## 2025 STATS

**963** Attendees

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

**47** States and Territories  
Represented

SUMMIT EVENT APP

# VIRTUAL BOOTH IMPACT

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

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

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
<b>Conference is presented by the Diamond Level Sponsor</b>	●				
<b>Sponsor logo appears in conjunction with conference logo (Presented by [Your Company Name/Logo])</b>	●				
<b>Large-scale branding recognition in premium location within hotel</b>	●				
<b>Sponsorship of conference name badges</b> (includes company logo prominently placed on name badges)	●				
<b>Private Meeting Room</b>	●				
<b>Premium booth space in exhibitor area</b>	20' x 20'	15' x 15'			
<b>Exhibit table in exhibit area</b> (6ft table and two chairs in 10' x 10' space )			●	●	
<b>"A Word from our Sponsors"</b>	5 minutes In-person, spoken	2 minutes In-person, spoken	60 second pre-recorded video		
<b>Complimentary Registrations<sup>1</sup></b>	4	2	1	1	1
<b>Digital Banner Ad in event app</b>	●	●	●		
<b>Recognition during general sessions</b>	Premium	Premium	Standard	Standard	Standard
<b>Logo included in event email communications</b>	●	●	●	●	●
<b>Logo displayed on NASWA event website with hyperlink to company website</b>	●	●	●	●	●
<b>Recognition of sponsorship in event app and "Thanks to our Sponsors" signage</b>	●	●	●	●	●
<b>Conference participant list</b>	Excel, pre- and post-conference	Excel, pre- and post-conference	Excel, pre-conference	PDF, pre-conference	
<b>Promotions via social media campaign</b>	Premium	Premium	Standard	Standard	
<b>Recognition as Welcome Reception Libation Station sponsor</b> (includes opportunity to hand out branded drink tickets to reception attendees)	●				
<b>Recognition as Welcome Reception Food Station sponsor</b>		●			
<b>Recognition as conference luncheons co-sponsor</b>			●		
<b>Recognition as conference breakfasts co-sponsor</b>				●	

<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.



# SPONSORSHIPS

# SUMMIT

A LA CARTE

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.

		# 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

<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.

# SPONSORSHIPS

# SUMMIT

A LA CARTE

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.

		# Available
<p><b>The Drop Spot: Baggage Check Sponsorship</b> - 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.</p>	\$5,000	1
<p><b>Green Room Lounge Sponsorship</b> - 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.</p>	\$7,500	2 (1/day)
<p><b>Convention Center Branding</b> - Stay Tuned for Details!</p>		