CWa ⣿

california workforce association

Exhibit
Standard Exhibit Fee & Package Information

Sponsor
Sponsorship Levels & Other A-La-Carte Opportunities

& More
Program and other advertising options...

CALWORKFORCE.ORG/CONFERENCES

California Workforce Association

WHO WE ARE…

The California Workforce Association (CWA) is a non-profit organization that represents CWA member and affiliate members, including the 45 California Workforce Development Boards, America's Job Centers of California, and many providers, as well as other state and regional workforce partners in California and across the country.

OUR YEARLY CONFERENCES

The CWA hosts 3 yearly conferences:

- **The CWA 2024 Youth Summit** – Westin Long Beach, Long Beach, CA (February 7-8, 2024)
- **WORKCON** – Omni Rancho Las Palmas, Rancho Mirage, CA(May 29-31, 2024)
- **Meeting of the Minds, Monterey** (MMM) – Monterey Marriott (September 3-5, 2024)

CONFERENCE FOCUSES

The **CWA Youth Summit** focuses on Youth (16-26) Workforce Program Service Providers and in-program youth participants.

WORKCON focuses on providing capacity building for workforce practitioners both adult/youth providers, as well as community-based organizations and educational partners.

Meeting of the Minds, Monterey (MMM) conference is focused on convening all workforce leadership and partners to discuss workforce policy and Local Board Member Development.

Our yearly conferences attract over 1,600 participants on average. Each conference serves as a platform for strategic thinking, partnership building, and networking for all attendees and sponsors.

At all our yearly conferences, the first two days are dedicated to conference exhibiting. This provides numerous opportunities for attendees to network with workforce practitioners, key program decision makers, workforce boards, varied state workforce partners, and community-based organizations. We offer a wide range of conference sponsorship and exhibiting opportunities, including customized sponsorship options and multi-conference package discounts.

Exhibiting & Sponsorship Packages

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Cost: $3,000

Exhibiting Package includes:
- 1 Booth (Standard 6 ft. Table w/drape)
- 2 Complimentary Conference Registrations*
- Logo on Conference walk-in slides and banners
- Organization description, logo, social media links, and contact info in program
- Gamification to increase attendee connections
- List of conference attendees' names and email addresses
- Option to purchase CVENT Lead-Capture License

ALL SPONSOR LEVELS INCLUDE AN OPTIONAL EXHIBIT BOOTH. <mark>NEW!!</mark> <mark>- CVENT EVENT Lead-Capture License</mark> *-Lead Capturing is a tool offered during the conference to exhibit booths. Exhibit Booth Representatives will use their cell phone and CVENT's Lead Capturing App to scan attendees' name badge QR codes to capture leads. Organizations can download a list of leads after the event.*

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Cost: $4,500

Silver Sponsorship Package includes:
- Three (3) complimentary registrations*
- (1) Quarter-Page Ad in the Digital Conference Program
- AD featured as Banner in Conference App
- Registration list Before and After Conference
- Acknowledgment as a Sponsor in the Conference Program
- Acknowledgement as a Sponsor in the Conference Digital Program
- Logo featured on Walk-up Slides
- Logo on Conference Communications and Marketing
- Logo Featured as sponsor on Conference Website
- Logo featured on all Social Media Marketing Campaigns.
- *Optional: Exhibit Booth**

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Cost: $7,000

Gold Sponsorship Package includes:
- Five (5) complimentary registrations*
- (1) Half-Page Ad in the Digital Conference Program
- AD featured as Banner in Conference App
- Registration list Before and After Conference
- Acknowledgment as a Sponsor in the Conference Program
- Acknowledgement as a Sponsor in the Conference Digital Program
- Logo featured on Walk-up Slides
- Logo on Conference Communications and Marketing
- Logo Featured as sponsor on Conference Website
- Logo featured on all Social Media Marketing Campaigns.
- *Optional: Exhibit Booth**

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Platinum Sponsorship Package includes:
- Seven (7) complimentary registrations*
- (1) Full-Page Ad in the Digital Conference Program
- AD featured as Banner in Conference App
- Reserved Table at all General Sessions
- Option to show promotional video in General Session
- Registration list Before and After Conference
- Acknowledgment as a Sponsor in the Program
- Acknowledgement as a Sponsor in the Digital Program
- Logo featured on Walk-up Slides
- Logo on Conference Communications and Marketing
- Logo Featured as sponsor on Conference Website
- Logo featured on all Social Media Marketing Campaigns.
- *Optional: Exhibit Booth***

Cost: $10,000

Partner Sponsorship Package includes:
- Ten (10) complimentary registrations*
- (1) Full-Page Ad in the Digital Conference Program
- AD featured as Banner in Conference App
- (2) Reserved Tables at all General Sessions
- Option to show promotional video in General Session (Max 5 minutes)
- Guaranteed Workshop during one of the Workshop Rounds
- Registration list Before and After Conference
- Acknowledgment as a Sponsor in the Program
- Acknowledgement as a Sponsor in the Digital Program
- Logo featured on Walk-up Slides
- Logo on Conference Communications and Marketing
- Logo Featured as sponsor on Conference Website
- Logo featured on all Social Media Marketing Campaigns.
- *Optional: Exhibit Booth***

Cost: $15,000

Multi-Conference Discounts:
- *10% Discount for Multi-Conference Exhibit Packages*
- *15% Discount for Multi-Conference Sponsorship Packages*

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The items below are available as stand-alone sponsorship opportunities or can be included with a sponsorship package at a reduced rate.

Additional items include:
- Sponsorship of a General Session keynote speaker, including a meet and greet with introduction: $5,000
- Sponsorship of Welcome Reception: $10,000
- Sponsorship of Networking Lunch: $10,000
- Sponsorship of Coffee/Snack Break: $5,000
- Conference Tote Bag with Logo - $5,000
- Name Tag Lanyard with Logo - $5,000

A LA CARTE SPONSORSHIP OFFERINGS

SHARE YOUR ORGANIZATION'S INFORMATION

We have additional options for Exhibitors & Sponsors to share their messaging in print during the conference. If you chose a package which does not include additional advertising, or you are not able to join us for the conference, one or a combination of these options are available.

CONFERENCE ADVERTISING – BANNER ADVERTISING ON CONFERENCE APP & DIGITAL PROGRAM

- **$500** Half Page Advertisement (Landscape)
- **$750** Full Page Advertisement (Portrait)

LITERATURE DISTRIBUTION

Whether you are exhibiting at the conference or not able to be in attendance, you can share your organization's workforce information with our conference participants via CWA Literature Distribution. Examples include marketing items, brochures, and full page Ads.

- **$750** Literature or Item Distribution (limit 2 items)

MEETING THE NEEDS OF OUR ATTENDEES

Our conferences' success is heavily reliant on our valuable sponsor and exhibitor partners. These partners offer innovative tools, technologies, and ideas that help our attendees achieve their goals of meeting the needs of business and industry, upskilling the workforce, and driving economic impact in their communities. It is important not to miss the chance to engage with this crucial audience.

CONFERENCE REGISTRATION

All exhibitors and attending sponsors are registered for the conference(s). The registration(s) include full conference access to: Pre-con Sessions, Workshops, Plenary/General Sessions, Networking Special Events, and all conference provided meals and snacks.

MULTI-CONFERENCE PACKAGES & MORE INFORMATION

For exhibiting, sponsorship, advertising questions, invoicing, and multi-conference discount options, please email Matt Hidalgo, CWA Conference Coordinator/Curator at mhidalgo@calworkforce.org