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# Conference Sponsor Packages and Exhibitor Information

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## WHO WE ARE

The California Workforce Association (CWA) is a non-profit organization that represents CWA members 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 CONFERENCES

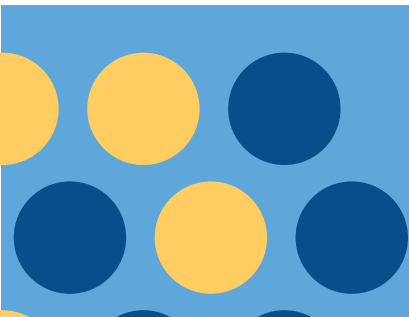
Our 2025 conferences include WorkCon, and Meeting of the Minds - Monterey.

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) is focused on convening all workforce leadership and partners to discuss workforce policy and Local Board Member Development.

These conferences attract over 1,100 participants combined. Each conference serves as a platform for strategic thinking, partnership building, and networking for all attendees and sponsors.

Our yearly conferences, include an exhibiting hall showcases, dozens of workshops, keynote speakers, several networking opportunities, and more . 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 and Sponsorship Opportunities

Please see the exhibiting and sponsorship packages available for 2025 CWA conferences. Add-ons and special sponsor items can be viewed on the next page. For exhibiting, sponsorship, advertising questions, invoicing, and multi-conference discount options, please email Taylor Hasal, CWA Membership Coordinator at [thasal@calworkforce.org](mailto:thasal@calworkforce.org).

	PLATINUM \$15K	GOLD \$10K	SILVER \$7.5K	BRONZE \$5K	EXHIBITOR \$3K
<b>Exhibit Hall Booth</b> Standard 6ft. Table w/ Drape in the Exhibit Hall	✓	✓	✓	✓	✓
<b>Conference Access</b> As an exhibitor/sponsor you'll be able to attend all conference activities (number of registrations varies for each sponsor level)	7 Registrations	5 Registrations	4 Registrations	3 Registrations	2 Registrations
<b>Attendee Email List</b> You'll receive a list of conference attendees' names and emails, before and after the conference	✓	✓	✓	✓	✓
<b>Digital Program Recognition</b> Logo and sponsor level recognition in the digital program	✓	✓	✓	✓	✓
<b>Digital Program Ad</b> Ad in digital program (size varies for each sponsor level)	Full-Page + Banner	Full-Page + Banner	Half-Page	Quarter-Page	
<b>Logo on Large Session Walk-In Slides</b> Your logo included in the slideshow that will be displayed on screen before each large session	✓	✓	✓	✓	
<b>Opening Session Acknowledgement</b> You'll be verbally thanked and recognized during the opening session by the Board President	✓	✓	✓		
<b>Discounted Rate for Additional Registrations</b> Receive a special code to access a discounted rate for additional attendees	✓	✓	✓		
<b>Logo on Digital Marketing and Communication</b> Your logo included in all conference social media, email newsletter, and website marketing material	✓	✓	✓		
<b>Reserved Seating at General Sessions</b> Premiere seats reserved for your company's attendees during all general sessions	✓	✓			
<b>Enhanced Exhibit Hall Location</b> Receive premier booth selection placement towards the front of the exhibit hall entrance.	✓	✓			
<b>Custom Social Media Post and Newsletter Message</b> An exclusive sponsor message sent through our social media channels and email newsletter.	✓	✓			
<b>Promotional Video Displayed During General Session</b> Promo video (provided by you) displayed during Day 2 General Session	✓				
<b>Guaranteed Workshop</b> Host your own workshop during one of the conference workshop sessions	✓				

# Additional Sponsorship Opportunities

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The items below are available as standalone sponsorship opportunities or can be added to a sponsor package at a discounted rate.

## **Sponsored Evening Networking Event - \$15,000**

Your company/organization recognized as the official sponsor of the MMM Beach Party or WorkCon Networking Night. Your company logo included on all event promotional items, displayed throughout the party, and a 2-3 minute opportunity to address the attendees of the event. Option to set up an information/exhibit table, banners, and promotional items.

## **Sponsored Welcome Reception - \$10,000**

Your company/organization recognized as the official sponsor of the Welcome Reception. Your company logo included on all event promotional items, displayed throughout the event, and a 2-3 minute opportunity to address the attendees of the event.

## **Sponsored Networking Lunch - \$8,000**

Your company/organization recognized as the official sponsor of the Networking Lunch. Your company logo included on all event promotional items, displayed throughout the lunch, and a 2-3 minute opportunity to address the attendees of the event. Reserved table for your conference attendees.

## **Sponsored Conference Tote, OR Name Tag Lanyard - \$5,000**

Your company/organization's logo included on 600+ items given to each of our conference attendees.

## **Complimentary Drink Tickets - \$500 min.**

Enhance your exhibitor experience by offering complimentary drink tickets to attendees. This add-on provides a unique opportunity to foster connections and network with potential clients.

## **Conference Advertising OR Promotional Item Distribution - \$500+**

Whether you are attending the conferences or not, you can still share your organization's information with our conference attendees. Examples include brochures, printed ads, or marketing items such as branded water bottles, pens, folders, etc.

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## Questions?

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