

NAWB

Because Workforce Investment Works

WHO WE ARE

Through advocacy tools, technical assistance and training NAWB supports its members in making informed decisions about how to invest in workforce strategies that advance America's economic growth through a skilled, competitive workforce.

OUR WORK

Our commitment to educating America about the power of workforce development was highlighted by several key initiatives led by NAWB in the past year.

Workforce Investment Works – demonstrate to Congress the effectiveness and importance of federal investments in human capital development through a storytelling website to advance workforce development's legislative priorities.

Training & Technical Assistance – enhance the capacities of WIBs and state association of workforce professionals to improve acumen and understanding of the policy environment in Washington, D.C.

Policy Papers – publish joint policy papers, such as one with our foundation partner Pew Charitable Trusts, which examines the impact of early childhood education on the future competitiveness of the American workforce.

Research – understand local WIB operations and successes to highlight promising practices and inform the policy discussions in Washington and state capitols.

New Products & Services – keep members informed and exposed to new products and services that support their important mission through our Virtual Exhibit Hall.

THE ROAD AHEAD: 2012

Over the next year, NAWB plans to pursue the following initiatives.

Expanded Professional Development Programs - expanded offerings for board members and professional staff.

Workforce Investment Works – outreach campaigns with labor market information tools and analysis and corporate sector champions.

Policy Impacts – collaboration with WIBs to highlight workforce policy issues and impacts.

2012 Annual Forum – larger venue, expanded workshops, learning, and networking opportunities.

NAWB

WWW.NAWB.ORG



Because **Workforce Investment** Works



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2012 FORUM

SPONSORSHIP OPPORTUNITIES

Washington Hilton
March 10-13, 2012

Because **Workforce Investment** Works

Sponsorship Opportunities

NAWB FORUM 2012

PLATINUM LEVEL

Forum Sponsorship at \$35,000

1

- Forum registration list (pre and post conference)
- Full-page advertisement in conference materials (prime placement)
- Premier logo/ad placement on hotel digital signage screens
- Seven (7) complimentary registrations
- Podium recognition (Plenary Session or Lunch)
- Logo included in NAWB Forum e-mail communications
- Forum web ad and logo placement (recognized Platinum Sponsor)
- VIP Seating in general sessions: shared w/ NAWB Board of Directors
- Invite to super exclusive Chairman's Reception on Saturday evening
- One year full-membership with NAWB and Virtual Exhibit Hall

GOLD LEVEL

Forum Sponsorship at \$25,000

2

- Forum registration list (pre and post conference)
- Advertisement in conference materials
- Logo/ad placement on hotel digital signage screens
- Five (5) complimentary registrations
- Podium recognition (Plenary Session or Lunch)
- Logo included in NAWB Forum e-mail communications
- Forum web ad and logo placement (recognized Gold Sponsor)
- VIP Seating in general sessions: shared w/ NAWB Board of Directors
- Invite to super exclusive Chairman's Reception on Saturday evening
- One year full-membership with NAWB and Virtual Exhibit Hall

SILVER LEVEL

Forum Sponsorship at \$15,000

3

- Forum registration list (pre and post conference)
- Advertisement in conference materials
- Logo/ad placement on hotel digital signage screens
- Four (4) complimentary registrations
- Podium recognition
- Logo included in NAWB Forum e-mail communications
- Forum web ad and logo placement (recognized Silver Sponsor)
- VIP Seating in general sessions: shared w/ NAWB Board of Directors
- Invite to super exclusive Chairman's Reception on Saturday evening
- One year Associate membership with NAWB and Virtual Exhibit Hall

PREMIUM BENEFITS

FOR PLATINUM LEVEL SPONSORS

- Reserved customer/employee meeting room located off of Exhibit Hall
- Hotel key card logo placement on guest keys
- Premier signage and logo in Grand Ballroom
- Podium Participation/Event Introduction (Plenary Session)
- Premier exhibit space in Exhibit Hall (Double Booth Space)
- Webinar post-Forum or live demonstration workshop during Forum in Heights Meeting Rooms
- 1-2 minute video loop on select screens throughout hotel
- NAWB staff assistance in coordinating a Sponsor Reception

PREMIUM BENEFITS

FOR GOLD LEVEL SPONSORS

- Customer/employee meeting room located off of Exhibit Hall (based on availability)
- Signage and logo in Grand Ballroom
- Podium Participation/Event Introduction (Lunch)
- Premium Exhibit space in Exhibit Hall (Double Booth Space)
- Live demonstration workshop during Forum in Heights Meeting Rooms
- 1-2 minute video loop on select screens throughout hotel

PREMIUM BENEFITS

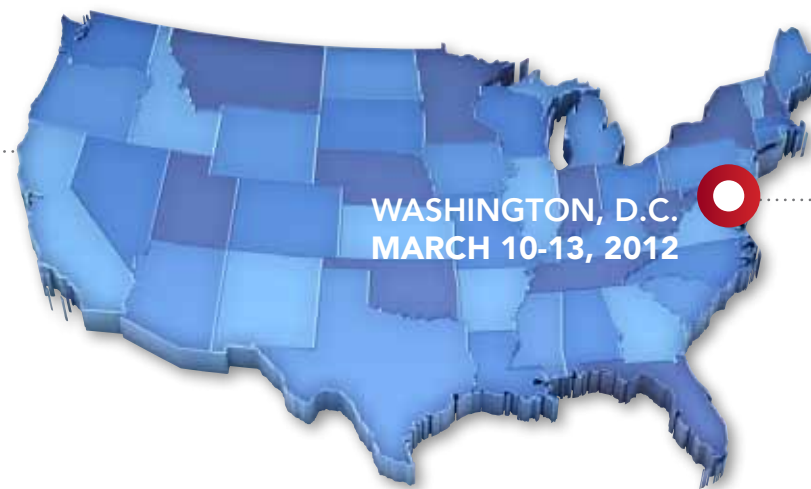
FOR SILVER LEVEL SPONSORS

- Signage and logo in Grand Ballroom
- Podium Participation/Event Introduction (Lunch)
- Premium Exhibit space in Exhibit Hall (Single Booth Space)
- Live demonstration workshop during Forum

FORUM CONTRIBUTOR Sponsorship at \$10,000

4

- Forum registration list (pre and post conference)
- Advertisement in conference materials
- Logo/ad placement on hotel digital signage screens
- Three (3) complimentary registrations
- Podium recognition
- Logo included in NAWB Forum e-mail communications
- Forum web ad and logo placement (recognized Contributor Sponsor)
- VIP Seating in general sessions: shared w/ NAWB Board of Directors
- Invite to super exclusive Chairman's Reception on Saturday evening
- One year Associate membership with NAWB and Virtual Exhibit Hall



National Association
of Workforce Boards

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