



NATIONAL ASSOCIATION OF
WORKFORCE DEVELOPMENT PROFESSIONALS
CONNECT, ADVANCE, INNOVATE



2025 SPONSOR & EXHIBITOR PROSPECTUS

CONTACT US:



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www.nawdp.org

ABOUT NAWDP



About Us

The National Association of Workforce Development Professionals (NAWDP) is a professional association representing individual workforce development and human resources practitioners, who connect job seekers, educators, and companies to advance the American economy. NAWDP provides the education, resources, and certification credibility to individuals seeking to successfully compete and thrive in a workforce development career and become leaders in their field.

Mission

We enrich the workforce development community by **connecting** and **advancing** workforce professionals and through building **innovative** partnerships.

Connect



Advance



Innovate



WHY SPONSOR OR EXHIBIT?



NAWDP events offer the perfect platform to elevate your brand and connect with workforce development professionals nationwide. By sponsoring or exhibiting, your organization can showcase its products, services, and expertise to a highly engaged audience, creating opportunities to build visibility, generate leads, and establish valuable partnerships.

If your company is seeking impactful ways to reach new, loyal, and active customers and stakeholders, partnering with NAWDP is the way to go. With over 40 years of experience fostering successful collaborations, we're here to support your goals and ensure you get the most out of your investment.

Ready to make your mark? Contact David Barch at david@nawdp.org to explore promotional opportunities at NAWDP events.

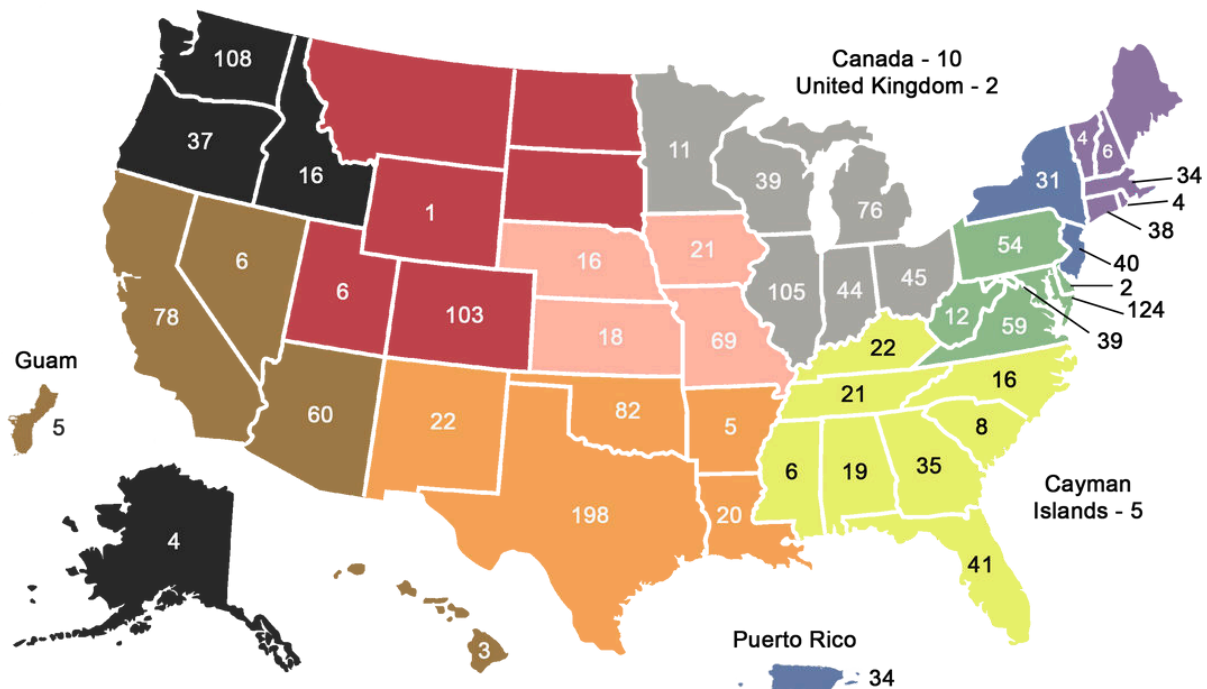
2025 ANNUAL CONFERENCE

May 5-7, 2025

Virginia Beach Convention Center, Virginia Beach, VA



The Annual Conference is NAWDP's flagship event, attracting workforce development professionals nationwide, from emerging talents to seasoned leaders across all sectors. This dynamic gathering fosters innovation, collaboration, and networking while highlighting cutting-edge programs, products, and services. The 2024 conference drew a sell-out crowd of **1,941 attendees**—1,864 in person and 77 virtually. Below is a breakdown of in-person attendees by location.



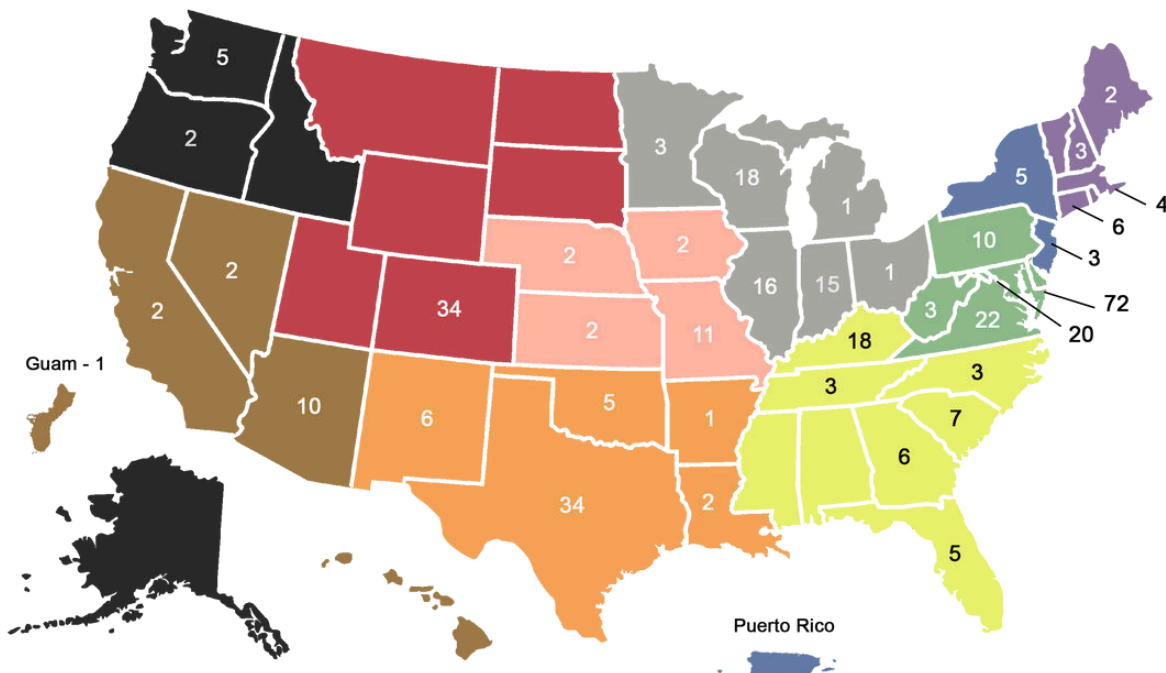
2025 BUSINESS SERVICES ACADEMY

Late Summer/Early Fall 2025

Location TBA



The Business Services Academy is a targeted event designed to empower workforce professionals who connect directly with employers and businesses. This academy delivers actionable tools, cutting-edge knowledge, and proven strategies for success in the dynamic field of business services and offers an exceptional opportunity to showcase your brand to a focused and engaged audience, maximize your visibility, and establish meaningful connections. Offered for the first time since 2019, the 2024 academy drew **367 attendees**. Below is a breakdown of in-person attendees by location.



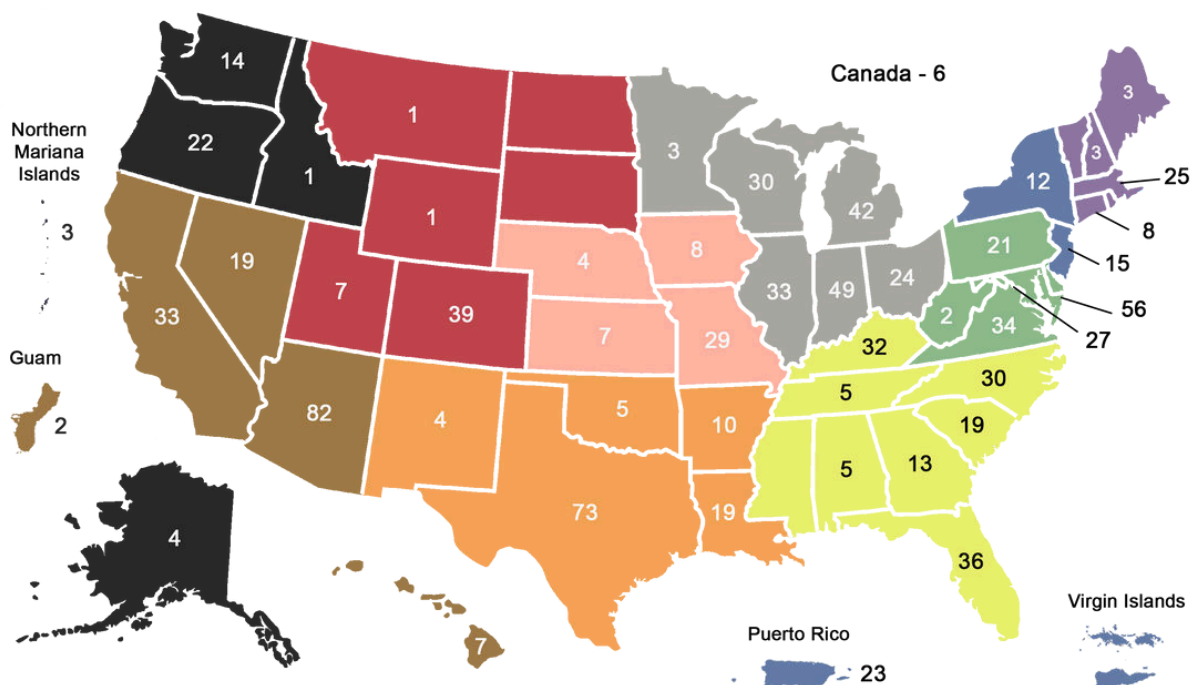
2025 YOUTH SYMPOSIUM

November 17-19, 2025

Hilton New Orleans Riverside, New Orleans, LA



The Youth Symposium is NAWDP’s signature event for workforce development professionals dedicated to serving youth. This dynamic gathering offers unparalleled opportunities to network, exchange ideas, and explore innovative programs, products, and services tailored to the unique challenges of youth workforce development. In 2024, the Symposium welcomed **999 attendees**, including **950 in person** and **49 virtually**, representing a diverse range of professionals and perspectives. Below is a breakdown of in-person attendees by location.





PLATINUM SPONSOR

\$20,000 - All in-person events in one calendar year. Annual Conference (AC), Youth Symposium (YS), and Business Services Academy (BSA).

SPONSOR BENEFITS

Logo Placement

- Event Signage for AC, YS, and BSA.
- Event slide on big screens in General Session room for AC, YS, and BSA.
- Event webpage on NAWDP's website
- Event emails
- Social media post on NAWDP channels leading up to AC, YS, and BSA
- Listing in Event program for AC and/or YS

Whova Event App

- Sponsor page listing for AC, YS, and BSA
- Two push notifications for both AC, YS and BSA

Advertising

- Full page ad in event program for AC and/or YS
- Banner ad in NAWDP Workforce Weekly newsletter
- Vendor marketplace listing on NAWDP website

Additional Sponsor Benefits

- Pre and Post-Event Attendee List
- 4 complimentary event registrations for each event (Attendee information to be provided to NAWDP staff to make registrations)
- One item in the event bag (provided by the Sponsor) for AC and VS
- Mention during NAWDP Award Ceremony at AC & YS
- 1 Exhibit Booth space at AC and/or YS with QR code lead retrieval through Whova app OR 1 additional complimentary event registration for each event



GOLD SPONSOR

\$15,000 - All in-person events in one calendar year. Annual Conference (AC), Youth Symposium (YS), and Business Services Academy (BSA).

\$12,500 - 2 Events

\$7,000 - 1 Event

SPONSOR BENEFITS

Logo Placement

- Event Signage for each sponsored event
- Event webpage on NAWDP's website for each sponsored event
- Event emails for each sponsored event
- Social media post on NAWDP channels leading up each sponsored event
- Listing in Event program for AC and/or YS

Whova Event App

- Sponsor page listing for each sponsored event
- One push notification for each sponsored event

Advertising

- Half page ad in event program for AC and/or YS
- Vendor marketplace listing on NAWDP website

Additional Sponsor Benefits

- Pre and Post-Event Attendee List for each sponsored event
- 3 complimentary event registrations for each sponsored event (Attendee information to be provided to NAWDP staff to make registrations)
- One item in the event bag (provided by the Sponsor) for each sponsored event



SILVER SPONSOR

\$12,000 - All in-person events in one calendar year. Annual Conference (AC), Youth Symposium (YS), and Business Services Academy (BSA).

\$9,000 - 2 Events

\$5,000 - 1 Event

SPONSOR BENEFITS

Logo Placement

- Event Signage for AC, YS, and BSA.
- Event webpage on NAWDP's website
- Event emails
- Listing in Event program for AC and/or YS

Whova Event App

- Sponsor page listing for each sponsored in-person event

Advertising

- Quarter page ad in event program for AC and/or YS
- Vendor marketplace listing on NAWDP website

Additional Sponsor Benefits

- Pre and Post-Event Attendee List
- 2 complimentary event registrations for each sponsored event (Attendee information to be provided to NAWDP staff to make registrations)
- One item in the event bag (provided by the Sponsor) for each sponsored event



EVENT PARTNER

\$5,000 - All in-person events in one calendar year. Annual Conference (AC), Youth Symposium (YS), and Business Services Academy (BSA).

\$4,000 - 2 Events

\$2,500 - 1 Event

SPONSOR BENEFITS

Logo Placement

- Event webpage on NAWDP's website for each sponsored event
 - Listing in Event program for AC and/or YS
-

Whova Event App

- Sponsor page listing for each sponsored event
-

Advertising

- Marketing Email Blast sent to all attendees of each sponsored event
 - Vendor marketplace listing on NAWDP website
-

Additional Sponsor Benefits

- 1 complimentary event registrations for each sponsored event (Attendee information to be provided to NAWDP staff to make registrations)



EXHIBIT HALL

ANNUAL CONFERENCE - 10 X 20 BOOTH

Draped 10 x 20 exhibit space

1 skirted 6' table, 2 chairs, 1 wastebasket

1 complimentary registration (Additional registrations available for \$400/per attendee - max of 2)

Listing in event program

Pre- and Post-Event Attendee List

Vendor Marketplace Listing on NAWDP website - Name, Website, Services Provided

Exhibit Booth Listing in Whova app

QR lead retrieval through Whova app

ANNUAL CONFERENCE - 10 X 10 BOOTH

Draped 10 x 10 exhibit space

1 skirted 6' table, 2 chairs, 1 wastebasket

1 complimentary registration (Additional registrations available for \$400/per attendee - max of 2)

Listing in event program

Pre- and Post-Event Attendee List

Vendor Marketplace Listing on NAWDP website - Name, Website, Services Provided

Exhibit Booth Listing in Whova app

QR lead retrieval through Whova app

NOTE: All Exhibit Booth Staff must be registered for the event. NAWDP staff will register exhibit booth staff.

PRICING:

10 x 20 booth (Annual Conference Only): \$3,000

10 x 10 booth (Annual Conference Only): \$2,000



EXHIBIT HALL

YOUTH SYMPOSIUM

Draped 10 x 10 exhibit space

1 skirted 6' table, 2 chairs, 1 wastebasket

1 complimentary registration (Additional registrations available for \$400/per attendee - max of 2)

Listing in event program

Pre- and Post-Event Attendee List

Vendor Marketplace Listing on NAWDP website - Name, Website, Services Provided

Exhibit Booth Listing in Whova app

QR code lead retrieval through Whova app

PRICING:

10 x 10 Booth (Youth Symposium only): \$1,500

NOTE: All Exhibit Booth Staff must be registered for the event. NAWDP staff will register exhibit booth staff.

BOOTH PRICING FOR MULTIPLE EVENTS:

10 x 20 Booth at AC & 10 x 10 Booth at YS - \$4,000

10 x 10 Booth at AC & YS - \$3,000



A LA CARTE OPPORTUNITIES

Ad in Event Program

- Full Page - \$500
- Half Page - \$300
- Quarter Page - \$150

Promo Item in Event Bag - \$500

Event Mobile App Homescreen Logo Placement - \$1,000

TERMS AND CONDITIONS

NAWDP reserves the right to determine the acceptability of requests to be a sponsor or exhibitor. The sponsor or exhibitor must be of professional or educational interest, or beneficial to the members, and are, in the opinion of NAWDP related to the field of workforce development.

Sponsor or Exhibitor benefits are only guaranteed if information requested from sponsor or exhibitor are provided by the deadline identified by NAWDP for each event.

Payment is due 30 days prior to the sponsored event and no refunds will be made for sponsor or exhibitor invoices.

ADDITIONAL ADVERTISING OPPORTUNITIES

NAWDP offers additional advertising opportunities in our weekly and monthly publications. You can find more information on our additional advertising opportunities under the About Us section on NAWDP's website at www.nawdp.org.