

Exhibitor/Sponsor/Advertiser Registration

Please print or type:

Name _____ Title _____

Organization _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____ Email (Required) _____

Form of Payment: Check VISA MasterCard American Express

Credit Card Number _____ Expiration Date _____

Name as it appears on Credit Card _____ 3 Digit CVV code _____

Signature _____

• Gateway to Innovation

Great American Lobby Booth — \$800 \$ _____

Prime Exhibition Hall Booth — \$750 \$ _____

Exhibition Hall Booth — \$550 \$ _____

Check here if you plan to purchase electricity and/or internet for your Exhibition Booth.

• Advertising Space \$ _____

Ad Size: _____

• Sponsorship Opportunities \$ _____

Sponsorship Type: _____

Based on availability – please contact Pennsylvania Partners

One registration (\$375 value) is included with each booth purchase. Each additional registration may be purchased for \$200 each. (Limited to 3 additional registrations.) Please indicate total for additional registrations. (Registration includes all meals.)

Total Enclosed or Authorized (for credit card billing): \$ _____

Tickets are required for all meals. Please indicate total number of people attending on each line.

Wednesday, May 6 Luncheon _____

Thursday, May 7 Plenary Breakfast _____ Luncheon _____

Friday, May 8 Breakfast _____

Please indicate names of individuals staffing the booth _____

Door Prize Donation: Yes No

If yes, contact person and phone number: _____

Full payment must accompany registration form. Major credit cards will be accepted.

Checks/money orders should be made payable to **Pennsylvania Partners**. (Federal ID# 25-1505075)

Exhibit Cancellation: There will be a full refund (less a \$50 service charge for processing the cancellation) if the cancellation is received by March 6, 2009. After March 6, no refunds will be given. All cancellations must be in writing and sent to Pennsylvania Partners.

MAIL, EMAIL or FAX TO:

Pennsylvania Partners, 205 House Avenue, Suite 101, Camp Hill, PA 17011

Phone: 717-612-1590 • Fax: 717-612-1593 • email: register@papartners.org

25th Annual Employment, Training & Education Conference

General Information

Reception & Exhibition Area

Conference Dates: May 6-8, 2009

Conference Location: Hershey Lodge
Hershey, Pennsylvania

Exhibit Hours: May 6 – 2:30 p.m. to 5:30 p.m., Opening Reception from
4:00 p.m. to 5:00 p.m.

May 7 – 8:00 a.m. to 6:00 p.m., Reception from 5:00 p.m.
to 6:00 p.m.

Exhibit Set-up: 10:00 a.m. to 1:30 p.m. on May 6

Exhibit Tear-down: 6:00 p.m. to 7:00 p.m. on May 7

Exhibit Information: Exhibition Hall space includes 8 ft. x 10 ft. booth with
6 ft. skirted table, two chairs and one wastebasket.

Electricity, telephone, internet connections and
AV equipment are procured directly through the
Hershey Lodge and/or Rileighs.

Fees will be charged by Rileighs for any incoming shipments.
Please contact Rileighs, Inc. (800.421.5075) with any questions
concerning shipments and exhibit setup. (Space is limited and
will be reserved on a first-come, first-served basis.)

Hotel Reservations: All Conference events will be held at the Hershey Lodge
in Hershey, Pennsylvania. To make hotel reservations, use
the hotel reservations link at www.papartners.org, or call
1-800-HERSHEY or 717-533-3311 and indicate that you are
with the **Pennsylvania Partners 2009 Conference**. The rate
of \$149.00 (single or double), plus tax, is available from May 4
through the evening of May 7.

**Pennsylvania Partners does not make room reservations
for Conference attendees.**

Conference Highlights for Exhibitors

- Gateway to Innovation in the Exhibition Hall. Your chance to showcase your products and services to all attendees.
- All receptions and refreshment breaks will be held in the Exhibition Hall.
- Door prizes will be awarded in the Exhibition Hall.
- All exhibitors will be listed in the Conference Program with contact information and product or service descriptions.
- Exhibitors will be provided with a mailing list of all attendees upon request.
- Hospitality Suites at the Lodge may be reserved only through Pennsylvania Partners.

For additional information, please contact:

Lori Zelesko • Phone 717.612.1590

Fax 717.612.1593 • Email lzelesko@papartners.org

www.papartners.org

Pennsylvania Partners



CELEBRATING 25 YEARS

Advertising, Sponsorship and Exhibit Opportunities

25th Annual
Employment,
Training & Education
Conference

May 6-8, 2009
Hershey Lodge • Hershey, Pennsylvania

Exposure to more than 1,400 Employment, Training and Education Professionals

Pennsylvania Partners, the statewide association representing Pennsylvania's workforce development professionals, offers excellent opportunities to gain valuable exposure at the 25th Annual Employment, Training and Education Conference. The conference theme, "Leading Change through Innovation," recognizes Pennsylvania's leadership in workforce development. Pennsylvania has made significant investments in its workforce to ensure Pennsylvania's employers lead innovation in their industries.

Attendee Profile

- Workforce Investment Area Leaders
- Workforce Investment Board Members and Staff
- CareerLink Management and Front-Line Staff
- PA Department of Labor & Industry Staff
- PA Department of Public Welfare Staff
- PA Department of Education Staff
- PA Department of Community & Economic Development Staff
- PA Department of Aging Staff
- Federal, State and Local Government Officials
- Economic Development Officials
- Organized Labor Representatives
- Business & Industry Leaders
- Education Leaders
- Service and Training Providers
- PA Workforce Investment Board Staff

Advertising Opportunities

More than just the definitive guide to the 25th Annual Employment, Training & Education Conference, the Conference Program serves as a year-round contact resource for workforce development professionals.

Outside Back Cover (4C)	Included in Program sponsorship.
Inside Front Cover (4C)	\$1,100
Inside Back Cover (4C)	\$1,100
Full Page (B&W)	\$600
½ Page (B&W)	\$425
¼ Page (B&W)	\$350

- Full = 7.5" x 10"
Half = 7.5" x 4.875"
Quarter = 3.625" x 4.875"
- Cover ads should be 8.5" x 11" width 1/8" bleed on all 4 sides. Type should not be any closer to the gutter than 1/2" due to the binding.
- Preferred format: PDF 300 dpi minimum
- Other accepted formats: TIFF, EPS, Quark or InDesign with supporting files

Promotional Tips

Exhibition Booth

- Incorporate the Exhibition Hall theme.
- Make your exhibit multi-dimensional with attention to sights, sounds and excitement.
- Have audiovisual displays that attendees can easily operate.
- Use bold signage.

Giveaways

1. Make qualification for giveaways selective.
2. Use an entry form (lead card completion) to increase selectivity.
3. Find an item that has a natural link to your company's message; make it worthwhile for the potential winner – not just a sales pitch.
4. Consider unique items over "copycat" giveaways to increase your company's branding ability.
5. Keep the giveaways out of sight (unless you are using them to increase name awareness).
6. Remember that perishable items do not last as long – and neither do the impressions they make.

Sponsorship Opportunities

Information about the products and services you offer will reach key decision-makers in workforce development. All sponsorships include prominent listing in the Conference program.

Platinum Level Sponsorships

Benefits with Platinum Level Sponsorships:

- Two full conference registrations
- Featured listing in the conference program workforce directory
- Pre-conference marketing – Your company logo will be included in pre-conference promotional emails
- Conference website – Your sponsorship will be acknowledged on the main page of the conference website with a link to your company's website

Evening Entertainment \$5000

Make an impact by sponsoring the conference's evening entertainment. The event will take place from 8:00 p.m.–12:00 a.m. on Thursday, May 7, and will feature refreshments and entertainment. As the exclusive sponsor, your company name and logo will be included in event promotions and on signage at the event. You will also have the opportunity to provide promotional gifts or marketing materials.

Gold Level Sponsorships

Benefits with Gold Level Sponsorships:

- One full conference registration
- Featured listing in the conference program workforce directory
- Pre-conference marketing – Your company logo will be included in pre-conference promotional emails
- Conference website – Your sponsorship will be acknowledged on the main page of the conference website with a link to your company's website

Networking Breaks 3 Available

Your company name and logo are displayed during one of the conference networking breaks. We will furnish complimentary signage in the entrance to the Exhibition Hall recognizing your company as a sponsor. You may also supply an approved giveaway item for attendees during your pre-assigned break.

Platinum Break	\$5,000
Gold Break	\$2,500
Silver Break	\$1,500

Registration \$4000

Your company's name and logo will be prominently displayed at conference registration. Your company's name and logo will also be linked to your website from our online conference registration. Don't miss the opportunity to be the first to be seen by conference attendees.

Conference Program \$5000

Feature your logo exclusively on the front cover of the conference program given to each conference attendee. Your company's full page advertisement will be seen by everyone on the back cover of the conference program.

Attendee Bags \$5000

This premier sponsorship places your company's name and logo on every bag distributed to all conference attendees. Every attendee becomes a walking billboard for your company!

Breakfast Plenary \$5000

Your sponsorship of this breakfast and plenary session featuring Denise Bissonnette gives your company the opportunity to get noticed. Prominent signage acknowledging your sponsorship will welcome each attendee into the session. You will be able to place marketing materials at each table and receive recognition at the breakfast.

Networking Receptions 2 Available \$4000

Host one of the evening receptions held in the Exhibition Hall. Your company's name and logo will be prominently displayed, and you will have the opportunity to distribute marketing materials. The receptions are a great opportunity for attendees to meet, greet and enjoy refreshments.

Cyber Café \$3500

Who can resist checking email? The conference Cyber Café will be prominently located in the Exhibition Hall, a central gathering spot for all conference attendees. The Café will have computers connected to the internet as well as Ethernet drops for attendees to connect using their own computers. Your logo will be featured on the wallpaper of all the Café computers. Signage will be provided in the Cyber Café area recognizing your sponsorship.

Awards Luncheon 2 Available \$3000

As the exclusive luncheon sponsor for the Awards Luncheon, your company will gain exposure through signage and recognition in the conference program. As a luncheon sponsor, you may provide giveaways on the tables.

Conference Badge & Lanyard \$3000*

Brand your company name/logo around the necks of attendees by taking advantage of this exclusive sponsorship. This coveted opportunity includes your company name/logo on the lanyard, acknowledged in the conference directory and on the conference website. All attendees wear your name and logo with this sponsorship. (*if provided by sponsor.)

Silver Level Sponsorships

Closing Plenary Session \$2500

Back by popular demand, Robert Pruitt closes out the conference with an exciting, thought-provoking plenary session. Don't miss the chance to sponsor this dynamic speaker and the opportunity to be the last impression conference attendees experience. You will receive recognition and prominent signage at the event. Your company's logo will be featured in pre-conference marketing for this event.

Friday Breakfast \$2000

Sponsor Friday's continental breakfast and kick off the final day of conference activities. Make a lasting impression by giving away a promotional item at breakfast. Your company name and logo will be displayed at the entrance of the breakfast, and your sponsorship will be recognized throughout the conference.

Attendee Pens \$1500*

Make a lasting impression! Promote your company by providing pens that will be included in the bags given to all attendees, and turn every conference attendee into a branding vehicle for your company. (*if provided by sponsor.)

Take-One \$250

If you are looking for an economical and effective way to attract the attention of our attendees, our take-one display is an excellent opportunity. Pamphlets, brochures, cards, leaflets, magazines and similar material will be displayed prominently so those visiting the exhibit area can "Take-One." (Cost is per item.)

Exhibitor Opportunities

Gateway to Innovation

Exhibit at the Gateway to Innovation, where you will showcase your products and services to decision-makers in workforce and economic development, education, aging and public welfare programs. You will be able to discuss what you can do for their organizations and communities. Demonstrate your products, sell your services and make new connections.

To give you a significant opportunity to take full advantage of the Gateway to Innovation, all breaks and receptions are held inside the exhibition area.

Great American Lobby Booth \$800

Located in the Great American Lobby at the entrance to the Exhibition Hall. This is a high traffic location in a major corridor of the Convention Center. There is no security provided for booths.

Prime Exhibition Hall Booth \$750

Premium locations in the front row and entry areas of the Exhibition Hall. This area is secured when the Exhibition Hall is closed.

Benefits with Silver Level Sponsorships:

- Featured listing in the conference program workforce directory
- Pre-conference marketing – Your company logo will be included in pre-conference promotional emails
- Conference website – Your sponsorship will be acknowledged on the main page of the conference website with a link to your company's website

Bag Insert

Promote your company by providing a brochure or approved give-away item for each attendee conference bag.

- \$200 ~ Sponsors
- \$400 ~ Exhibitors
- \$500 ~ All others

Door Prizes

We welcome the donation of door prizes to provide to Conference attendees. This is a great way to promote your organization. Donors will be acknowledged in the Conference program.

Customize Your Sponsorship

We know that increasing your return on investment for conference participation is important. Pennsylvania Partners will be pleased to customize a sponsorship to meet your specific marketing needs. Whether you would like to combine sponsorships, advertising and exhibit space or you have an idea for an entirely new sponsorship, Pennsylvania Partners is ready to help. We want to provide every opportunity possible to increase your visibility.

Exhibition Hall Booth \$550

Located in the Exhibition Hall. Booth location is on a first-come, first-served basis. This area is secured when the exhibit hall is closed.

All exhibition booths include:

- 8 ft. high back wall, 3 ft. high sidewalls
- One 6 ft. skirted table, two chairs, one wastebasket

Additional items may be secured through Rileighs, Inc. – 800.421.5075.

* All exhibitors will receive first right of renewal for exhibit booth location in the following year.

