

BUILDING MICHIGAN'S WORKFORCE

Strengthening Talent. Securing Tomorrow.



2026 Annual Conference

September 14 - 16 | Mt. Pleasant

michiganworks.org/register

Sponsorship & Exhibitor Opportunities

Recognition

Gain visibility

- Online presence
- Event mobile app inclusion
- Strategic, colorful signage

Connection

Find leads

- Wide range of networking opportunities
- Opt-in roster of attendees
- Connect with new / existing customers

Online registration is required for all sponsor and exhibitor opportunities.

For more information and to register, visit www.michiganworks.org/sponsors-exhibitors.

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**Scan this code when
you are ready to
register!**

Or visit: <https://events.resultsathand.com/mwa/4167/page/5669-Sponsorship-and-Exhibitor-Opportunities>

Attendee Profile

885

total registrations (2024)

66

sponsors and exhibitors (2025)

Attendees by Organization

- Michigan Works! Agencies — **45.34%**
- State Government — **10.43%**
- Legislators / Education & Training Partners — **20.62%**
- Economic Development — **5.34%**
- Private Sector — **18.26%**

2026 Schedule at a Glance

**Tentative — Subject to change*

Monday, Sept. 14	Tuesday, Sept. 15	Wednesday, Sept. 16
Registration 10 a.m. - 5 p.m.	Registration 7:30 a.m. - 4 p.m.	Registration 7:30 - 9 a.m.
Exhibit Hall 11 a.m. - 4 p.m.	Exhibit Hall 9:45 a.m. - 4 p.m.	Continental Breakfast 8 - 8:45 a.m.
	Continental Breakfast 7:30 - 8 a.m.	Leadership Breakfast 8 - 9:45 a.m. (by invitation)
Inside Politics 1 - 2:30 p.m.	OPENING SESSION 8 - 9:45 a.m.	Workshops 8:45 - 9:45 a.m.
Workshops 1:15 - 2:15 p.m.	Exhibit Hall Break 9:45 - 10:15 a.m.	CLOSING SESSION 10 a.m. - 12 p.m.
Exhibit Hall Break 2:15 - 3 p.m.	Workshops 10:15 - 11:15 a.m.	
Workshops 3 - 4 p.m. Annual	LUNCH SESSION 11:30 a.m. - 1:15 p.m.	
Meeting 3 - 4:30 p.m. Opening	Exhibit Hall Break 1:15 - 2 p.m.	
Reception 6 - 9 p.m.	Workshops 2 - 3 p.m.	
	Exhibit Hall Break 3 - 3:45 p.m.	
	Workshops 3:45 - 4:45 p.m.	

Conference Location: Soaring Eagle Casino & Resort Mt. Pleasant, Michigan | September 14-16, 2026

Your Exhibitor Registration comes with the following benefits:

- Two booth staff registrations
- Access to exhibitor lounge
- All meals and networking events included in registration
- Copy of pre- & post-registration list (2 weeks before event / 1 week after event **with signed agreement**)
- One 6' table with two chairs, 8'x10' booth with standard drapery, sign with company name and booth #
- Featured on signage, emails, social media and conference website
- Complimentary booth electricity and wireless internet
- Product and services listing in the event mobile app

Exhibitor Highlights

- Exhibit booths located adjacent to registration for increased visibility
- All breaks are held in the Exhibit Hall for maximum exposure
- Expanded exhibit hours to increase lead capture
- Maintained historically low sponsor and exhibitor costs — Delivering 2026 value at 2008 prices
- All sponsors/exhibitors are profiled in the event mobile app with linked contact information
- All sponsors/exhibitors will receive pre- & post-event attendee list (requires signed agreement)
- Electricity to exhibit booths is included in registration

Exhibit Hall Hours

**Subject to change*

Setup / Hours / Teardown	Heavy Traffic Hours
Installation / Set-up Monday, Sept. 14: 9 - 11 a.m.	Monday, Sept. 14 Breaks 2:15 - 3:00 p.m.
Exhibit Hall Hours Monday, Sept. 14: 11 a.m. - 4 p.m. Tuesday, Sept. 15: 9:45 a.m. - 4 p.m.	Tuesday, Sept. 15 Breaks 9:45 - 10:15 a.m. 1:15 - 2:00 p.m. 3:00 - 3:45 p.m.
Dismantle / Tear-down Tuesday, Sept. 15: 4 - 5 p.m.	*Booths must be staffed during exhibit hall hours.

Executive Sponsorship

\$10,000

When registering as an Executive Sponsor, you will be able to choose one of these exciting and unique opportunities to sponsor at the event. These opportunities are first come, first served, so register today!

- | | |
|--|---|
| <ul style="list-style-type: none">• Opening General Session• Lunch General Session• Closing General Session• Exhibit Hall Sponsor | <ul style="list-style-type: none">• Opening Reception Food• Registration Software Sponsor• Pocket Guide (printed) |
|--|---|

In addition to the unique benefit listed above, each Executive Sponsorship comes with:

- 4 complimentary full conference registrations
- Free exhibit booth space
- Materials/handouts to attendees at sponsored event (if applicable)
- Copy of pre- & post-registration list (2 weeks before event / 1 week after event with agreement)
- Verbal recognition during general sessions and at sponsored event (if applicable)
- Featured on signage, emails, social media and conference website
- Two items in the official conference bag
- Recognition in event mobile app

Platinum Sponsorship

\$8,500

When registering as an Platinum Sponsor, you will be able to choose one of these exciting and unique opportunities to sponsor at the event. These opportunities are first come, first served, so register today!

- | | |
|---|---|
| <ul style="list-style-type: none">• Mobile App• Post-Event Survey • Name Badge (logo printed)• Slot Tournament during Opening Reception• Workforce Development Board Breakfast | <ul style="list-style-type: none">• Speaker/Presenter Gifts• Schedule at-a-Glance Signage• Conference WIFI• Snapsight AI |
|---|---|

In addition to the unique benefit listed above, each Platinum Sponsorship comes with:

- 3 complimentary full conference registrations
- Free exhibit booth space
- Materials/handouts to attendees at sponsored event (if applicable)
- Copy of pre- & post-registration list (2 weeks before event / 1 week after event with agreement)
- Verbal recognition during general sessions and at sponsored event (if applicable)
- Featured on signage, emails, social media and conference website
- One item in the official conference bag
- Recognition in event mobile app

**Sponsors are responsible for printing/shipping costs to ensure materials arrive at Association Office or Conference Hotel in time for event.*

Gold Sponsorship

\$6,500

When registering as an Gold Sponsor, you will be able to choose one of these exciting and unique opportunities to sponsor at the event. These opportunities are first come, first served, so register today!

• Phone Charging Station • Opening Reception Drink Tickets • Inside Politics Session • Tuesday Continental Breakfast	• Conference Photographer • Fidget Toy Sponsor (building block) • Photo Booth Sponsor • 360 Photo Booth Sponsor
• Wednesday Continental Breakfast • Video played at General Session (2 available)	• Gimme the Bacon Sponsor • Conference Bag Sponsor

In addition to the unique benefit listed above, each Gold Sponsorship comes with:

- 2 complimentary full conference registrations
- \$400 discount on exhibit booth space
- Materials/handouts to attendees at sponsored event (if applicable)
- Copy of pre- & post-registration list (2 weeks before event / 1 week after event with agreement)
- Verbal recognition during general sessions and at sponsored event (if applicable)
- Featured on signage, emails, social media and conference website
- One item in the official conference bag

Silver Sponsorship

\$4,500

When registering as an Silver Sponsor, you will be able to choose one of these exciting and unique opportunities to sponsor at the event. These opportunities are first come, first served, so register today!

• Opening Session AV Sponsor • Lunch Session AV Sponsor • Closing Session AV Sponsor • Sticker Sponsor	• Tuesday Morning Coffee Break • Salty Snack Break • Dessert Snack Break • Headshot Lounge 1
• Annual Meeting Sponsor (Board of Directors) • Closing Session Coffee Bar • Opening Day Snack Break	• Headshot Lounge 2 • VIP Reception Sponsor • Challenge of Excellence Awards

In addition to the unique benefit listed above, each Silver Sponsorship comes with:

- 1 complimentary full conference registration
- \$200 discount on exhibit booth space
- Materials/handouts to attendees at sponsored event (if applicable)
- Copy of pre- & post-registration list (2 weeks before event / 1 week after event with agreement)
- Verbal recognition during general sessions and at sponsored event (if applicable)
- Featured on signage, emails, social media and conference website
- One item in the official conference bag

Bronze Sponsorship

\$3,500

When registering as an Bronze Sponsor, you will be able to choose one of these exciting and unique opportunities to sponsor at the event. These opportunities are first come, first served, so register today!

- | | |
|--|---|
| <ul style="list-style-type: none">• Badge Holder/Lanyards• Shining Star Awards• Leadership Meeting Item Drop• Champion of Workforce Development Award• Mobile App Game | <ul style="list-style-type: none">• Exhibitor Lounge Sponsor• Survival Station Sponsor• Stock the Restroom Sponsor• Volunteer T-shirt Sponsor (logo)• Comfy Meeting Space (TBD) |
|--|---|

In addition to the unique benefit listed above, each Bronze Sponsorship comes with:

- 1 complimentary full conference registration
- \$200 discount on exhibit booth space
- Materials/handouts to attendees at sponsored event (if applicable)
- Copy of pre- & post-registration list (2 weeks before event / 1 week after event with agreement)
- Verbal recognition during general sessions and at sponsored event (if applicable)
- Featured on signage, emails, social media and conference website
- One item in the official conference bag

Supporting Sponsorship

\$1,500

Your Supporting Sponsorship comes with one of the following benefits of your choice:

Conference Bag Item

- One (1) item in the official conference bag
Design, production, cost and shipping is the responsibility of the sponsor.

Workshop Sponsor

- Your logo displayed next to a workshop of your choice on the schedule and session signage
Sponsor responsible for indicating the intended session. Some restrictions apply.

Blog Post Sponsor

- A guest blog post featured on the Association blog page
Blog post content will need approval by CEO before posting.

In-Kind Sponsorship

Showcase your brand to hundreds of attendees with your in-kind donation of goods or services. These generous donations are given to attendees as prize giveaways on the last day of conference and is truly an anticipated event!

All sponsors are recognized publicly at the Conference, in the event mobile app and during the closing session.

Contact Anisa Mazuca, MazucaA@michiganworks.org for details.

**Sponsors are responsible for printing/shipping costs to ensure materials arrive at Association Office or Conference Hotel in time for event.*

Sponsor and Exhibitor Terms

ELIGIBILITY

Michigan Works! Association will send an exhibitor information kit with all necessary information pertaining to exhibiting upon receipt of online registration or signed registration form with payment, including shipping information in and out of conference venue.

No booth can be assigned until full payment is received by the Michigan Works! Association. Executive and Platinum sponsors receive priority booth selection. Booths are not considered reserved until full payment is received.

Sponsor agrees to pay sponsorship fee in its entirety in order to reserve and secure sponsorship benefits. Benefits will not begin until payment is received.

If **Sponsors are responsible for printed materials or other conference related items, those materials and all costs associated are the obligation of the Sponsor**, not the Association. This includes selection of vendor, design, production and shipping costs.

To be included in printed conference materials, all registrations must be completed in full (including sending logos or other needed files) by **Wednesday, August 19, 2026**.

Materials need to be delivered to the Michigan Works! Association office no later than **Thursday, August 20, 2026** by 12 p.m. EST. Quantities of items should be 800. Unused materials will be returned to sponsor at conclusion of the event.

Conference bag items cannot be lanyards.

A refund will not be given if the above deadline is missed, and you risk forfeiting your benefits by not adhering to the materials deadline.

CANCELLATION POLICY

Cancellations must be received in writing to Kimberly Way, WayK@michiganworks.org. A refund of the sponsorship and/or exhibit booth fee, minus a \$100 service charge, will be given for cancellations received by 11:59 p.m. on **Monday, August 24, 2026**.

Cancellations received after August 24, 2026 will not receive a refund. Refunds will not be given for no-shows.

SECURITY

Exhibitors are responsible for the security of their booth and for any loss or damage to their property during all published show hours. Michigan Works! Association encourages exhibitors to remove laptops and valuables from the exhibit area at the end of the exhibit hours each day.

Michigan Works! Association, staff, volunteers, the event hotel and the event decorating company will not be liable or responsible for the property of the participants from damage, theft, loss, fire, accident or other causes.

INSURANCE

The exhibitor assumes responsibility and liability for losses, damages and claims arising out of the exhibitor's activities on the hotel premises and will indemnify, defend and hold harmless Michigan Works! Association and the hotel, their agents and employees from any and all such losses, damages and claims.

EVENT CANCELLATION

In the event of cancellation of the Conference due to fire, strikes, government regulations or other causes beyond the Michigan Works! Association's control, Michigan Works! Association shall not be held liable for failure to hold the Conference as scheduled and shall determine the amount of exhibit fees to be refunded, if any.

Executive Sponsorship Descriptions

- **Opening General Session** - Kick off the conference in style. Your brand sets the tone for our first general session and is front and center as we welcome attendees and launch the event. Printed material displayed at each seating area, Logo onscreen during session, Keynote speaker acknowledgement for sponsorship.
- **Lunch General Session** - Own the midday buzz. Your logo is highlighted as attendees gather for food, insights, and big-picture conversations during our featured lunch session. Printed material displayed at each seating area, Logo onscreen during session, Keynote speaker acknowledgement for sponsorship.
- **Closing General Session** - Be the final word. Your sponsorship is showcased as we wrap up key takeaways, celebrate successes, and send attendees home inspired. Printed material displayed at each seating area, Logo onscreen during session, Keynote speaker acknowledgement for sponsorship.
- **Exhibit Hall Sponsor** - Be where the action is. Your brand anchors the Exhibit Hall, the hub of networking, demos, and discovery throughout the conference. Name/logo featured on all Exhibit Hall-related signage and marketing materials, First choice of Exhibit Booth space to ensure highest visibility
- **Opening Reception Food** - Feed the fun. Your logo is featured as attendees mix, mingle, and enjoy the opening reception spread that kicks off conference connections. Name/logo printed on signage at reception, Name/logo printed on table displays, Guest pass to reception.
- **Registration Software Sponsor** - Start every experience. Your brand is linked to the registration system that powers check-in, badges, and a smooth start for every attendee. Name/logo featured on website registration page where all attendees register for conference, Name/logo featured in onsite registration area at registration desk.
- **Pocket Guide (printed)** - Be their constant companion. Your logo appears on the go-to printed pocket guide attendees reference all conference long. Name/logo featured on printed conference agenda given to all attendees, Creation, printing and distribution is the Association's responsibility.

Platinum Sponsorship Descriptions

- **Mobile App** - Live in their hands. Your brand is woven into the event mobile app that attendees use to navigate sessions, connect, and play. Name/logo prominently featured on homepage, Name/logo featured on all mobile app-related signage and marketing materials.
- **Post-Event Survey** - Partner in progress. Your logo appears with the post-event survey that shapes future conferences. Name/logo prominently featured on survey provided to all attendees post-event, Get feedback and gain insights from event attendees post event.
- **Name Badge (logo printed)** - Show up on every badge. Your logo rides along with every handshake, introduction, and photo.
- **Slot Tournament during Opening Reception** - Sponsor the fun. Your brand powers a lively slot tournament that adds extra excitement to the evening. Name/logo prominently featured on all signage and reminders about the event as well as signage at the tournament.
- **Workforce Development Board Breakfast** - Fuel leadership conversations. Your logo is featured as Workforce Development Board members gather for a focused, invite-only breakfast. Name/logo featured prominently on event invitations, Display printed materials at each table, Opportunity to provide introductory remarks to speaker.
- **Speaker/Presenter Gifts** - Delight the voices of the conference. Your sponsorship provides thoughtful gifts for speakers and presenters, leaving a lasting impression. Association is responsible for design, production and distribution of gifts.
- **Schedule-at-a-Glance Signage** - Guide the way. Your logo appears on quick-view schedule signage that attendees check again and again. Name/logo prominently featured on oversized daily schedule signage displayed for all attendees, Most visited and viewed sign at event.
- **Conference WIFI** - Power every connection. Your name is on the conference Wi-Fi, keeping attendees connected to each other, their work, and the event. Name/logo prominently featured on WIFI network signage and other conference materials
- **Snapsight AI** - Showcase innovation. Your brand sponsors the AI-powered conference tool, aligning your company with smart, forward-thinking solutions, Name/logo appears on materials associated with AI tool used in at conference to summarize workshops and more.

Gold Sponsorship Descriptions

- **Conference Photographer** - Be behind every great shot. Your brand sponsors the photographer capturing the moments attendees will share long after the conference ends. Name/logo featured prominently on signage relating to specific sponsorship, Verbal recognition at General Session.
- **Fidget Toy Sponsor** – Keep hands busy and minds focused. Your branded fidget toy becomes the playful keepsake everyone reaches for in sessions and back at the office. Your logo on a Building Block fidget toy that will be distributed during a General Session.
- **Photo Booth Sponsor** - Say cheese! Your logo frames the fun as attendees snap, share, and save memories from our conference photo booth. Logo included in signage and on printed materials from the booth.
- **360 Photo Booth Sponsor** - Own the 'wow' moment. A 360-degree photo booth captures dynamic videos with your brand at the center of the fun. Your logo on the photo and/or digital gallery.
- **Gimme the Bacon Sponsor** - Bring home the bacon. Your sponsorship fuels a fun, memorable networking activity centered on bacon pins, encouraging sharing best practices and recognizing big ideas.
- **Conference Bag Sponsor** - Be carried everywhere. Your logo travels with attendees all conference long—and back to their offices—on the official event bag. Name/logo on bags distributed to all attendees, Association will design and procure bags, sponsor must provide high vector logo.
- **Phone Charging Station** - Power up the conference. Your brand saves the day at the charging station where attendees recharge their devices and their energy. Name/logo displayed on Charge Locker, Sponsor responsible to provide logo/design.
- **Opening Reception Drink Tickets** - Cheers to connections. Your logo is linked to the first round as attendees use your drink tickets to kick off the conference together. Name/logo featured on drink tickets given to attendees at the opening reception, can be designed printed by the Association or Sponsoring Agency.
- **Inside Politics Session** - Own the inside scoop. Your brand is linked to our can't-miss Inside Politics session featuring timely insight and lively discussion. Display printed materials at each seating area, upgrade to banner ad in event mobile app, recognized at session in front of Association Board and Partners
- **Tuesday Continental Breakfast** - Start their day with you. Your sponsorship fuels the morning networking over coffee, conversation, and good eats. Name/logo featured prominently on signage displayed at breakfast
- **Wednesday Continental Breakfast** - Good morning, again. Your logo greets attendees as they grab breakfast and gear up for the final day of connection and learning. Name/logo featured prominently on signage displayed at breakfast
- **Video played at General Session** - Lights, camera, impact! Share your story in a 30-second spotlight that plays during a general session and lives on through our website, social media, and event communications. Only 3 spots available.

Silver Sponsorship Descriptions

- **Tuesday Morning Coffee Break** - Fuel the mid-morning momentum. Your brand powers the coffee break that keeps attendees energized and engaged. Name/logo featured prominently on signage located at coffee bar
- **Salty Snack Break** - Satisfy their snack attack. Your sponsorship adds a fun, salty pick-me-up to the day's schedule. Name/logo featured prominently on signage located at break station, Opportunity to display printed materials at snack break.
- **Dessert Snack Break** - Sweeten the agenda. Your brand is the reason everyone smiles at dessert break. Name/logo featured prominently on signage located at break station, Opportunity to display printed materials at snack break.
- **Headshot Lounge 1** - Put their best face forward. Your logo is featured at the headshot lounge where attendees get fresh professional photos. Two separate sessions, two separate opportunities.
- **VIP Reception Sponsor** - Your brand is front and center at an exclusive gathering of key leaders and decision-makers.
- **Challenge of Excellence Awards** - Celebrate excellence. Your sponsorship is tied to honoring outstanding achievements in workforce development. Name/logo featured on signage associated with award winners (featuring Employer, Legislator and Volunteer of the Year), Verbal recognition during award ceremony.

- **Opening Session AV Sponsor** - Own the sound and screens. Your brand supports the AV experience that makes our opening session shine. Your logo will shine on the big screen while supporting the event.
- **Lunch Session AV Sponsor** - Keep every word crystal clear. Your sponsorship powers the AV behind our high-impact lunch session.
- **Closing Session AV Sponsor** - End on a high note. Your brand supports the AV that brings our closing session to life.
- **Sticker Sponsor** - Stick in their minds. Your custom stickers become the fun, collectible flair on laptops, notebooks, and badges. Will include a sticker of logo of supporting sponsor. Association will design and print stickers.
- **Annual Meeting Sponsor** - Be part of the business of the Association. Your logo is highlighted during our official Annual Meeting.
- **Board of Directors Closing Session Coffee Bar** - Keep leaders caffeinated. Your brand powers the coffee bar fueling our Board of Directors at the closing session.
- **Opening Day Snack Break** - Snack, mingle, repeat. Your sponsorship helps welcome attendees with a first-day treat and casual networking.

Bronze Sponsorship Descriptions

- **Exhibitor Lounge Sponsor** - Give exhibitors a home base. Your brand welcomes vendors to the lounge where they recharge and connect.
- **Survival Station Sponsor** - Little lifesavers, big impact. Your logo is featured at the spot with all the conference essentials attendees are grateful to find, like pain reliever, gum, stain sticks and more.
- **Stock the Restroom Sponsor** - The unsung hero sponsorship. Your brand quietly saves the day with thoughtful restroom amenities attendees truly appreciate. Think Wedding Reception, but at conference!
- **Volunteer T-shirt Sponsor (logo)** - Spot the helpers—spot your logo. Volunteers wear your brand as they support attendees throughout the event.
- **Comfy Meeting Space** - Create a cozy corner. Your sponsorship provides a comfortable space where attendees can relax, recharge, and reconnect.
- **Badge Holder/Lanyards** - Front-and-center branding. Your logo appears on the badge holders and lanyards every attendee wears all conference long.
- **Shining Star Awards** - Spotlight the stars. Your brand is tied to awards recognizing standout contributions across the network.
- **Leadership Meeting Item Drop** - Get into the right hands. Your branded item lands directly with key leaders during a dedicated leadership meeting.
- **Champion of Workforce Development Award** - Champion the champions. Your sponsorship honors leaders who move Michigan's workforce forward.
- **Mobile App Game** - Gamify the conference. Your brand powers the in-app game that boosts engagement and friendly competition.

If you do not see a sponsorship package that fits your budget or your idea, please reach out. We can't wait to welcome you to the conference!