

AI AT WORK:

TODAY'S TOOLS, TOMORROW'S WORKFORCE

SPONSORSHIP PROSPECTUS



April 28-29
2026

MotorCity Casino & Resort
2901 Grand River Ave,
Detroit, MI 48201

Register Here:

<https://events.resultsathand.com/mwa/4079>

Learn More Here:

<https://www.michiganworks.org/ai-at-work>

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The Michigan Works! Association team would like to thank you for your support of this event. With your support, we can continue to position the state of Michigan as a thought-leader in Workforce Development, including the intentional and data-driven implementation of AI in the workforce network and the upskilling of those that will see AI transform their work in the future.

EVENT OVERVIEW



SPONSORSHIP REGISTRATION
DEADLINE IS:
APRIL 10, 2026



AI at Work: Today's Tools, Tomorrow's Workforce is a premier two-day summit designed for workforce, education, business, and policy leaders navigating the real-world impact of artificial intelligence on jobs, training, and talent systems. This exclusive event moves beyond hype to focus on practical, actionable applications of AI in workforce development, providing unparalleled networking opportunities and thought leadership content designed to connect decision-makers and drive meaningful business relationships.

Event Details:

- Dates: Tuesday, April 28 - Wednesday, April 29, 2026
- Format: Two-day interactive conference with keynote sessions, concurrent workshops, and networking opportunities
- Location: MotorCity Casino Hotel, 2901 Grand River Avenue, Detroit, Michigan 48201

SPONSORSHIP BENEFITS



Reach Decision-Makers Across All Sectors

Build Your Brand with Cross-Sector Partners

Generate Quality Leads in a Focused Environment

Demonstrate Thought Leadership

Sponsorship Benefits Overview

All sponsors receive:

- Logo recognition on website, social media, and event materials
- Complimentary registrations for your team
- Post-event attendee roster
- Recognition during specified sessions
- Company profile in event mobile app with contact information
- Recognition at the event
- Featured in sponsor communications and materials

Specific benefits vary by sponsorship tier (see details below)

OPPORTUNITIES

Showcase your organization as an innovation leader in AI adoption and workforce development through speaking opportunities, session sponsorships, and direct engagement with key stakeholders.

Connect with a highly curated audience of workforce development professionals, employers, educators, policymakers, and technology leaders actively shaping the future of AI and digital transformation across Michigan. Our attendees are qualified decision-makers who influence technology investments, workforce strategy, and organizational priorities.



PLATINUM

(\$7,000)

Establish your organization as the **leading voice** at AI at Work with maximum visibility and signature partnership opportunities.

- (4) Complimentary full conference registrations
- Premier logo placement on website, social media, and event signage
- Recognition on social media (LinkedIn, Twitter/X, Facebook) - multiple mentions
- Company profile in event mobile app with linked contact information
- Verbal recognition during general sessions
- Recognition in digital conference materials



GOLD

(\$5,000)

Establish your presence as a key **summit partner** with meaningful visibility throughout the two-day event.

- (3) Complimentary full conference registrations
- Logo placement on website, social media, and event materials
- Company profile in event mobile app with contact information
- Recognition during general sessions
- Recognition in digital conference materials

SILVER

(\$3,000)

Gain meaningful and focused recognition and visibility and networking opportunities with targeted attendee engagement.

- (2) Complimentary full conference registrations
- Logo placement on website and social media
- Company profile in event mobile app
- Recognition in digital conference materials
- Recognition during sessions



BRONZE

(\$1,500)

Build brand awareness and participate in a high-value cross-sector networking environment.

- (1) Complimentary full conference registration
- Logo placement on event website and social media
- Company profile in event mobile app
- Recognition in digital conference materials
- Recognition during sessions

Questions? Contact Kim Way at
WayK@michiganworks.org

À LA CARTE SPONSORSHIP OPPORTUNITIES

Looking for specific, targeted visibility? Customize your sponsorship with these additional opportunities.



These value adds are available as stand-alone sponsorships OR can be combined with other packages as needed.

Individual Workshop Sponsorship (10 available)	\$750
Welcome Reception Sponsorship (4 available)	\$1000
Break-time Sponsorship (3 available)	\$500
Breakfast Sponsorship (2 available)	\$1000

Custom Packages

We understand that one size doesn't fit all. If you have specific sponsorship goals or would like to create a customized package, we're happy to work with you to develop a mutually beneficial arrangement that aligns with your marketing and mission objectives.

EVENT SCHEDULE



Tuesday, April 28

12:00 PM - 4:00 PM: REGISTRATION

1:00 PM - 2:30 PM: GENERAL SESSION &
KEYNOTE - LIGHTCAST

2:30 PM - 2:45 PM: BREAK

2:45 PM - 3:30 PM: WORKSHOPS (SESSION 1)

3:30 PM - 3:45 PM: BREAK

3:45 PM - 4:30 PM: WORKSHOPS (SESSION 2)

5:00 PM - 7:00 PM: EVENING RECEPTION &
NETWORKING

WEDNESDAY, APRIL 29

7:30 AM - 1:45 PM: REGISTRATION

8:00 AM - 9:00 AM: BUFFET BREAKFAST

9:00 AM - 9:45 AM: WORKSHOPS (SESSION 3)

9:45 AM - 10:00 AM: BREAK

10:00 AM - 11:00 AM: WORKSHOPS (SESSION 4)

11:15 AM - 1:30 PM: GENERAL SESSION & LUNCH
WITH KEYNOTE ADDRESS (GOOGLE - INVITED)

1:30 PM - 2:30 PM: FINAL WORKSHOP SESSION
(SESSION 5)

Attendee Profile

Our attendees represent a diverse and influential cross-section of professionals committed to preparing Michigan's workforce for AI-driven industries:

Workforce Development Professionals

Employers and Business Leaders

Educators and Training Partners

Policymakers and System Stakeholders

Technology Leaders and Consultants

Business Development Managers

These are qualified, high-intent attendees actively seeking AI insights, partnerships, and practical workforce solutions to prepare for what's next.

ALL THE OTHER STUFF



Attendee Registration Information:

Early Bird Rate: \$225 (Ends March 10)

Standard Rate: \$250

Registration:

www.michiganworks.org/ai-at-work

Hotel Accommodations:

MotorCity Casino Hotel - 2901 Grand River Avenue
Detroit, Michigan 48201 - (313) 237-7711

Group Booking Options: Call the hotel directly and refer to the Michigan Works! Association AI at Work Summit 2026 OR Book online with group code 042726MIW0

Hotel Room Booking Cutoff: April 6, 2026

Sponsorship Registration & Deadlines

Sponsorship Reservation Deadline: April 10, 2026

Materials Deadline: April 10, 2026

All sponsorship materials must be submitted in high-resolution PDF format. Logos should be press-optimized and clearly legible at various sizes.

Terms & Conditions

Sponsorships are confirmed upon receipt of completed registration and payment in full

Benefits do not commence until payment is received

Sponsors are responsible for any printing, production, or shipping costs associated with materials they provide

All sponsor materials are subject to approval for content and quality standards; materials must be relevant to workforce development and AI adoption

Cancellations must be made in writing to MWAssociation@MichiganWorks.org; refunds are subject to the cancellation policy established by the Michigan Works! Association

In the event of summit cancellation due to circumstances beyond our control, refund amounts will be determined by organizers

By becoming a sponsor, organizations agree to appropriate usage of attendee contact information (pre-approved, GDPR-compliant distribution only)

Sponsor logos and company information will be featured on event website, social media, mobile app, and in all official communications

READY TO GET REGISTERED ?



[https://
events.resultsathand
.com/mwa/4079](https://events.resultsathand.com/mwa/4079)



QUESTIONS? COMMENTS? NEED A CUSTOM
SPONSORSHIP PACKAGE? CONTACT ME HERE:

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Inability to provide materials by materials deadline forfeits ability to be included in printed materials.