



---

# 2026 SPONSORSHIP GUIDE

September 21–23, 2026 | Baltimore Hilton | Baltimore, Maryland  
1,500+ Professionals | Education, Workforce & Economic Development



## About the Maryland Workforce Association

The Maryland Workforce Association (MWA) is a professional association of Maryland's 13 local workforce development areas dedicated to training, supporting, and advancing Maryland's local workforce systems.

As the boots on the ground for Maryland's communities, MWA's team of local experts advocate for innovation for Maryland's businesses and jobseekers.



### Why Sponsor?

- Reach 1,500+ workforce, education & economic development professionals
- Brand exposure across sessions, signage, mobile app & digital channels
- Three consecutive SOLD OUT years — high demand, loyal audience
- Connect with leaders driving apprenticeship, AI & job training innovation

## Event at a Glance

### Main Conference

September 22-23, 2026

### Pre-Conference

September 21, 2026

### Venue

Baltimore Hilton, Baltimore, Maryland

### Projected Attendance

1,500+ Professionals

### Audience

Education, Workforce & Economic Development

# Conference Tracks

Raising the Bar's tracks offer broad opportunities to engage professionals across the Mid-Atlantic region.

## 1 Talent Pipeline Development

Youth innovations, K-12 partnerships, work-based learning, career pathways & diverse populations

## 2 Employer & Business Engagement

Apprenticeship models, employer strategies, sector partnerships & reducing business barriers

## 3 Business, Industry & Emerging Trends

Economic development alignment, cross-sector collaboration, AI, automation & future of work

## 4 Workforce Challenges & Future Trends

AI & automation impacts, demographic shifts, housing/childcare barriers & system adaptations

## 5 Supports for the Workforce System

Fiscal training, performance monitoring, compliance, HR, communications & outreach

# Main Conference Sponsorship

SEPTEMBER 22–23, 2026 | BALTIMORE HILTON

Packages are flexible — contact Brandon Butler to tailor an experience for your organization.

## PLATINUM

**\$30,000**

- Designated sponsor of the general session
- On-stage signage
- 20 complimentary full registrations
- Advertisement in the mobile app
- 2–4 minute video prior to general sessions
- Large logo on welcome banner
- Logo on website & welcome PowerPoint
- Listing on conference signage
- Platinum sponsor ribbons on badges
- Other benefits tailored to sponsor needs

## GOLD

**\$15,000**

- Designated sponsor of breakfast or snack station (one day)
- 8 complimentary full registrations
- Advertisement in the mobile app
- Gold sponsor ribbons on badges
- Logo on welcome banner
- Logo on website & welcome PowerPoint
- Listing on conference signage
- Other benefits tailored to sponsor needs

# OPENING RECEPTION SPONSORSHIP

Raising the Bar's First Ever

## A Night at the Ballgame

Baltimore Orioles vs. Toronto Blue Jays

Oriole Park at Camden Yards | Monday, September 21, 2026

**MARYLAND WORKFORCE**



Contact Brandon Butler | [MWAExecDirector@gmail.com](mailto:MWAExecDirector@gmail.com)

**\$20,000**

### What's Included:

- Designation as Opening Reception presenting sponsor
- Branded presence & signage throughout the event
- Recognition in all conference materials & mobile app
- Logo on invitations & event outreach materials
- 2 complimentary full conference registrations

# Main Conference Sponsorship (cont.)

## SILVER

**\$12,500 (limit 6)**

- Sponsorship of a conference track
- 4 complimentary full registrations
- Silver sponsor ribbons on badges
- Logo on website
- Logo on welcome PowerPoint
- Listing on conference signage

## EVENING RECEPTION

**\$15,000**

- Presentation at evening receptions
- Logo on invitations & outreach materials
- 2 complimentary full registrations
- Advertisement in mobile app
- Logo on welcome banner, website & PowerPoint
- Listing on conference signage

## STATE LEADERSHIP HAPPY HOUR

**\$10,000**

- Presentation at State Leadership Happy Hour
- Logo on invitations & outreach materials
- 2 complimentary full registrations
- Advertisement in mobile app
- Logo on welcome banner, website & PowerPoint
- Listing on conference signage

## LATE NIGHT KARAOKE

**\$5,000**

- Logo on invitations & outreach materials
- 2 complimentary full registrations
- Advertisement in mobile app
- Logo on welcome banner, website & PowerPoint
- Listing on conference signage

## BRANDING

**Beginning at \$5,000**

- Signage on escalator, sky bridge and high traffic areas
- 1 complimentary full registration
- Listing on signage & website
- Exhibit booth space

## FRIEND

**\$2,500**

- 1 complimentary full registration
- Listing on signage & website
- Logo on welcome PowerPoint
- Exhibit booth

## EXHIBITOR

**\$1,000**

- Exhibitor booth space

# Exclusive Sponsorships

\$5,000 EACH | LIMIT 1 PER CATEGORY | MAIN CONFERENCE

## REGISTRATION

**\$5,000 – limit 1**

- Signage at the registration table
- 1 complimentary full registration
- Listing on conference signage
- Logo on welcome PowerPoint
- Listing on website
- Premium exhibit booth space

## BADGE

**\$5,000 – limit 1**

- Logo included on conference name badges
- 1 complimentary full registration
- Listing on conference signage
- Logo on welcome PowerPoint
- Listing on website
- Premium exhibit booth space

## PODCAST

**\$5,000 – limit 1**

- Signage as podcast booth sponsor
- Mentions in all RTB recorded podcasts
- 1 complimentary full registration
- Listing on conference signage
- Listing on website
- Premium exhibit booth space

## PHONE CHARGING

**\$5,000 – limit 1**

- Signage on all charging stations
- 1 complimentary full registration
- Listing on conference signage
- Listing on website
- Premium exhibit booth space

## MOBILE APP

**\$5,000 – limit 1**

- Signage as mobile app sponsor
- Logo in app designating sponsorship
- 1 complimentary full registration
- Listing on conference signage
- Listing on website
- Premium exhibit booth space

# AI & the Workforce System:

## A Cross-Sector Working Session

September 21, 2026 | Baltimore Hilton

*Central Question: How do we align industry, workforce systems, and education to respond to the real impacts of AI on jobs, skills, and career pathways?*

### 1 Employers

Articulate where AI is already affecting operations and talent needs — direct input from those hiring and deploying AI tools today.

### 2 Workforce System

Examine how services, funding strategies, and program models must evolve to meet AI-driven labor market shifts.

### 3 Education Partners

Explore how curriculum, credentials, and training pathways must adapt to remain relevant and responsive.

### Outcomes:

Shared cross-sector priorities | Identification of alignment gaps & opportunities | Post-conference report for policymakers, workforce boards & employers

# Pre-Conference Sponsorship

SEPTEMBER 21, 2026 | PRE-CONFERENCE | BALTIMORE HILTON

AI & the Workforce System: A Cross-Sector Working Session bringing employers, workforce leaders, and education partners together to produce actionable, shared priorities.

## PLATINUM

**\$20,000**

- Branded items / promo material in swag bag
- Designated sponsor of the general session
- 15 complimentary post-conference registrations
- Advertisement in the mobile app
- 2–4 minute video prior to general sessions
- On-stage signage
- Large logo on welcome banner
- Logo on website & welcome PowerPoint
- Listing on conference signage
- Platinum sponsor ribbons on badges
- Other benefits tailored to sponsor needs

## GOLD

**\$10,000**

- Designated sponsor of breakfast
- 10 complimentary post-conference registrations
- 2-minute video prior to general session
- On-stage signage
- Advertisement in the mobile app
- Gold sponsor ribbons on badges
- Logo on welcome banner
- Logo on website & welcome PowerPoint
- Listing on conference signage
- One additional benefit tailored to sponsor needs

# Pre-Conference Sponsorship (cont.)

## SILVER

**\$7,500**

- Designated sponsor of snack station
- 8 complimentary registrations
- Advertisement in the mobile app
- Silver sponsor ribbons on badges
- Logo on website & welcome banner
- Logo on welcome PowerPoint
- Listing on conference signage

## BRONZE

**\$5,000**

- Sponsorship of one post-conference track
- 4 complimentary registrations
- Logo on website
- Listing on welcome PowerPoint
- Listing on signage at conference
- Bronze sponsor ribbons on badges

## FRIEND

**\$1,500**

- 1 complimentary registration
- Listing on website
- Logo on welcome PowerPoint
- Listing on conference signage
- Exhibitor booth

## Pre-Conference Exclusives – \$3,000 each (limit 1 per)

### REGISTRATION

**\$3,000 – limit 1**

- Signage at the registration table
- 1 complimentary full registration
- Listing on signage at conference
- Listing on website
- Premium exhibit booth space

**Exhibitor – \$750**

# What Sponsors & Attendees Are Saying

---

“

*As an exhibitor, what impressed me so much was that the people who came to our booth — the majority of the attendees — they had questions. They wanted to learn who we are and what we do. That's what makes it a success when we exhibit. Attendees are looking and seeking professional development. They are wanting to advance. They are wanting to Raise the Bar!*

---

**David Barch, CWDP**

National Association of Workforce Professionals

“

*I go to a lot of state conferences around the country... and I swear if this isn't the best state conference that I have ever attended, then it is certainly one of the top two.*

---

**Mike Fazio**

Workforce 180

**SOLD OUT — 3 CONSECUTIVE YEARS**



Baltimore Hilton, Baltimore, MD | September 21–23

For sponsorship inquiries, contact:

**Brandon Butler**

Executive Director, Maryland Workforce Association

[MWExecDirector@gmail.com](mailto:MWExecDirector@gmail.com)



**MARYLAND WORKFORCE**  
ASSOCIATION

*Packages are flexible.  
We can tailor an experience  
for your organization's goals.  
Let's build something great together.*