



## **Sponsored by US DOL/ETA Region 5 and GLETA**

### **Sponsor & Exhibitor Opportunities**

Conference exhibitors and advertisers are an integral part of the Heartland Conference. Exhibitors and sponsors will have a direct impact on the over 300 attendees. The Heartland Conference is the premier venue for workforce development professionals in the Heartland Region. Since 1989, the Conference has brought together a broad range of workforce development professionals, private sector employers and human resource agencies seeking to learn more about the workforce development industry.

### **The Benefits of Sponsorship and Exhibiting**

The Conference offers the potential to increase product sales and to reach new segments of the workforce market in the Region V 10 State Area (IA, IL, IN, KS, MI, MN, MO, NE, OH, and WI) and the U.S. Additionally, the Conference is an ideal venue to showcase new product offerings and to create a higher profile among the various partner agencies represented in the One Stop Career Centers. The Conference affords the opportunity to visit with both those making purchasing decisions and those actually providing services.

### **Profile of Attendees**

An estimated 300 plus individuals representing the growing workforce development system including state administrators and staff, local administrators and One Stop staff, U.S. DOL and other Federal agency employees and others interested in improving the workforce development system will attend the Heartland Professional Development Conference. Exhibitors and sponsors will interact with:

- Workforce investment board members
- Business leaders
- Workforce investment board executive staff
- One-stop career center administrators
- State council members and executive staff
- Job training administrators
- Training institute directors
- Services providers and consultants
- Professionals invested in employment and training programs and policy
- U.S. Department of Labor

**You won't want to miss this high visibility conference!**

### **Advertising Opportunities**

Advertising space for your organization in the Final Conference program is available at the following rates:

- |                              |          |
|------------------------------|----------|
| • Full Page Ad               | \$250.00 |
| • Half Page Ad               | \$150.00 |
| • Registration Packet Insert | \$100.00 |
| • Literature Display         | \$100.00 |

**Maximize Your Marketing Dollars Today!**

### Dates to Remember at Heartland Conference

Friday, March 12	Deadline Application & Program Material
Monday, March 15	Hotel Cut-Off Date
Monday, March 15	End of Regular Registration Rates
After March 31	Register On-Site
Wed, April 7	Exhibitor Set Up: By 11:00 am
Thurs, April 8	Exhibitor Tear Down: By 5:00 pm

### Act Now!

Visit the conference website at [http://theeventconn.com/event/2010\\_Heartland\\_Conference](http://theeventconn.com/event/2010_Heartland_Conference) , where you'll find a printable application form or for additional information contact Rachel E. Ramirez, at 714-374-1140 (phone, PST) or [rramirez@pep8a.com](mailto:rramirez@pep8a.com)

### Exhibit

#### Recognition Package for \$450 includes:

- Skirted 6' Table, 2 Chairs & Waste Basket
- One Full Conference Registration Fee
- Complimentary Description in the Program
- ½ Page Ad in Conference Program Book
- Pre and Post-Conference Attendee Lists

#### Heartland Package for \$350 includes:

- Skirted 6' Table, 2 Chairs & Waste Basket
- One Full Conference Registration Fee
- Complimentary Description in the Program
- Post-Conference Attendee Lists

### Sponsorship

Don't miss these value-packed sponsorship packages designed for firms who want an efficient, high-impact marketing solution.

**1. Gold \$3,000: Overall Conference Sponsor**– If your firm wants attention this is the session for you. In addition to signage and recognition in the program book, your firm will be highlighted during the opening session. Placement of your logo will be on your tote bag and on a special recognition page in the program.

**2. Silver \$1,500: Event Specific Sponsor** – If your firm wants attention this is the opportunity for you. Stand out among the rest meet, front-line and leadership together at the event of your choice. Sponsorship includes mike time, signage and recognition in the program book.