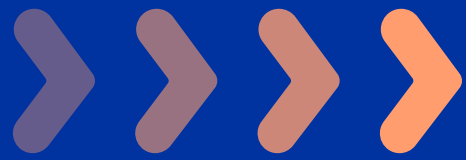
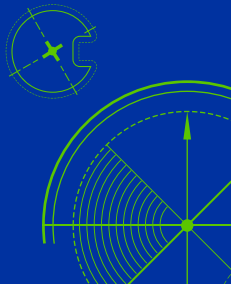




WORKFORCE SUMMIT

2024 PROSPECTUS





The Only Workforce Conference of Its Kind

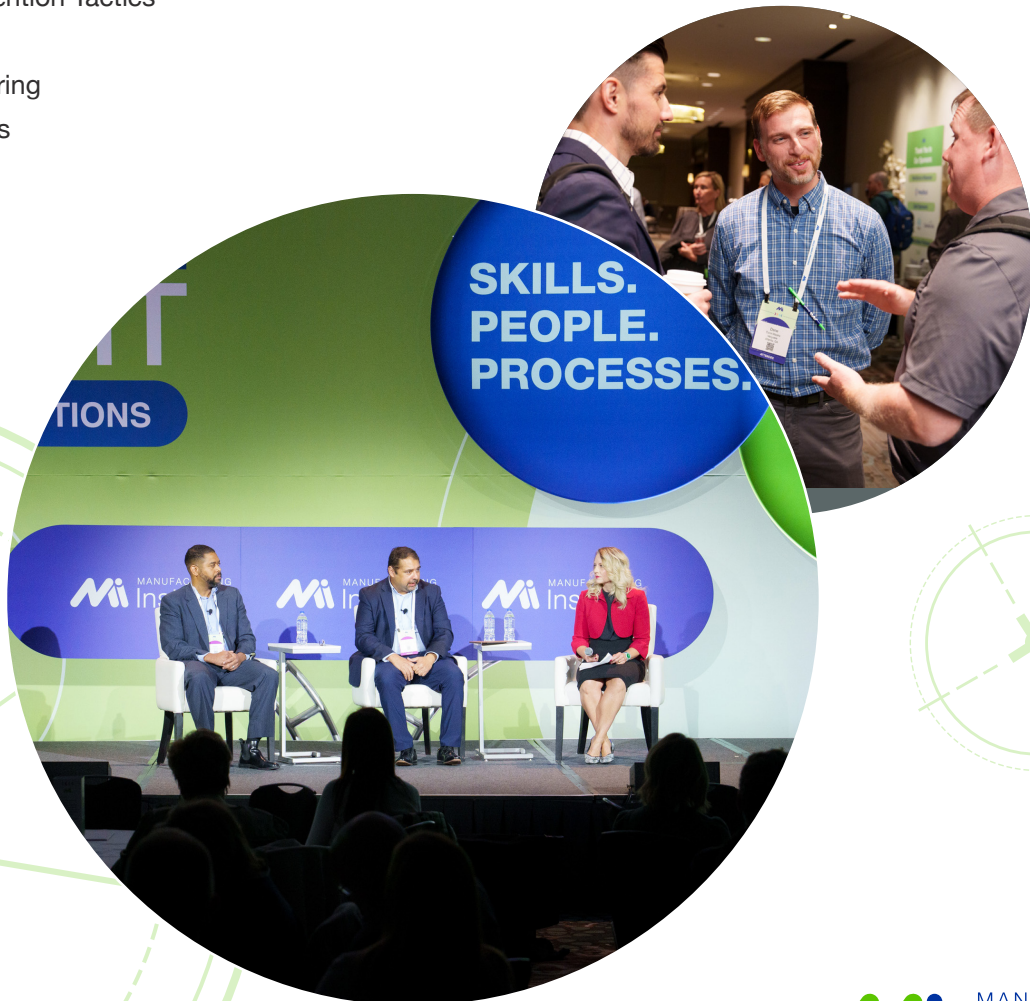
The Manufacturing Institute's Workforce Summit is the manufacturing industry's premier workforce convening focused on elevating local and national solutions to our most persistent workforce challenges. With an average of 600,000 open positions to fill each month over the past year, manufacturing in the United States faces a workforce crisis. The MI is leading an effort to bring together all elements of the workforce ecosystem to address these challenges at the Workforce Summit—our flagship annual event.

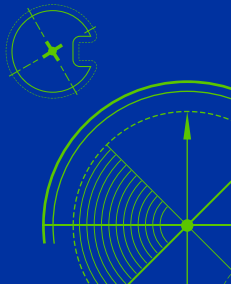
This year's Workforce Summit will provide talent solutions, amplify innovative training strategies and give attendees opportunities to explore community partnership models in action.

At the Workforce Summit, employers will connect with education professionals, community partners and industry experts to learn from each other and find ways to meet the workforce needs of today and the future. The manufacturing skills landscape continues to evolve to keep up with industry needs. Conference attendees will exchange best practices, share case studies, meet new industry peers and learn about solutions that can be deployed to meet the needs of ever-changing workforce challenges.

Featured Content

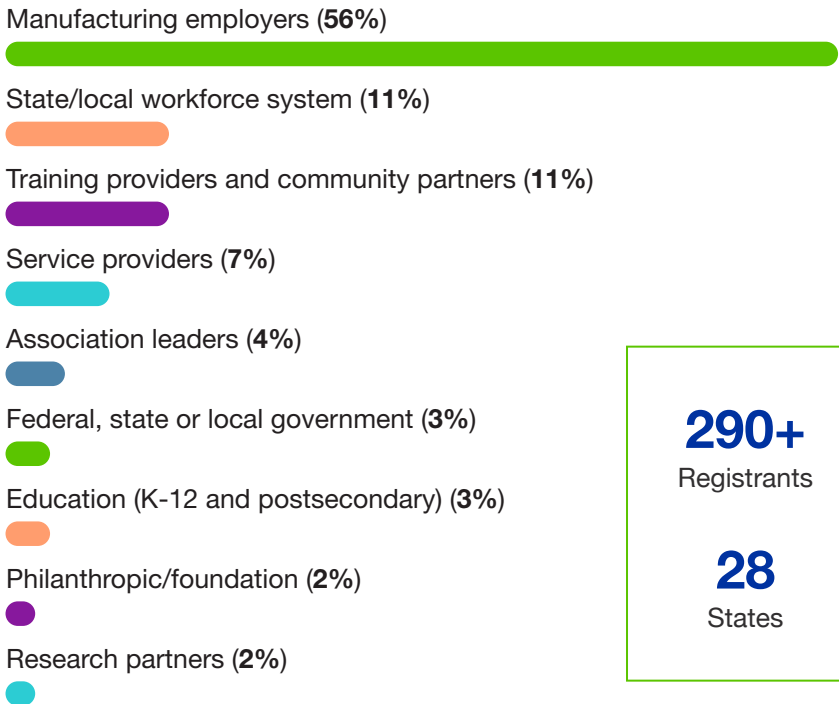
- Recruitment and Retention Tactics
- Workplace Flexibility
- Upskilling Manufacturing
- Research and Insights
- ...and More!





Snapshot: 2023 Workforce Summit by the Numbers

ATTENDEES



290+
Registrants

28
States

REGISTRANT TITLES

- › President, CEO or executive director
- › HR, vice president diversity and inclusion, workforce development professional, talent acquisition, training programs manager, partnerships director
- › Operations lead
- › Educators, provost, chancellor, business retention
- › Economic development director
- › Chief operating officer

EVENT APP



804

Digital Business Cards Exchanged



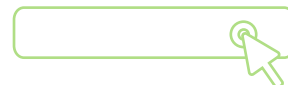
1,493

Resources Downloaded

SUMMARY

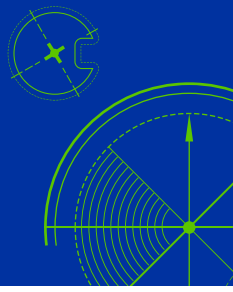


SOCIAL METRICS



19,906

Top Banner Ad Impressions



SPONSORSHIP OPPORTUNITIES

Premier Sponsor: \$45,000

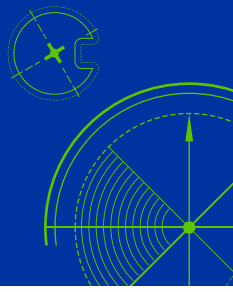
- Opportunity to take the stage in a general session or as part of a panel covering a workforce topic of interest (in consultation with the MI)
 - 30-second video (created by sponsor), leading into your sponsored session (subject to MI approval)
 - Brand/logo displayed on main stage during presentation and throughout the Workforce Summit
- Reserved lunch-and-learn table to facilitate focused dialogue among interested conference attendees (exact date TBD; topic agreed upon in consultation with the MI)
- Special acknowledgement of sponsorship by the MI from the main stage each day of the conference
- Planned social posts thanking sponsor via your handle using the 2024 Workforce Summit hashtag on MI media channels
- Standard tabletop display/demo booth in main lobby near Workforce Summit registration and breakout session areas
 - Standard table, power source and Wi-Fi included; additional resources available on request; fee(s) to be paid by sponsor
- Landing page on the Workforce Summit event app used by all attendees
- Rotating banner ad displayed in the event app
- Logo placement on the Workforce Summit event website
- Signage with sponsor logo displayed throughout the event
- Registration for six conference attendees with reserved seating during the general sessions

Workforce Influencer Sponsor – \$25,000

- Breakout session “presented by” your organization (limited quantity) with the opportunity for a representative to participate as a host or panelist; breakout topic and participant to be agreed upon in consultation with the MI
 - Logo displayed in breakout session (easel sign and/or electronic logo)
- Reserved lunch-and-learn table to facilitate focused dialogue among interested conference attendees (exact date TBD; topic agreed upon in consultation with the MI)
- Special acknowledgement of sponsorship by the MI from the main stage each day of the conference
- Planned social posts thanking sponsor via your handle using the 2024 Workforce Summit hashtag on MI media channels
- Standard tabletop display/demo booth in main lobby near Workforce Summit registration and breakout session areas
 - Standard table, power source and Wi-Fi included; additional resources available upon request; fee(s) to be paid by sponsor
- Landing page on the Workforce Summit event app used by all attendees
- Rotating banner ad displayed in the event app
- Logo placement on the Workforce Summit event website
- Signage with sponsor logo displayed throughout the event
- Registration for five conference attendees with reserved seating during the general sessions

For sponsorship related inquiries, please contact:

Rachael Scheffler, Head of Partnerships and Philanthropy
(202) 637-3126 | rscheffler@nam.org



Workforce Summit Welcome Sponsor – \$20,000

- Branded registration signage at the Workforce Summit registration desk
- Co-branded lanyards for each Workforce Summit attendee
- Opportunity to provide welcome remarks during one main stage general session (approximately two to three minutes in length) (exact date TBD by MI staff)
- Reserved lunch-and-learn table to facilitate focused dialogue among interested conference attendees (exact date TBD; topic agreed upon in consultation with the MI)
- Special acknowledgement of sponsorship by the MI from the main stage each day of the conference
- Planned social posts thanking sponsor via your handle using the 2024 Workforce Summit hashtag on MI media channels
- Standard tabletop display/demo booth in main lobby near Workforce Summit registration and breakout session areas
 - Standard table, power source and Wi-Fi included; additional resources available upon request; fee(s) to be paid by sponsor
- Landing page on the Workforce Summit event app used by all attendees
- Rotating banner ad displayed in the event app
- Logo placement on the Workforce Summit event website
- Signage with sponsor logo displayed throughout the event
- Registration for five conference attendees with reserved seating during the general sessions

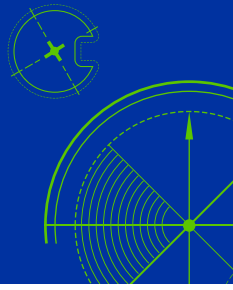


Gold Sponsor – \$15,000

- Co-sponsorship of networking or welcome reception
 - Opportunity to provide welcome remarks at the start of the networking or welcome reception
 - Sponsor-branded cocktail napkins
- Reserved lunch-and-learn table to facilitate focused dialogue among interested conference attendees (exact date TBD; topic agreed upon in consultation with the MI)
- Special acknowledgement of sponsorship by the MI from the main stage each day of the conference
- Planned social posts thanking sponsor via your handle using the 2024 Workforce Summit hashtag on MI media channels
- Standard tabletop display/demo booth in main lobby near Workforce Summit registration and breakout session areas
 - Standard table, power source and Wi-Fi included; additional resources available upon request; fee(s) to be paid by sponsor
- Landing page on the Workforce Summit event app used by all attendees
- Rotating banner ad displayed in the event app
- Logo placement on the Workforce Summit event website
- Signage with sponsor logo displayed throughout the event
- Registration for four conference attendees

For sponsorship related inquiries, please contact:

Rachael Scheffler, Head of Partnerships and Philanthropy
(202) 637-3126 | rscheffler@nam.org



Silver Sponsor – \$10,000

- Reserved lunch-and-learn table to facilitate focused dialogue among interested conference attendees (exact date TBD; topic agreed upon in consultation with the MI)
- Special acknowledgement of sponsorship by the MI from the main stage each day of the conference
- Planned social posts thanking sponsor via your handle using the 2024 Workforce Summit hashtag on MI media channels
- Standard tabletop display/demo booth in main lobby near Workforce Summit registration and breakout session areas
 - Standard table, power source and Wi-Fi included; additional resources available upon request; fee(s) to be paid by sponsor
- Landing page on the Workforce Summit event app used by all attendees
- Rotating banner ad displayed in the event app
- Logo placement on the Workforce Summit event website
- Signage with sponsor logo displayed throughout the event
- Registration for three conference attendees

Bronze Sponsor – \$5,000

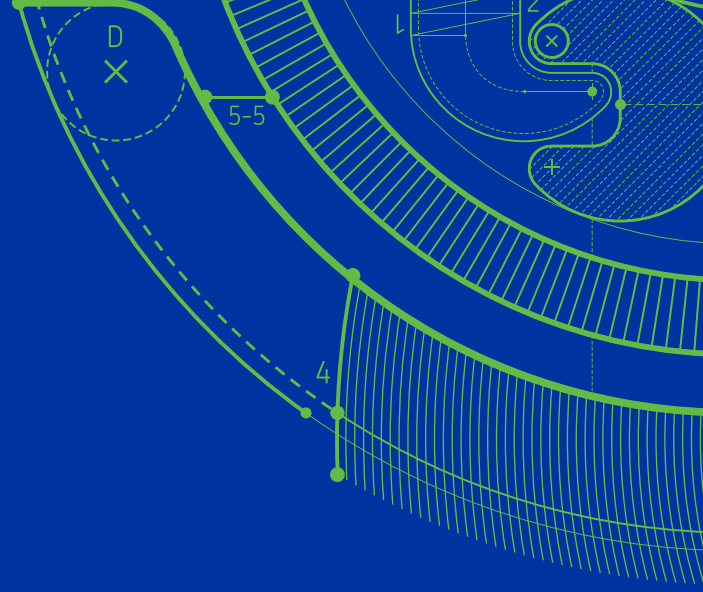
- Special acknowledgement of sponsorship by the MI from the main stage each day of the conference
- Planned social posts thanking sponsor via your handle using the 2024 Workforce Summit hashtag on MI media channels
- Standard tabletop display/demo booth in main lobby near Workforce Summit registration and breakout session areas
 - Standard table, power source and Wi-Fi included; additional resources available upon request; fee(s) to be paid by sponsor
- Landing page on the Workforce Summit event app used by all attendees
- Rotating banner ad displayed in the event app
- Logo placement on the Workforce Summit event website
- Signage with sponsor logo displayed throughout the event
- Registration for one conference attendee

For All Sponsors: Pre- and Post-Event Participant List and Contact Information

- Sponsors will receive the pre-event participant list, excluding those who opt out, approximately a week prior to the Workforce Summit inclusive of name, title and company.
- Sponsors may not reach out to event participants prior to the event but may leverage participant list for pre-event research.
- Sponsors will receive the post-event participant list, excluding those who opt out, within five business days upon the conclusion of the Workforce Summit inclusive of name, title and company.
- Contact information for attendees who request to connect with you and have not opted out will be provided within five business days upon the conclusion of the Workforce Summit inclusive of, at a minimum, name, title, company and email.

For sponsorship related inquiries, please contact:

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CONNECT WITH US

> themanufacturinginstitute.org/workforcesummit

