

# SETA

SOUTHEASTERN  
EMPLOYMENT &  
TRAINING ASSOCIATION

Partners for Excellence in Workforce Development



## Sponsorship & Exhibitor Information

SETA 2026 Fall Conference  
Omni Louisville  
Louisville, Kentucky  
August 30 - September 2, 2026

# About the SETA Conference

The Southeastern Employment & Training Association (SETA) Conference unites workforce development professionals from eight southeastern states: Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee. Attendees include representatives from workforce boards, government agencies, education, community organizations, technical colleges, and the private sector.

Held twice annually, SETA conferences feature timely topics through plenary sessions, breakout workshops, and exceptional networking opportunities that foster collaboration and innovation.

## Why Participate?

Join us for the region's premier workforce development event! Showcase your organization as a sponsor or exhibitor at the SETA 2026 Fall Conference. Sponsorship levels and benefits are outlined in the "Sponsorship Packages" section.

This is your opportunity to:

- Highlight your organization to hundreds of workforce professionals.
- Support the workforce development community.
- Be part of an exciting and impactful event in Louisville, KY Aug 30-Sept 2, 2026.

## Tentative Conference Agenda

### Sunday, August 30, 2026

Registration and exhibitor setup (1:00–6:00 p.m.), followed by an opening reception.

### Monday, August 31, 2026

Networking breakfast, keynote address, morning workshops, and a luncheon honoring sponsors and exhibitors (reserved seating provided). Afternoon sessions cover topics such as service strategies, performance management, model programs, case management, board effectiveness, and financial management.

### Tuesday, September 1, 2026

Day Two opens with breakfast and a plenary session, followed by a full day of breakout sessions. Exhibitor breakdown begins at 5:00 p.m. An evening event is included.

### Wednesday, September 2, 2026

The final day includes breakfast and a closing session featuring a motivational speaker.

## Accommodations

The Omni Louisville will serve as our host hotel for the conference. Once you've completed your registration, you'll receive details to book your room.

For updated conference information, visit the SETA website at [seta.org](http://seta.org)

# Sponsorship Packages

Purchase the sponsorship or exhibitor package online once registration is open.

## Platinum Sponsor - \$20,000

- Five (5) full conference registrations (including all meals)
- Additional registrations at the regular conference rate
- One (1) Exhibitor Booth
- Virtual Exhibitor Booth
- Cvent LeadCapture (bring your own device)
- Logo on PowerPoint at General Sessions and Meals
- Targeted Engagement Reports
- Inclusion in the Game Challenges and Inbound Leads (Event App)
- Four (4) Social Media posts on SETA's pages (Facebook, LinkedIn, Instagram)
- Listing in the Exhibitor Section of App (if using an Exhibitor Booth)
- Listing in the Sponsor Section of App including media and links
- Name and logo on event signage
- Featured Ad on the Attendee App (Home Page)
- Three (3) push notifications during the event (140 character limit) linked to profile
- Three (3) marketing email blasts to attendees (to be created by sponsor)
- Logo on the Splash Screen at Conference Check-in
- Opportunity to introduce keynote speaker
- 60-second video at Opening Session and On-Demand in the Event App

## Diamond Sponsor - \$10,000

- Four (4) full conference registrations (including all meals)
- Additional registrations at the regular conference rate
- One (1) Exhibitor Booth
- Virtual Exhibitor Booth
- Cvent LeadCapture (bring your own device)
- Logo on PowerPoint at General Sessions and Meals
- Targeted Engagement Reports
- Inclusion in the Game Challenges and Inbound Leads (Event App)
- Three (3) Social Media posts on SETA's pages (Facebook, LinkedIn, Instagram)
- Listing in the Exhibitor Section of App (if using an Exhibitor Booth)
- Listing in the Sponsor Section of App including media and links
- Name and logo on event signage
- Featured Ad on the Attendee App (Home Page)
- Two (2) push notifications during the event (140 character limit) linked to profile
- Two (2) marketing email blasts to attendees (to be created by sponsor)

# Sponsorship Packages cont.

## Gold Sponsor - \$7,000

- Two (2) full conference registrations (including all meals)
- Additional registrations at the regular conference rate
- One (1) Exhibitor Booth
- Virtual Exhibitor Booth
- Cvent LeadCapture (bring your own device)
- Logo on PowerPoint at General Sessions and Meals
- Targeted Engagement Reports
- Inclusion in the Game Challenges and Inbound Leads (Event App)
- One (1) Social Media post on SETA's pages (Facebook, LinkedIn, Instagram)
- Listing in the Exhibitor Section of App (if using an Exhibitor Booth)
- Listing in the Sponsor Section of App including media and links
- Name and logo on event signage
- Featured Ad on the Attendee App (Home Page)
- One (1) push notification during the event (140 character limit) linked to profile

## Silver Sponsor - \$5,000

- One (1) full conference registrations (including all meals)
- Additional registrations at the regular conference rate
- One (1) Exhibitor Booth
- Virtual Exhibitor Booth
- Cvent LeadCapture (bring your own device)
- Logo on PowerPoint at General Sessions and Meals
- Targeted Engagement Reports
- Inclusion in the Game Challenges and Inbound Leads (Event App)
- One (1) Social Media post on SETA's pages (Facebook, LinkedIn, Instagram)
- Listing in the Exhibitor Section of App (if using an Exhibitor Booth)
- Listing in the Sponsor Section of App including media and links
- Name and logo on event signage

## Exhibitor - \$2,000

- One (1) full conference registration (including all meals)
- One (1) Additional registration at \$595 (Additional registrations will be the regular conference rate)
- One (1) Exhibitor Booth
- Virtual Exhibitor Booth
- Cvent LeadCapture (bring your own device)
- Logo on PowerPoint at General Sessions and Meals
- Targeted Engagement Reports
- Inclusion in the Game Challenges and Inbound Leads (Event App)
- One (1) Social Media post on SETA's pages (Facebook, LinkedIn, Instagram)
- Listing in the Exhibitor Section of App (if using an Exhibitor Booth)

	Platinum \$20,000	Diamond \$10,000	Gold \$7,000	Silver \$5,000	Exhibitor \$2,000
Full conference registrations (including all meals)	5	4	2	1	1
Additional representative registrations	Conf Rate	Conf Rate	Conf Rate	Conf Rate	1 @ \$595
Exhibitor Booth	X	X	X	X	X
Virtual Exhibitor Booth	X	X	X	X	X
Cvent LeadCapture (bring your own device)	X	X	X	X	X
Logo on PowerPoint at General Sessions and Meals	X	X	X	X	X
Targeted Engagement Reports	X	X	X	X	X
Inclusion in the Game Challenges and Inbound Leads (Event App)	X	X	X	X	X
Social Media posts on SETA's pages (Facebook, LinkedIn, Instagram)	4 Posts	3 Posts	1 Post	1 Post	1 Post
Listing in the Exhibitor Section of App including media, videos, links, etc.	X	X	X	X	X
Listing in the Sponsor Section of App including media, videos, links, etc.	X	X	X	X	
Name and logo on event signage	X	X	X	X	
Featured Ad on the Attendee App (Home Page)	Home Page	Sponsor Page	Exhibitor Page		
Push notifications during the event (140 character limit) linked to profile	3	2	1		
Marketing email blasts to attendees (to be created by sponsor)	3	2			
Logo on the Splash Screen at Conference Check-in	X				
Opportunity to introduce keynote speaker	X				
60-second video at Opening Session and On-Demand in the Event App	X				

### Exclusive Dual-Conference Offer

Secure your participation in two consecutive SETA conferences and receive a 20% discount for the same Sponsorship Level. Both conferences must be purchased together, and the selected sponsorship or exhibitor package will apply to the next scheduled event. Please note: packages are non-transferable and non-refundable.

**The SETA 2027 Spring Conference will be held at the The Peabody Memphis, in Memphis, Tennessee, March 14–17 2027.**

For additional questions, please contact Toronda Webb at [toronda@seta.org](mailto:toronda@seta.org)