



# Southeastern Employment & Training Association

Workforce Development Excellence



## Sponsorship & Exhibitor Information

2023 SETA Fall Conference  
Perdido Beach Resort  
Orange Beach, Alabama  
September 17 - 20, 2023

# THE OPPORTUNITY

The Southeastern Employment & Training Association (SETA) Conference attracts Workforce Development Professionals from across the eight states of the southeast U.S. including Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee. Attendees represent local workforce boards, state and federal government, education, community based organizations, community and technical colleges, and the private sector. SETA conferences, presented twice annually, feature timely topics, plenary sessions, break-out workshops, and outstanding networking opportunities.

**You are invited to be a part of this year's premier regional workforce development conference!** You may choose to sponsor conference activities such as keynote speakers, workshops, conference breaks, receptions, or special events, AND you may choose to be an exhibitor at the conference. Sponsorship levels are found in the "Sponsor Information" section of this document.

Don't miss this opportunity to spotlight your organization to hundreds of workforce professionals, support the workforce development community, and be part of the exciting 2023 SETA Fall Conference in Orange Beach, Alabama on September 17-20, 2023!

## Tentative Conference Agenda

### Sunday, September 17, 2023

Conference Registration, Exhibitor Set-Up between 1:00 pm to 6:00 pm, and Opening Reception.

### Monday, September 18, 2023

Day One of the conference begins with breakfast, which is open to all conference attendees, followed by the opening session with a dynamic keynote speaker. Following the morning workshops, attendees enjoy a luncheon featuring representatives from the local host community, representatives from the U.S. Department of Labor, and other compelling speakers. The morning and afternoon sessions consist of relevant workshops addressing a wide variety of topics such as service strategies, performance management, model programs, case management, workforce board effectiveness, administrative and financial management, and other pertinent issues.

### Tuesday, September 19, 2023

Day Two begins with a breakfast for attendees. The remainder of the day is filled with breakout workshops to continue the education and professional development of SETA conference participants. Tuesday evening features a conference dinner/dance. Exhibitor breakdown is at 5:00 p.m.

### Wednesday, September 20, 2023

Day Three begins with breakfast followed by a closing session featuring a motivational speaker.

## Accommodations

Perdido Beach Resort has reserved a block of rooms during the conference for \$195 a night, plus tax. The conference room rate is available for reservations made through August 11, 2023 while capacity lasts. You may make reservations by calling (800) 634-8001, Booking ID#1977.

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

**SETA is a Non-Profit Organization**

# SETA 50<sup>TH</sup> ANNIVERSARY SPONSORSHIP PACKAGES

## Platinum Sponsor - \$15,000

- Includes 4 full conference registrations
- 1 Exhibitor Booth
- Cvent LeadCapture
- Opportunity to address the conference attendees at a main event (i.e. opening session, lunch event or closing session)
- Opportunity to introduce keynote speaker(s)
- Featured Banner on mobile app
- Logo with link posted on the SETA website for 1 year following the conference
- 60 second video ad at General Sessions
- Logo on main screen at General Sessions
- Attendee List
- Listing in Sponsor & Exhibitor section of mobile app
- Name and logo on event signage
- 2 push notifications during the event
- 1 marketing email blast to attendees (to be created by sponsor)

## Diamond Sponsor - \$10,000

- Includes 3 full conference registrations
- 1 Exhibitor Booth
- Cvent LeadCapture
- Featured Banner on mobile app
- Logo with link posted on the SETA website for 1 year following the conference
- Logo on main screen at General Sessions
- Attendee List
- Listing in Sponsor & Exhibitor section of mobile app
- Name and logo on event signage
- 1 push notifications during the event
- 1 marketing email blast to attendees (to be created by sponsor)

## **Gold Sponsor - \$7,500**

- Includes 2 full conference registrations
- 1 Exhibitor Booth
- Cvent LeadCapture
- Featured Banner on mobile app
- Logo with link posted on the SETA website for 6 months following the conference
- Attendee List
- Listing in Sponsor & Exhibitor section of mobile app
- Name and logo on event signage
- 1 push notifications during the event

## **Silver Sponsor - \$5,000**

- Includes 2 full conference registrations
- 1 Exhibitor Booth
- Cvent LeadCapture
- Featured Banner on mobile app
- Logo with link posted on the SETA website for 3 months following the conference
- Attendee List
- Listing in Sponsor & Exhibitor section of mobile app
- Name and logo on event signage

## **Bronze Sponsor - \$2,500**

- Includes 1 full conference registration
- 1 Exhibitor Booth
- Cvent LeadCapture
- Featured Banner on mobile app or logo with link posted on the SETA website for 3 months following the conference
- Attendee List
- Listing in Sponsor & Exhibitor section of mobile app
- Name and logo on event signage

## **Exhibitor - \$1,000**

- Includes 1 full conference registration
- 1 Exhibitor Booth
- Listing in Exhibitor section of mobile app
- Cvent LeadCapture -\$250.00
- One additional representative registration - \$395.00

## **A la Carte**

- Promo item in conference event bags (supplied by vendor) - \$500
- Conference lanyards with company logo - \$5,000
- Special event sponsorship (lunch, pre-con session, opening reception, etc) - Negotiable

**We are excited to celebrate 50 years of Workforce Development Excellence!**

**To take advantage of sponsorship opportunities, please register online at [seta.org](http://seta.org)**

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