



The National
Workforce Registry
Alliance

2024 SPONSOR & EXHIBITOR PROSPECTUS



The National Association for Regulatory Administration and The National Workforce Registry Alliance extend an invitation to support state licensing & ECE registry staff and leaders in convening to strengthen a thriving human care workforce.

Join licensing and the ECE professional registries, which represent, reach, and support licensing and childcare professionals around the country. By sponsoring this event, you contribute to quality improvements in licensing and registries, enhancing the lives of adults and children in regulated care.



ABOUT NARA

The National Association for Regulatory Administration is an international non-profit professional association founded in 1976 representing all human care licensing, with a particular emphasis on adult residential and assisted living, adult day care, child care, and child welfare. Among our partners are providers, consumers and their families, regulators, advocates, concerned citizens, business and religious communities, policy-makers, universities, researchers, and allied professionals from the academic, technical, and treatment disciplines.

Good human care is essential for the nation's economic and social well-being. Families need child, youth, and adult care for dependent family members who cannot remain at home. The number of children, youth, and vulnerable adults in out-of-home care is at an all-time high, and still growing. NARA provides guidance for their protection in an era of downsizing, regulatory reform, privatization, and other challenges found in the human care and service industry.

Our Mission:

Promote the health and safety of children and adults in regulated settings



ABOUT THE NWRA

The National Workforce Registry Alliance is a national 501c3 non-profit membership organization providing a unified network connecting 46 state Early Childhood professional registries and workforce data systems with community partners, state policy leaders, researchers, and those vested in strengthening the Early Learning Workforce.

The NWRA advances an equitably recognized and represented early childhood and out-of-school time workforce, by strengthening data quality and establishing professional development system standards for registries. Our membership consists of registry state members, non-profit allies, training organizations, registry software vendors, and individuals vested in supporting the Nation's early childhood and out-of-school time workforce.

In Our Vision

The nation demonstrates its commitment to quality early care and education by justly compensating a well-prepared and supported early childhood and out-of-school-time workforce, by utilizing reliable data to inform equitable policy decisions and drive research.

WHY SPONSOR?



This year's convening theme is **"Soaring Together to Support the Workforce: Ensuring Safe, Healthy Environments Where All Children, Youth, and Adults Thrive."** The NARA Licensing Seminar and NWRA Leadership Symposium come together this year to highlight the important relationship and integration between licensing and registry professionals. This event will include a robust line-up of concurrent sessions on adult care, child care, child welfare, and workforce registries. There will be ample networking opportunities and a chance to connect with exhibitors about products and services to increase system efficiencies. Sponsors and exhibitors will reach two communities in one seamless event!

Who Attends?

This year's event will sell out with over 400 in-person and virtual attendees from the workforce registry and licensing communities. Other stakeholder populations attending the conference include trainers, national training organizations, registry and licensing software vendors, non-profit organization allies, and vested research community members. In past years, during NWRA's and NARA's separate events, over 300 leads were generated per sponsor, with the most active sponsors achieving over 11,000 impressions each. Over 60% of in-person attendees visited and checked in at every sponsor booth, and over 75% of attendees received passport contest stamps from every sponsor during our 2023 events.

EXCLUSIVE SPONSORSHIPS



Do you want to be front and center, fully seen and explicitly considered in registry and licensing spaces? Maybe you are vested in the success of the NWRA or NARA? Consider one of our exclusive or limited sponsorships:

Luncheon Sponsor: \$20,000

- Exclusive sponsor of the event's keynote luncheon and only joint NARA and NWRA sit-down event
- Sponsor recognition on signage during luncheon
- Sponsor's logo in onsite program and virtual platform
- Five minutes of dedicated time at the start of the luncheon for a representative of your organization to speak, or you may provide a pre-recorded video
- Sponsor may introduce the keynote speaker (script is provided)
- Sponsor may provide table centerpieces and other decorations for the luncheon
- Sponsor may provide a sign or banner for the stage during the luncheon
- Sponsor's choice of submission to in-person attendee swag bag
- Sponsor name and logo listed on NARA and NWRA websites for six months post-event
- Exclusive pre and post-event social media posts on NARA and NWRA channels
- Exclusive event app push notification recognizing sponsor
- A digital banner showing your logo on the Event Homepage, Agenda, Profile Page, and Event App
- Double Exhibition space in a premier location in the exhibition space and participation in sponsor recognition and networking events
- Full opt-in attendee contact list
- Seven complimentary registrations, with additional tickets available at a discounted rate
- Promotional and/or Product Video(s) in Virtual Booth

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EXCLUSIVE SPONSORSHIPS



Is your organization ready to be front and center, fully seen and considered in registry and licensing spaces? Consider an exclusive or limited sponsorship:

Reception Sponsor: \$15,000

- Fully exclusive sponsor of the event's social reception on Monday night
- Sponsor recognition on signage during reception
- Sponsor listed in onsite program and virtual platform
- Three minutes of dedicated time at the start of the reception for a representative of your organization to speak to attendees
- Sponsor may provide table centerpieces and other decorations for the cocktail and appetizer tables
- Sponsor's choice of submission to in-person attendee swag bag
- Sponsor name and logo listed on NARA and NWRA websites for six months post event
- Exclusive pre and post event social media posts on NARA and NWRA channels
- Inclusion in sponsor recognition push notification to in-person and virtual attendees
- Digital banner shows your logo on the Event Homepage, Agenda, Profile Page, and Event App
- Double Exhibition space in a preferred location in the exhibition space and participation in sponsor recognition and networking events
- Full opt-in attendee contact list
- Five complimentary registrations, with additional tickets available at a discounted rate
- Promotional and/or Product Video(s) in Virtual Booth



EXCLUSIVE SPONSORSHIPS



Is your organization ready to be front and center, fully seen and considered in registry and licensing spaces? Consider an exclusive or limited sponsorships:

Morning Keynote Sponsor: \$7,000

***3 sponsorships available**

- Exclusive sponsor of the breakfast session on a single day of the event
- Sponsor recognition on signage during your breakfast
- Sponsor listed in onsite program and virtual platform
- Option for sponsor to welcome guests to the session
- Sponsor's choice of submission to in-person attendee swag bag
- Sponsor name and logo listed on NARA and NWRA websites for six months post-event
- Non-exclusive pre and post-event social media posts on NARA and NWRA channels
- Inclusion in sponsor recognition push notification to in-person and virtual attendees
- Digital banner shows logo on the Event Homepage, Agenda, Profile Page, Event App
- Exhibition space in the exhibition hall and participation in sponsor recognition and networking events
- Full opt-in attendee contact list
- Four complimentary registrations, with additional tickets available at a discounted rate
- Promotional and/or Product Video(s) in Virtual Booth



2024 REGULAR SPONSORSHIP LEVELS



Visionary Sponsor: \$5,000

- Preferred exhibition space in exhibition hall and participation in sponsor recognition and networking events
- Sponsor logo on signage at event
- Digital Banner shows your logo on the Event Homepage, Session Banners, Profile Page, Event App
- Sponsor's choice of submission to in-person attendee swag bag
- Non-Exclusive pre and post event social media posts on NARA and NWRA channels
- Sponsor name and link listed on NWRA and NARA websites for six months post-event
- Three (3) complimentary registrations
- Inclusion in sponsor recognition push notification to in-person and virtual attendees
- Full opt-in attendee contact list
- Promotion and/or product video(s) in virtual booth

Trailblazer Sponsor: \$3,500

- Preferred exhibition space in the exhibition hall and participation in sponsor recognition and networking events
- Sponsor name on signage at the event
- Digital Banner shows your logo on the Agenda, Profile Page, Event App
- Sponsor's choice of submission to in-person attendee swag bag
- Non-exclusive pre and post event social media posts on NARA and NWRA channels
- Sponsor name listed on NWRA and NARA websites for six months post-event
- Two (2) complimentary registrations
- Inclusion in sponsor recognition push notification to in-person and virtual attendees
- Full opt-in attendee contact list
- Promotion and/or product video(s) in virtual booth

Keystone Sponsor: \$2,500

- Exhibition space in the exhibition hall and participation in sponsor recognition and networking events
- Sponsor name on signage at the event
- Digital Banner shows your logo on the Event App profile page
- Sponsor's choice of submission to in-person attendee swag bag
- Non-exclusive pre and post-event social media posts on NARA and NWRA channels
- Sponsor name listed on NWRA and NARA websites for three months post-event
- Two (2) complimentary registrations
- Inclusion in sponsor recognition push notification to in-person and virtual attendees

Sustaining Sponsor: \$1,500

- Exhibition space in the exhibition hall and participation in sponsor recognition and networking events
- Sponsor name on signage at the event
- Flier or small swag item of choice provided by sponsor included in in-person attendee swag bag
- Non-exclusive pre and post event social media posts on NARA and NWRA channels
- Sponsor name listed on NWRA and NARA websites for three months post-event
- One (1) complimentary registrations

2024 A LA CARTE OPTIONS



Tote Bag Sponsor: \$4,000

1 sponsorship available

- Sponsor logo printed on each bag (alongside NARA and NWRA logos)
- Opportunity to provide swag items to be placed in each attendee bag
- Sponsor recognition in onsite program and virtual platform
- Sponsor name listed on NWRA and NARA websites for three months post-event

Break Sponsor: \$2,000

2 sponsorships available

- Sponsor recognition on signage during a hosted event break
- Sponsor recognition in onsite program and virtual platform
- Sponsor name listed on NWRA and NARA websites for three months post-event

Badging Sponsor: \$1,500

1 sponsorship available

- Sponsor name or logo printed on a lanyard that each attendee receives with their name badge
- Sponsor recognition in onsite program and virtual platform
- The sponsor's name was listed on the NWRA and NARA websites for three months after the event



2024 ADVERTISING OPPORTUNITIES



Program Back Cover, Full Page: \$1,650

One available

- Full page color ad on the back cover of onsite program
- Sponsor must provide print-ready design

Full Page Program Ad: \$1,350

- Full page color ad in onsite program
- Sponsor must provide print-ready design

Half Page Program Ad: \$800

- Half page color ad in onsite program
- Sponsor must provide print-ready design

Quarter Page Program Ad: \$475

- Quarter page color ad in onsite program
- Sponsor must provide print-ready design

Sponsor collateral in Tote Bag: \$500

- Sponsor provided printed flyer or collateral (pen, notebook, etc) to be included in in-person attendee tote bags
- Quantity estimated at approximately 250–300, subject to change; On-site arrival deadline to be announced

Exclusive Whova Push Notification: \$500

- Exclusive Whova push notification to event attendees; Content, date, and time subject to approval of event organizers

Sponsored Email Blast: \$200

Limited number available

- Sponsor provided design and copy, subject to event organizer approval, sent to event attendees either pre or post event

EXHIBITOR OPPORTUNITIES



Single Exhibit Space: \$1000

- This exhibit space provides an approximate 8' x 10' area to display a tabletop exhibit. Space includes one (1) 6 ft. skirted table, one (1) chair and one (1) wastebasket. One (1) pass is provided for the exhibitor representative to participate.

Double Exhibit Space: \$1500

- This exhibit space provides an approximate 8' x 20' area to display a tabletop exhibit. Space includes two (2) 6 ft. skirted tables, two (2) chairs and one (1) wastebasket. Two (2) passes are provided for the exhibitor representatives to participate.

Non-Profit/Municipal Exhibit Space: \$700

- The exhibit space is exclusively for a federally identified non-profit or municipal service/entity. The exhibit space provides an approximate 8' x 10' area to display a tabletop exhibit. Space includes one (1) 6 ft. skirted table, one (1) chair and one (1) wastebasket. One (1) pass is provided for the exhibitor representative to participate.

Virtual Exhibit Space: \$500

- A virtual exhibit space provides you with an exhibitor space in our online conference platform to engage with Seminar attendees who are participating both in-person and virtually.

Additional Exhibit Staff: \$500

- Companies may register additional exhibit staff starting at the rate of \$500. This enables the individual to staff the exhibit booth and participate in conference activities.

RESERVE YOUR SPOT TODAY!

www.naralicensing.org/nara-annual-licensing-seminar



The National Workforce Registry Alliance

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CONTACT US

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National Association for Regulatory Administration

Kim Halfhill, Events Manager
NARA Event Sponsorship Point of Contact
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(888) 674-7052

2024 NARA & NWRA Event Exhibitor and Sponsorship Memorandum of Understanding

Sponsor Name(as you would like it to appear on event materials):

Sponsor Point of Contact Name and Email: -----

Sponsorship Level: -----

Sponsorship Amount: \$ -----

The NARA & NWRA 2024 Licensing Seminar and Leadership Symposium will be held September 23rd-25th, 2024.

This Sponsorship Contract will serve as a binding agreement between the National Workforce Registry Alliance, herein known as "NWRA", The National Association for Regulatory Administration, herein known as "NARA" and the above listed organization, herein known as "Sponsor," with respect to agreed-upon sponsorship and exhibitor opportunities at the 2024 Licensing Seminar and Leadership Symposium to be held September 23rd-25th 2024 at the InterContinental Minneapolis – St. Paul Airport.

Some Sponsorships and Exhibitorships have limited quantities and are available on a first-come, first-served basis. Sponsorships and Exhibitorships are not considered accepted until this agreement has been signed by the receiving organization (NWRA or NARA) and returned to the sponsoring/exhibiting organization.

The NARA, NWRA, and Sponsor acknowledge and accept the following terms and conditions of this contract by signing the contract below.:

GENERAL TERMS AND CONDITIONS

- Asset Deadline: The sponsor acknowledges that the company's name, logo, and other information must be received by August 15th to be included in conference materials.
- All sponsorships must be paid in full 30 days before the event starts.
- All sponsorships are sold on a first-come, first-served basis. NARA & NWRA reserve the right to approve or deny sponsorships at will.
- By submitting the Sponsorship Agreement form, the sponsor understands and agrees to the provisions and terms and conditions listed in this agreement and is authorized to execute this Sponsorship Agreement on behalf of their company.
- No sponsorship refunds will be given. However, in the event of an alteration or cancellation of the event, sponsorship may be transferred to a future NARA or NWRA event.

The NARA and NWRA retain the full and sole discretion in selecting the themes, speakers, topics, structure, participants, and communication initiatives in relation to the event, as well as any other aspect that may influence the attendees' experience and the overall quality and level of the event.

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DATA SHARING TERMS AND CONDITIONS

This section is intended to clarify the use of data from NARA and/or NWRA. Select sponsorship levels can receive a list of attendees who opted in during registration to share their information with sponsors.

- Sponsor agrees data from this event may be kept for a duration of three months from the last day of the event (December 25th, 2024), at which point all data will be deleted from the Sponsor's electronic and hard copy systems unless the attendee has further indicated that they would like to continue to be contacted.
- The sponsor agrees that data will not be integrated into general mailing lists but kept separate.
- Sponsor agrees data will not be kept, stored, or used on any mobile device such as a smartphone or tablet.
- The sponsor agrees to contact attendees for the first time with transparency regarding how they obtained their information (that attendees opted in/agreed to be contacted when they registered for the event, including which event).
- Sponsor will not use the NARA or NWRA, nor the event, to entice, persuade, or insinuate that NARA or the NWRA recommends their business.
- The sponsor agrees to provide contacts with an opportunity to unsubscribe during all communication attempts.
- If an attendee contacts the Sponsor and requests not to be contacted, the Sponsor agrees to remove that attendee from their contact list immediately.
- This data is for marketing use only. The sponsor agrees this information should not be used for any other purpose and will not be shared, sold, or presented in part or aggregate by the sponsor at any time.

ON-SITE TERMS AND CONDITIONS

- Sponsor agrees that all shipping and receiving costs for items they wish to bring to or ship from the event, including but not limited to attendee giveaways, decor, booth supplies, and electronics, are the responsibility of the sponsor and not NARA, NWRA, or the IHG Intercontinental Hotel.
- The sponsor agrees that all booth supplies, decor, and other possessions are the sole responsibility of the sponsor, and neither the NARA, NWRA nor the IHG Intercontinental is responsible for any items brought on-site to the event.
- Sponsor agrees to dispose of all waste materials immediately and responsibly and to pay for disposal fees if items brought, produced, or used by Sponsor are left behind. Items include but are not limited to boxes, shipping containers, packing materials, decor, and unused giveaway or raffle items.

Any and all enforcement of this agreement or arising from any breach of this agreement shall be filed and maintained in a Court of competent jurisdiction. Parties agree that failure to comply with any provisions of this MOU shall not waive any Party's responsibility to comply with the MOU.

For NARA or NWRA:

Name: _____

Organization: _____

Title: _____

Date: _____

Signature: _____

For Sponsoring/Exhibiting Organizations:

Name: _____

Organization: _____

Title: _____

Date: _____

Signature: _____

For office use only.

Signed and returned to sponsor/exhibitor by/date _____

Added to sponsorship details sheet by/date: _____