



# ***SWPA HEALTHCARE EXPO***

*THE PULSE ON CAREER PATHWAYS*

## **SPONSORSHIP OPPORTUNITIES**



**10.17.2025**

# WHAT IS THE SWPA HEALTHCARE EXPO?

The SWPA Healthcare Expo is a dynamic event designed to bridge the gap between aspiring healthcare professionals and industry opportunities. Attendees can explore a variety of healthcare career paths through interactive exhibits, live demonstrations, and informative sessions. The SWPA Healthcare Expo highlights the importance of apprenticeships in healthcare, showcasing how these programs provide hands-on training and mentorship, enabling participants to earn while they learn. With a focus on addressing workforce shortages and promoting diversity, the event connects students with employers, training institutions, and industry experts, fostering a collaborative environment for career advancement and professional growth.

## WHY PARTNER WITH LOCAL WORKFORCE INVESTMENT BOARDS?



### WORKFORCE DEVELOPMENT

- Bridge the gap between connecting job seekers with healthcare employers and introduce students to healthcare careers.
- Empower individuals with the skills to access stable, well-paying jobs.



### ECONOMIC GROWTH

- Strengthen the local healthcare sector for overall community prosperity.
- Attract businesses and foster economic growth.



### SOCIAL IMPACT

- Empower underserved communities and break employment barriers.
- Demonstrate commitment to social responsibility and create a more inclusive society.

## WHAT'S IN IT FOR YOU?

1

Prominent recognition in all promotional materials.

2

Showcased in press releases, social media campaigns, and event collateral.

3

Access to a diverse talent pool for potential recruitment and collateral.

**TOGETHER, LET'S TRANSFORM LIVES, DRIVE ECONOMIC GROWTH, AND BUILD A STRONGER COMMUNITY.**



## CONTACT US TODAY

For more information or to discuss your sponsorship options!

**Aleigh Heckman**

**Healthcare Industry Liaison, Partner4Work**

**Phone: 412-923-2951 Email: [aheckman@partner4work.org](mailto:aheckman@partner4work.org)**

# SPONSORSHIP OPPORTUNITIES

## LABORATORY LEVEL SPONSOR: \$2,800

**Vendor Table:** 1 premium-location table.

**Prime Recognition:** Your Company logo prominently displayed on all event materials.

**Marketing Materials:** Opportunity to place branded materials at registration.

**Exclusive Social Media & Email Promotion:** Highlighted as a Laboratory Level Sponsor on the event's social media, with a dedicated post-event mention in the event's email blast.

**Post-Event Recognition:** Featured in a post-event thank-you email.

**An In-depth Employer Profile:** Presented in both written and video formats, this will provide a comprehensive overview of a company's culture, values, mission, and unique value propositions, offering potential candidates a clear and authentic glimpse into what it's like to work there.

**Educator Connections:** Branded materials sent directly to educators. Connect to educators and school districts with a personalized feature on the Career Ready Allegheny monthly newsletter and blog. Learn more at [CareerReadyAllegheny.org](http://CareerReadyAllegheny.org)

**Post-event Newsletter Profile:** Brief written employer profile in post-event newsletter with widespread online circulation across partner networks in Allegheny, Armstrong, Beaver, Fayette, Greene, Indiana, Washington, and Westmoreland counties.

**As an optional add-on;** employers may also receive a speaking opportunity to further engage with job seekers and share insights directly. For more information please contact Aleigh Heckman at [aheckman@partern4work.org](mailto:aheckman@partern4work.org).

## STETHOSCOPE LEVEL: \$1,800

**Vendor Table:** 1 premium-location table.

**Recognition:** Your Company logo prominently featured on the event program.

**Social Media & Email Promotion:** Highlighted as a Stethoscope Level Sponsor on the event's social media, with a dedicated post-event mention in the event's email blast.

**Post-Event Recognition:** Featured in a post-event thank-you email.

## FIRST-AID KIT LEVEL: \$800

**Vendor Table:** 1 table in the main exhibit hall.

**Recognition:** Your Company logo prominently featured on event materials.

**Social Media Shout-Out:** Mentioned on social media posts before the event.

**Post-Event Recognition:** Featured in a post-event thank-you email.

