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# WORKFORCE SUMMIT

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MANUFACTURING AMERICA'S TALENT

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October 20–22, 2025 | Charlotte, NC

**2025 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 450,000+ 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: 2024 Workforce Summit by the Numbers

### ATTENDEES

Manufacturing employers (48%)

Consultants (22%)

Economic Development Organizations (9%)

Non-profit Organizations (5%)

Training Providers (4%)

Educators (4%)

Associations (3%)

Foundations (2%)

Manufacturing Extension Partnerships (MEP's) (2%)

**300+**

Registrants

**29**

States

### REGISTRANT TITLES

- > President, CEO or executive director
- > HR, workforce development professional, talent acquisition, training programs manager, partnerships director
- > Operations lead
- > Educator, provost, chancellor, business retention
- > Economic development director

### EVENT APP



**1,189**

Digital Business  
Cards Exchanged



**990**

Resources  
Downloaded

### SUMMARY



**49**

Speakers



**31**

Sessions



**25**

Sponsors



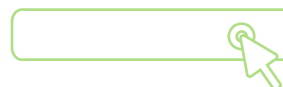
**12**

Hours of  
Programming



**1**

Regional  
Promotional Partners



**27,017**

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
- Registration for six conference attendees with reserved seating during the general sessions
- **All deliverables at the Bronze Sponsor level (except additional registrations)**



### Workforce Influencer Sponsor – \$25,000 (four available)

- Breakout session “presented by” your organization 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 sponsor led lunch-and-learn table to facilitate focused dialogue among interested conference attendees (Oct. 21st; topic agreed upon in consultation with the MI)
- Registration for five conference attendees
- **All deliverables at the Bronze Sponsor level (except additional registrations)**



### Workforce Summit Welcome Sponsor – \$20,000 (one available)

- Branded registration signage at the Workforce Summit registration desk
- 30-second video (created by sponsor) leading into a general session (subject to MI approval; session TBD by MI staff)
- Co-branded lanyards for each Workforce Summit attendee
- Sponsorship of the welcome reception:
  - Sponsored branded cocktail napkins
  - Opportunity provide welcome remarks at the start of the reception
- Registration for four conference attendees
- **All deliverables at the Bronze Sponsor level (except additional registrations)**



**For sponsorship related inquiries, please contact:**

Rachael Scheffler, Head of Partnerships and Philanthropy  
(202) 637-3126 | [MI-Partnerships@nam.org](mailto:MI-Partnerships@nam.org)



## Gold Sponsor – \$15,000

- Sponsorship of networking reception:
  - Opportunity to provide welcome remarks at the start of the networking reception
  - Sponsor-branded cocktail napkins
- Reserved sponsor led lunch-and-learn table to facilitate focused dialogue among interested conference attendees (Oct. 21st; topic agreed upon in consultation with the MI)—**only available for the first three Gold sponsors**
- Registration for three conference attendees
- **All deliverables at the Bronze Sponsor level (except additional registrations)**

## Silver Sponsor – \$10,000

- Reserved sponsor led breakout breakfast table on the morning of Oct 22nd to facilitate focused dialogue among interested conference attendees (topic agreed upon in consultation with the MI)—**only available for the first five Silver sponsors**
- Registration for two 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 2025 Workforce Summit hashtag on MI media channels
- Standard tabletop display/demo space
  - 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.

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## CONNECT WITH US

> [themanufacturinginstitute.org/workforcesummit](https://themanufacturinginstitute.org/workforcesummit)

