

# CAREER CONNECTIONS CONFERENCE

Des Moines, IA

October 26-28, 2023



## About FBLA Collegiate's Career Connections Conference

### About Future Business Leaders of America, Inc.

Future Business Leaders of America (FBLA) is the training ground for the next generation of industry and community leaders. As the largest business Career and Technical Student Organization in the world, FBLA is the catalyst for success for hundreds of thousands of middle school, high school, and college students each year. FBLA students' success is crafted through the lens of business, but not defined by it. We support all students through educational opportunities and competitive events, imparting essential skills to become successful leaders, entrepreneurs, and team members.

### About FBLA's Career Connections Conference

The FBLA Collegiate Career Connections Conference is a fast paced, high-impact program focused on connecting talented individuals from colleges across the nation with business and industry. This is not just a meet and greet conference, it's about getting what it takes to succeed in a challenging job market—interviewing techniques, building your personal brand, and navigating your early career.

- **Attendees:** Approximately 200 college students from across the nation
- **Location:** Downtown Des Moines, Iowa

## Engagement Opportunities

### Individual Volunteer Opportunities

Future Business Leaders of America seeks volunteers representing a variety of industries and life experiences to help bridge the gap from what students learn in the classroom to the real world.

- **Panelists** – Panels engage multiple speakers in a discussion about a common theme and each panelist should offer a unique perspective.
  - *Panel Topics:*
    - *Landing the Job Panel*
    - *Young Professionals Panel*
    - *Executive Leadership Panel*
  - *Panels will take place on Friday and/or Saturday Morning*
- **Resume Reviewers** – Volunteers are invited to provide feedback on resumes and/or LinkedIn profiles to members of our college division in a one-on-one setting. Students will then be given the opportunity to learn more about career paths through informal informational interviews with their resume reviewer. Each session will last approximately 20 minutes and reviewers will be provided with an advisory guide with tips for feedback.
  - *Resume Reviews will take place Thursday Afternoon and/or Saturday Morning*
- **Workshop Presenter** – Volunteers are welcome to propose workshops that they might present during the topic related to career development. Past workshop topics have included personal branding, interview techniques, leadership development, and more!
  - *Workshops will take place on Friday and/or Saturday Morning*
- **Case Competition Judges** – Volunteers are invited to judge student presentations during our case competitions. Judges will receive training and will be provided with scoring rubrics.
  - *Case Competitions will take place on Saturday Morning*

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## Business Engagement Opportunities

Future Business Leaders of America seeks business partners looking to help prepare the next generation of business leaders and expand their talent pipeline by opening their doors to host students during the conference.

- **Business Tour** – Host a group of students for a 1-2 hour tour of your business. FBLA will provide tips and resources for planning the tour. Businesses are encouraged to share information about the various jobs at their company and provide insight into their company culture.
  - *Business Tours will take place on Thursday Afternoon and/or Friday Morning*
- **Business Hosts** – Do you have extra meeting space that could be used for conference programming? Consider hosting conference attendees for approximately 3-4 hours during the conference. An ideal host would provide meeting space for up to 200 students and be available to engage with students through a business tour and/or providing volunteers for panelists, resume reviews, etc.
- **Career Showcase & Expo Participant** – The Career Connections Career Fair is an excellent opportunity to boost brand awareness and engage with FBLA members.
  - *Career Showcase & Expo will take place on Thursday afternoon.*
  - *Early Bird Table Cost (before August 30, 2023): \$150*
  - *Table Cost (after August 30, 2023): \$200*

## Sponsorship Opportunities

### Gold Level Sponsor – \$5,000

As a premier sponsor of the FBLA Career Connections Conference, you will gain significant visibility and recognition among a highly motivated audience of young professionals, educators, and industry experts.

**Gold level benefits include:**

- Opportunity to host a dedicated session or workshop during the event.
- Prominent logo placement on event marketing materials, including website, social media, and company profile on the conference mobile app.
- Company banner on the conference mobile app.
- Targeted mission in the Goosechase scavenger hunt to boost brand awareness and attendee engagement.
- Recognition as a Gold Sponsor during event announcements and presentations
- Complimentary booth during Career Showcase and Expo.
- Four complimentary event passes for company representatives.
- Opportunity to include promotional materials in attendee welcome bags. Sponsor responsible for the cost of promotional items.
- Recognition in post-event thank you communication to attendees.
- Opportunity to send one push notification to attendees.

### Silver Level Sponsor – \$2,500

As a premier sponsor of the FBLA Career Connections Conference, you will gain significant visibility and recognition among a highly motivated audience of young professionals, educators, and industry experts.

**Silver level benefits include:**

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- Opportunity to host a dedicated session or workshop during the event.
- Logo placement on event marketing materials, including website, social media, and company profile on the conference mobile app.
- Complimentary booth during Career Showcase and Expo.
- Two complimentary event passes for company representatives.
- Opportunity to include promotional materials in attendee welcome bags. Sponsor responsible for the cost of promotional items.
- Recognition in post-event thank you communication to attendees.

## **Bronze Level Sponsor – \$1,000**

As a premier sponsor of the FBLA Career Connections Conference, you will gain significant visibility and recognition among a highly motivated audience of young professionals, educators, and industry experts.

**Bronze level benefits include:**

- Logo placement on event marketing materials, including website, social media, company profile on the conference mobile app.
- Complimentary booth during Career Showcase and Expo.
- One complimentary event pass for a company representative.
- Opportunity to include promotional materials in attendee welcome bags. Sponsor responsible for the cost of promotional items.
- Recognition in post-event thank you communication to attendees.

## **Evening Social Sponsor – \$1,500**

*Thursday, October 26, 2023, from 7:00 – 9:00 pm*

Evening Social allows students to create bonds and expand their peer network during the conference. The social creates a dynamic atmosphere for students to not only relax during the event, but to forge relationships that will help them in their professional careers.

**Benefits include:**

- Naming rights to the Evening Social (“Evening Social, presented by XYZ Company”)
- Co-branded signage during the evening social.
- Logo placement on event marketing materials, including website, social media, and company profile on the conference mobile app.
- Complimentary booth during Career Showcase and Expo.
- One complimentary event pass for a company representative.
- Opportunity to include promotional materials in attendee welcome bags. Sponsor responsible for the cost of promotional items.
- (Optional) Two (2) minute speech to all attendees during evening social.

## **Career Showcase & Expo Sponsor – \$2,000**

*Thursday, October 26, 2023, from 2:30 pm to 5:30 pm*

The Career Showcase & Expo connects collegiate students with future careers, internships, and resources. Over the course of the event, students engage with business and industry partners to learn about career opportunities, establish professional relationships, and even land a future internship or job in some of the most sought-after industries.

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## Benefits include:

- Naming rights to the Career Showcase & Reception ("Career Showcase & Reception, presented by XYZ Company")
- Three (3) minute speech to all attendees to kick-off Career Showcase and Expo.
- Premier booth location during Career Showcase and Expo.
- Co-branded signage throughout the career showcase and expo.
- Co-branded handout listing all participating businesses.
- Logo placement on event marketing materials, including website, social media, and company profile on the conference mobile app.
- Opportunity to include promotional materials in attendee welcome bags. Sponsor responsible for the cost of promotional items.

## Case Competition Sponsor – \$5,000

*Saturday, October 28, 2023, from 9:00 am to 12:00 pm*

As the exclusive sponsor of the FBLA Career Connections Case Competition, your organization will enjoy unparalleled visibility and recognition among a highly motivated audience of young professionals, educators, and industry experts. Secure your organization's exclusive sponsorship today and join us in empowering the next generation of business leaders at FBLA Career Connections.

## Benefits include:

- Opportunity to collaborate on development of case competition prompt.
- Prominent logo placement on event marketing materials, including website, social media, and conference app.
- Exclusive recognition as the Case Competition sponsor during event announcements and presentations
- Opportunity to kick-off competition by introducing challenge and providing words of motivation to competitors.
- Complimentary exhibition space at the event
- Four complimentary event passes for company representatives.
- Opportunity to include promotional materials in attendee welcome bags. Sponsor responsible for the cost of promotional items.
- Recognition in post-event thank you communication to attendees.
- Opportunity to send one push notification to attendees during the event.

## Career Showcase & Expo Participant – \$200 (\$150 before August 30)

*Thursday, October 26, 2023, from 2:30 pm to 5:30 pm*

Build your talent pipeline and increase brand awareness with the next generation of future business leaders.

## Benefits include:

- Table-top booth space with a draped table and two chairs.
- Prominent company name and logo displayed on booth signage.
- Opportunity to display promotional materials, product samples, and a tabletop banner on the booth.

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- Two complimentary event passes for company representatives.
- Company name and logo displayed on the event website and company profile on the conference app.

## Next Steps

### Ready to Volunteer?

Let us know by completing this [volunteer interest survey](#) today!

#### **Bradley Brooks**

Collegiate Programs Manager at FBLA

[bbrooks@fbla.org](mailto:bbrooks@fbla.org)

#### **Gayle Robinson**

Director of Education Programs at FBLA

[grobinson@fbla.org](mailto:grobinson@fbla.org)

### Ready to Sponsor?

Please don't hesitate to reach out with any questions and/or concerns.

#### **Mike Hyatt**

Development Manager at FBLA

[mhyatt@fbla.org](mailto:mhyatt@fbla.org)

### Looking for More Opportunities?

Don't forget to check out engagement opportunities at our Career Connections Conference in Des Moines, IA (October 26-28, 2023) and our National Fall Leadership Conferences in Providence, RI (November 10-11, 2023) and Dallas, TX (November 17-18, 2023).

Email Gayle Robinson at [grobinson@fbla.org](mailto:grobinson@fbla.org) for more information.