



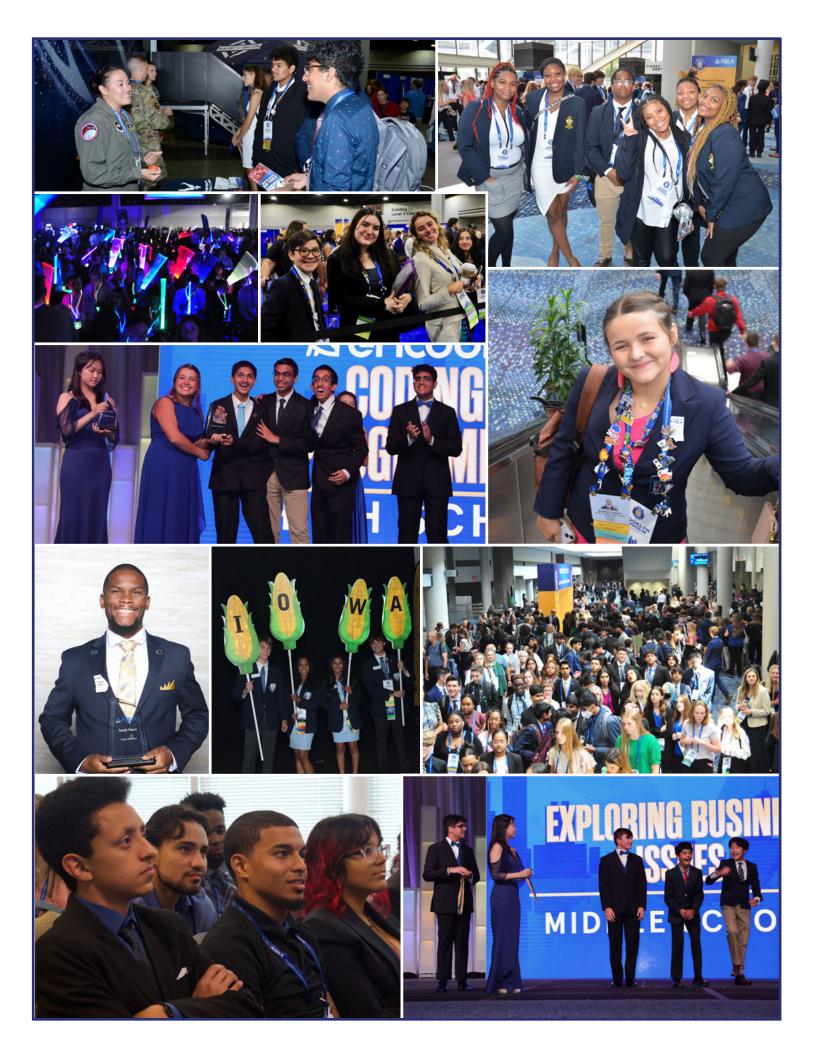
ORLANDO, FLORIDA

COLLEGIATE NLC
JUNE 24-27

MIDDLE SCHOOL & HIGH SCHOOL NLC JUNE 29-JULY 2

2024 NLC PROSPECTUS

Mike Hyatt / Development Manager / mhyatt@fbla.org / 703-860-0842





A Welcome Letter from FBLA's President & CEO



Future Business Leaders of America, Inc. (FBLA), the largest career and technical student organization in the world focused solely on business, invites you to support our 2024 National Leadership Conference. This wide-ranging event puts your brand directly in front of thousands of students, advisers, and school administrators from across the country and supports

our mission of shaping the next generation of community-minded business leaders.

We offer various sponsorship opportunities for the two sections of our 2024 conference in Orlando, Florida: Collegiate (June 24-27) and Middle School & High School (June 29-July 2). Our sponsorship packages, which are detailed on the following pages, offer multiple ways for you to connect with these important consumers and decision-makers over multiple days as they engage in a national competition.

On behalf of FBLA, I look forward to partnering with you on this important event—and others that we sponsor throughout the year. Together, we can help students carry out FBLA's pillars of service, education, and progress, and lead our nation forward.

With appreciation,

Alexander T. Graham President & CEO

Klehen.



WHO WE ARE

Founded in 1942, FBLA has nearly 200,000 middle school, high school, and college members. Together, the FBLA brand reaches nearly 5,500 chapters across the country. Our mission is to inspire and prepare students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences. Proven results of FBLA membership include

When I first joined FBLA, I was a shy, timid high schooler. Since being in the organization, my leadership skills have grown exponentially.

- FBLA High School Member

Literally, one competition two years ago made me start taking classes in graphic design, made me keep competing, and now that's what I'm going to major in at college next year.

- FBLA High School Member

leadership ability, critical-thinking skills, fundraising experience, community service, and financial literacy.

Each year, top students from across the country compete in business and technology events, attend leadership development workshops, network with their peers and business experts, and discover new ideas to shape their career futures.

REACH THE DECISION MAKERS

FBLA's National Leadership Conference brings together thousands of decisionmakers, including school administrators, teachers, and student leaders. Our members and advisers initiate projects and programs, solicit bids, and make fundraising and purchasing decisions based on what they see in the exhibit area. In addition, students review university and employment opportunities to help them shape their future. It's a must-attend event for organizations that want to connect with some of the country's most motivated, talented, and dedicated students.

NLC 2023 by the Numbers

14,000+ Attendees

(833 Collegiate, 11,830 High School, 1,277 Middle School, plus volunteers and exhibitors)

\$115,000+

Prize money awarded

9,100+

Average number of daily views for the Middle School & High School Blue Blazer Briefings

527,934

Number of times NLC content was seen by users on Instagram

10,186 Competitors

(623 Collegiate, 8,712 High School, 851 Middle School)

4.7 States, territories, and countries represented

72 Unique exhibitors in the Future Leaders Expo

\$17.5 million

Estimated direct spending by attendees, exhibitors, and FBLA in Atlanta, related to attending or hosting the event

MISSION AND DEMOGRAPHICS



Student Member Outcomes

Future Business Leaders of America, Inc. (FBLA) is the largest business Career and Technical Student Organization in the world. FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

Want to learn more? Visit www.fbla.org.



64% of FBLA members carry an "A" grade point average. The national average is 47%.

FBLA member participation outranks the national average in these high school courses:





of FBLA members say the organization has a positive impact on their academic performance

36% of FBLA members say they are first-generation college students



Of the business educators surveyed:

41%

said industry leaders provided job shadowing experiences/interning to their students.



63%

worked with industry leaders by having them speak to students in the classroom.

When choosing a college/university, FBLA members look for a school that provides:



- Affordability
- Career Preparation
- Academic Strength
- Social Environment
- Diversity of Academic Opportunities
- Class Sizes/Student-Faculty Ratio



Top 5 Skills developed by FBLA members:

32% 40% 40% 41% 49%

Social Responsibility Decision Making Problem Solving Collaboration/ Teamwork Time Management



SPONSORSHIP

FBLA partners with organizations that have a shared mission in promoting business and technology education to thousands of students and their advisers across the country and ensuring the success of tomorrow's leaders.

We invite you to join the companies that sponsor the NLC and our more than 100 competitive events, providing trophies and cash awards for the top student competitors.

Our Collegiate division focuses on helping students prepare for and excel in their first job after graduation.

FBLA High School and Middle School members explore career options through educational programs, competitive events, and leadership development.

NLC partners help shape these students' futures by sharing career opportunities with them at an early age.



FBLA partners receive complimentary registrations to the NLC and extensive branding both online and onsite. Priority booth selection is limited and based on reservation date.



Custom sponsorships and signage are available upon request. Please reach out to Mike Hyatt (Mhyatt@fbla.org) to discuss these opportunities.

SPONSORSHIP OPPORTUNITIES



All sponsorships come with your company's profile in the official conference mobile app and the opportunity to serve as a competitive events judge. Additional benefits are included with various levels of sponsorship below.

Deadline for Materials: June 1, 2024 except for ads for Tomorrow's Business Leader Official Conference Program, which are due May 1, 2024.

All promotional items must be pre-approved by FBLA and provided by the sponsor.



Mobile App (COLL and MS/HS)

Let NLC attendees know about a special event or giveaway at your booth with an ad in the official conference mobile app. The ad will run for one day of the conference and is available on a first-come, first-served basis. Reach attendees throughout the day with your messaging while they check for conference news and events.

Additional benefits: Logo on event website

Cost: \$500



NEW Know Before You Go (COLL and MS/HS)

Help attendees prepare for FBLA's biggest conference of the year by including your message in our essential Know Before You Go email blasts. This is a great way to promote your events at the NLC and drive attendees to your booth

Additional Benefits: Logo on event website

Cost: \$500



Dedicated Email Blast (COLL and MS/HS)

Share your company's message directly with attendees by sending an official NLC email during the conference. You can email students, advisers, or all attendees. Reach out to them and drive traffic to your booth.

Additional Benefits: Logo on event website

Cost: \$500



Registration Bag Insert (COLL and MS/HS)

Ensure every adviser sees your organization's message by inserting one promotional item into each bag. Additional Benefits: Logo on event website

Cost: \$1,000



NEW Adviser Gift (COLL and MS/HS)

Thank the advisers who have worked hard all year to prepare their students for success. Your company's name and logo will appear on a thank you gift for advisers to help them remember their NLC experience and keep your brand in front of them throughout the coming year.

Additional Benefits: Logo on event website

Cost: \$1,000

Competitive Event (COLL and MS/HS)

Present awards to the winners in your selected competitive event with your company's logo shown on screen at our general session and listed with the event on the app.

Additional Benefits: Logo on event website

Cost: \$1,000

Tomorrow's Business Leader Official Conference Program (COLL and MS/HS)

Share your company's message directly with program attendees in our handy conference program that includes the NLC schedule, event highlights, award categories, and more. Copies are guaranteed for every attendee. Purchase a single, four-color, full-page ad.

Additional Benefits: Logo on event website; full-page ad in

conference program

Cost: \$2,000

Innovation Theater Presentation (MS/HS)

Host a custom 30-45 minute session on the topic of your choice. Located in the Future Leaders Expo, the Innovation Theater is the perfect way to share your organization's message with engaged students and advisers.

Additional Benefits: Logo on event website; logo on conference materials; logo on event signage; opportunity to host conference workshop

Cost: \$3,000

Membership Awards Recognition Ceremony (MS/HS)

Recognize the chapters that led FBLA in membership and increased their numbers significantly during the 2023-24 program year. The ceremony includes the opportunity to make opening remarks and have your company's name featured in the program.

Additional Benefits: Logo on event website; logo on conference materials; logo on event signage; opportunity to host conference workshop; opportunity to give welcome remarks at ceremony

Cost: \$3,000



SPONSORSHIP OPPORTUNITIES



All sponsorships come with your company's profile in the official conference mobile app and the opportunity to serve as a competitive events judge. Additional benefits are included with various levels of sponsorship below.

Deadline for Materials: June 1, 2024 except for ads for *Tomorrow's Business Leader* Official Conference Program, which are due May 1, 2024.

All promotional items must be pre-approved by FBLA and provided by the sponsor.

Photo Booth (COLL and MS/HS)

Create memories while seeing your company's logo displayed on the keepsake photos that will help students and advisers commemorate their time at the NLC. Receive brand visibility and tailor the photo booth experience to match your brand's identity.

Additional Benefits: Logo on event website; logo on event signage; logo on conference materials; company featured in Goosechase Scavenger Hunt

Cost: \$4,000

Headshots (COLL and MS/HS)

Ensure your company's logo is seen by attendees as they prepare for the professional headshots they'll use on their resume and LinkedIn profile. Every attendee getting a headshot will receive a promotional flyer or item about your company to take with them.

Additional Benefits: Logo on event website; logo on event signage; logo on conference materials; company featured in Goosechase Scavenger Hunt

Cost: \$4,000

Adviser Lounge (MS/HS)

Celebrate the advisers who have championed their students throughout the year by providing them with some Well-deserved R&R in our Adviser Lounge. Your company's logo will greet advisers as they enter and exit the area and be placed prominently throughout the room that features free coffee, snacks, and massage chairs. You can also provide a promotional item to give to advisers for even greater brand exposure. Additional Benefits: Logo on event website; logo on event signage; logo on conference materials; company featured in Goosechase Scavenger Hunt; opportunity to host conference workshop; social media post featured on FBLA National accounts; tabletop booth; opportunity to place promotional item in Adviser Lounge; push notification on official conference app sent to all conference attendees; full-page ad in conference program

Cost: \$7,500

Lanyards (COLL and MS/HS)

Display your logo alongside the official FBLA logo on every lanyard distributed at the NLC. Lanyard and imprint colors are chosen by FBLA to complement the conference logo and ensure your brand stands out.

Additional Benefits: Logo on event website; logo on event signage; logo on conference materials; company featured in Goosechase Scavenger Hunt; opportunity to host conference workshop; social media post featured on FBLA National accounts; tabletop booth; opportunity to place promotional item in session room; push notification on mobile app sent to all conference attendees; full-page ad in conference program Cost: \$7,500

Conference Sponsorship (COLL and MS/HS)

Sponsor the entire NLC, with prominent branding throughout the four-day event, including your name on our registration desk, on the official conference app homepage, at the general sessions, on every attendee's name badge, and with the ability to host your own session.

Additional Benefits: Logo on event website; logo on event signage; logo on conference materials; company featured in Goosechase Scavenger Hunt; opportunity to host conference workshop; social media post featured on FBLA National accounts; tabletop booth; opportunity to place promotional item in session room; push notification on official conference app sent to all conference attendees; full-page ad in conference program; opportunity to deliver welcome remarks at opening general session; dedicated email blast to attendees; and featured in our "Know Before You Go" blast to attendees; logo included on general session slides Cost: \$10,000



COLL=Collegiate NLC (June 24-27, 2024)
MS/HS=Middle School & High School NLC
(June 29-July 2, 2024)

EXHIBIT OPPORTUNITIES



Reach potential customers and employees—all in one place! FBLA's exhibits are specifically designed to enhance the student and adviser experience in the Future Leaders Expo, giving exhibitors one-on-one access to highly motivated, high-achieving FBLA members, advisers, and other attendees.



COLLEGIATE NLC EXHIBIT OPPORTUNITIES

Tabletop Exhibit \$750

- One 6' draped table with two chairs and wastebasket
- Two complimentary conference registrations (Value: \$395)
- Company profile in mobile app

MIDDLE SCHOOL & HIGH SCHOOL NLC EXHIBIT OPPORTUNITIES

Future Leaders Expo Exhibit \$1,500 (Corporate), \$1,250 (College/University)

- 10' x 10' standard booth with 8' back drape and 3' side drape
- One 6' draped table with two chairs and wastebasket
- Two complimentary conference registrations (Value: \$395)
- Company profile in mobile app

From the moment
we stepped into the
conference venue, it was
evident that we were
more than just a sponsor
- we were treated as a
passionate advocate for
empowering the future
leaders of business.

- Kevin English, Equedi

Goosechase \$250

This scavenger hunt contest is a prime opportunity to increase traffic to your booth and increase lead generation. Inspired by scavenger hunts, Goosechase is an online platform that helps you create interactive experiences with attendees. By participating in the contest, attendees are incentivized to visit your booth and connect with you to earn prizes. Pricing is based on the number of missions per day.

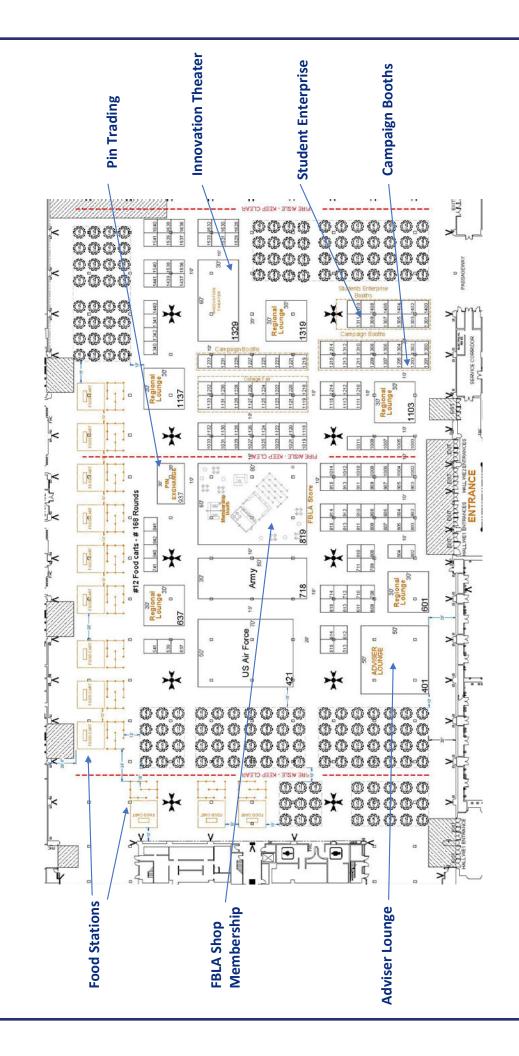
Great interaction with the students. They were an enthusiastic, engaged group of young people!

- Melanie Goodson, MyOptions Encourage



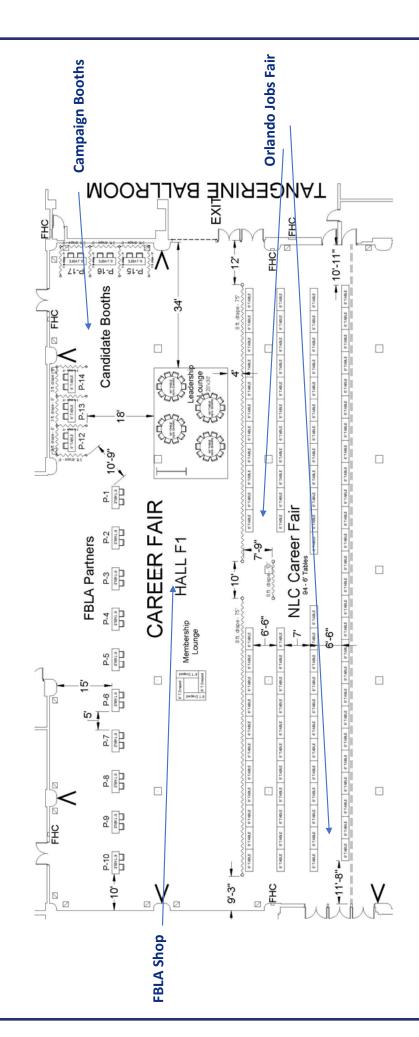
MIDDLE SCHOOL & HIGH SCHOOL NIC FUTURE LEADERS EXPO





COLLEGIATE NLC FUTURE LEADERS EXPO





* Floor Plan as of January 24, 2024. Design is subject to change.



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