



2024 NATIONAL FALL LEADERSHIP CONFERENCE



Columbus, Ohio
November 8-9

About FBLA

Future Business Leaders of America, Inc. (FBLA) inspires and prepares more than 200,000 students each year to become community-minded business leaders through relevant career preparation and leadership experiences. We welcome and support all students through educational opportunities, competitive events, and community-service activities, improving their confidence and giving them essential skills to become successful leaders, entrepreneurs, and team members.

About the National Fall Leadership Conference

The National Fall Leadership Conference offers highly motivated middle school and high school students the opportunity to spend two days immersed in a learning environment where they can explore higher-education and career possibilities, network with peers from across the country, and improve their understanding of financial literacy. They also build their understanding of the importance of leadership, communication, collaboration, and teamwork. Educators can connect and share best practices with their peers and learn from other leaders about programs to complement their classroom curriculum.

Mike Hyatt - Development Manager, mhyatt@fbla.org / 703.860.0842

SPONSORSHIP OPPORTUNITIES

As a sponsor of the National Fall Leadership Conference, your brand will reach all conference attendees and be instantly recognized among a highly motivated audience of students, educators, and industry experts.

Gold Level Sponsor: \$3,000

GOLD LEVEL BENEFITS INCLUDE:

- Prominent logo placement on event marketing materials, including event signage, the event website, social media, and the conference mobile app.
- Recognition as a Gold Level Sponsor on the general session pre-show slides.
- A full-page ad in the December issue of *Tomorrow's Business Leader*, FBLA's flagship magazine, which features news and photos from the National Fall Leadership Conference (Value \$1,250).
- Targeted mission in the Goosechase scavenger hunt to boost brand awareness and attendee engagement.
- Complimentary booth in the Future Leaders Expo (Value \$750).
- Four complimentary event passes for company representatives (Value \$460).
- Opportunity to send one push notification to attendees.
- Opportunity to provide one promotional item in adviser welcome packets. Sponsor is responsible for the cost of the promotional item, which FBLA must approve in advance.
- Recognition of your company's sponsorship in pre-conference marketing materials sent to attendees.
- Recognition in post-event thank you communication to attendees.

Silver Level Sponsor: \$2,000

SILVER LEVEL BENEFITS INCLUDE:

- Prominent logo placement on event marketing materials, including event signage, the event website, social media, and the conference mobile app.
- Recognition as a Silver Level Sponsor on the general session pre-show slides.
- Targeted mission in the Goosechase scavenger hunt to boost brand awareness and attendee engagement.
- Complimentary booth in the Future Leaders Expo (Value \$750).
- Two complimentary event passes for company representatives (Value \$230).
- Opportunity to provide one promotional item in adviser welcome packets. Sponsor is responsible for the cost of the promotional item, which FBLA must approve in advance.
- Recognition of your company's sponsorship in pre-conference marketing materials sent to attendees.
- Recognition in post-event thank you communication to attendees.

Bronze Level Sponsor: \$1,000

BRONZE LEVEL BENEFITS INCLUDE:

- Logo placement on event marketing materials, including event signage, the event website, social media, and the conference mobile app.
- Recognition as a Bronze Level Sponsor on the general session pre-show slides.
- Targeted mission in the Goosechase scavenger hunt to boost brand awareness and attendee engagement.
- Complimentary booth in the Future Leaders Expo (Value \$750).
- One complimentary event pass for company representatives (Value \$115).
- Recognition of your company's sponsorship in pre-conference marketing materials sent to attendees.
- Recognition in post-event thank you communication to attendees.

SPONSORSHIP OPPORTUNITIES

Future Leaders Expo Sponsor: \$2,000 (limited to one sponsor per conference)

The Future Leaders Expo connects middle school and high school students with colleges and universities, the military, educational organizations, and other leading companies.

BENEFITS INCLUDE:

- Naming rights to the Future Leaders Expo ("Future Leaders Expo presented by XYZ Company").
- Co-branded signage throughout the Future Leaders Expo.
- Prominent logo placement on event marketing materials, including event signage, the website, social media, and the conference mobile app.
- Recognition as the Future Leaders Expo Sponsor on the general session pre-show slides.
- Complimentary booth in the Future Leaders Expo (Value \$750).
- Two complimentary event passes for company representatives (Value \$230).
- Opportunity to provide one promotional item in adviser welcome packets. Sponsor is responsible for the cost of the promotional item, which FBLA must approve in advance.
- Recognition of your company's sponsorship in pre-conference marketing materials sent to adviser.
- Recognition in post-event thank you communication to attendees.

Official Conference Pin Sponsor: \$1,500 (limited to one sponsor per conference)

Pin trading is one of the most popular activities at FBLA conferences. It encourages students to network with one another and provides a commemorative item from the event.

BENEFITS INCLUDE:

- Your company's logo on a card accompanying the official conference pin, which every attendee will receive.
- Prominent logo placement on event marketing materials, including event signage, the website, social media, and the conference mobile app.
- Recognition as the Official Conference Pin Sponsor on the general session pre-show slides.
- Complimentary booth in the Future Leaders Expo (Value \$750).
- Two complimentary event passes for company representatives (Value \$230).
- Recognition of your company's sponsorship in pre-conference marketing materials sent to attendees.
- Recognition in post-event thank you communication to attendees.

Future Leaders Expo Exhibitor: \$750

Columbus: Friday, November 8: 10 am to 4 pm | Saturday, November 9: 8 am to 12 noon

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

leaders. **BENEFITS INCLUDE:**

- Tabletop 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 at the booth.
- Two complimentary event passes for company representatives (Value \$230).
- Logo placement on the website and the conference mobile app.
- Targeted mission in the Goosechase scavenger hunt to boost brand awareness and attendee engagement.



FBLA NATIONAL FALL LEADERSHIP CONFERENCE SPONSORSHIP/EXHIBIT FORM

1. Contact Information

Company Name		Primary Contact Person (receives all event information)		
Address	City	State	Zip Code	
Website	Contact Phone	Contact Email*		

* Critical show information will be sent via email; please make sure that your address is accurate

2. Exhibitor Information

Please indicate which National Fall Leadership Conference you are attending:

- Columbus, Ohio
November 8-9, 2024

3. Payment & Policies

Payment Policy - Applications and payments are due November 1, 2024.

Cancellation Policy - All sales are final and non-refundable.

Terms & Conditions - Exhibitors and sponsors agree to comply with all show rules and regulations.

4. Exhibitor & Sponsorship Investment

Exhibit/Sponsorship Level (check all that apply):

- Gold (\$3,000) _____ Columbus
- Silver (\$2,000) _____
- Bronze (\$1,000) _____
- Future Leaders Expo (\$2,000) _____
- Official Conference Pin (\$1,500) _____
- Exhibitor (\$750) _____

Please return your completed form to Mike Hyatt, Development Manager, at mhyatt@fbla.org.

Total Amount Due: _____

Payment Method

- Check
All checks should be made payable to FBLA and should be mailed to:

FBLA Exhibits
PO Box 79063
Baltimore, MD 21279

- Credit Card AmEx VISA MasterCard Discover

Card number Expiration Date CVV number

Amount to charge Name as it appears on card

Signature

5. Execution of Agreement

The undersigned hereby authorizes FBLA to reserve exhibit space and/or sponsorship for use by the above organization for the 2024 National Fall Leadership Conference. The undersigned hereby agrees to abide by all conference rules and regulations.

Authorized Signature

Date

Printed Name