

2012 PA FBLA State Leadership Conference

Hershey Lodge and Convention Center, Hershey, PA

April 16-18, 2012

On Monday-Wednesday, April 16-18, 2012, Pennsylvania Future Business Leaders of America (FBLA) will hold its annual State Leadership Conference (SLC) at the Hershey Lodge & Convention Center in Hershey, Pennsylvania. PA FBLA offers several promotional opportunities to your organization during the State Leadership Conference, throughout the 2011-2012 school year and beyond. You are invited to participate in the events of the conference as outlined below.

CATEGORIES OF PARTICIPATION

A. EXHIBITOR

B. SPONSORSHIP

C. PROGRAM ADVERTISING

D. DIGITAL MULTIMEDIA PROMOTIONAL SPOTS & SCHOLARSHIPS

E. WORKSHOP PRESENTER

F. COMPETITIVE EVENT JUDGE

Details for each category are outlined below. Registration materials for each category are attached. All document details plus registration forms can also be found on our web site at: <http://www.pafbla.org>. Look in the **Downloadable Files** menu for **January 2012 State Leadership Conference Forms, Exhibitors, Program Ads, Sponsorships, Promotional Opportunities and Judges**.

After reviewing the details contained in this document, we hope you will decide to participate in the 2012 Pennsylvania FBLA State Leadership Conference. The SLC is a tremendous leadership opportunity for Pennsylvania FBLA members, advisers, and our business partners.

About FBLA!

The Future Business Leaders of America (FBLA) is the largest and oldest business student organization in the world with nearly a quarter million high school student members. Pennsylvania FBLA consists of nearly 300 high schools with 13,000 members—the third largest state association in the nation. We attract students by designing inspiring programs to foster the development of business leadership skills, communication, and team skills.

The Purpose of FBLA

PA FBLA provides innovative leadership development programs to bring business and education together in a positive working relationship. Participation in FBLA can have a direct impact on the direction and success of a young person's career. Thousands of students have learned through active membership in FBLA about the world of business and what is expected of them in the workplace. Organizational goals include:

- develop competent, aggressive business leadership
- strengthen the confidence of students in themselves and their work
- create more interest in and understanding of American business enterprise
- encourage members in the development of individual projects which contribute to the home, business, and community
- develop character, prepare for useful citizenship, and foster patriotism
- encourage and practice efficient money management
- encourage scholarship and promote school loyalty
- assist students in the establishment of occupational goals
- facilitate the transition from school to work

Demographics of the SLC

Number of student members pre-registered to attend the conference: approximately 3450

Grade levels of student participants: 9th-12th grade

Number of advisers pre-registered to attend the conference: approximately 350

Number of schools, both public and private, pre-registered for the conference: approximately 275

TO REGISTER FOR ANY OF THE PROMOTIONAL OPPORTUNITIES AVAILABLE, PLEASE REFER TO THE CATEGORIES BELOW AND COMPLETE THE ATTACHED RELATED REGISTRATION FORM

Registration forms for each category are attached. For your convenience in returning the forms electronically, these same documents are published in the Downloadable Files on our web site at www.pafbla.org. To request any of the promotional opportunities contained within, send the associated form in PDF format by email to jskiles@pafbla.us.

Payment must be received by the deadline date. Mail all payments to:

Janet Skiles, PA FBLA Conference Coordinator

40 Mulberry Street

Belle Vernon, PA 15012

A. EXHIBITOR FEES - How much are the fees to get involved in the SLC?

The State Leadership Conference is an excellent opportunity for post-secondary representatives to introduce their school and services to FBLA members.

Exhibitor Fees, as adopted June, 2008, by the Pennsylvania FBLA Board of Directors, are listed below. The fees include one table with cover and chairs. If a power source is needed, there is an additional fee of \$45 per table.

- \$150 per table for educational institutions on FBLA's list of participating scholarship schools.
- \$250 per table for all other education institutions, fundraising companies, publishing companies, equipment-related companies, or vendors selling products
- \$45 per power source (additional)

The **Exhibitor Registration Form (FORM A)** is attached to this document and is also published on our web site, www.pafbla.org, in the Downloadable Files. **The Exhibitor Registration Form must be returned by e-mail as a PDF file so it is RECEIVED by Friday, March 9. Payment is due no later than March 16.**

B. SPONSORSHIPS - Promotional Opportunities available and associated fees

There are many different categories of sponsorship available for your organization ranging in price from \$50-\$50,000. Sponsorships are needed to fund the various activities of the SLC. The value of a sponsorship determines the level of publicity for your organization and how the funds will be allocated. For example, co-sponsoring one competitive event begins at \$50; sponsoring all 1,000+ competitive events would cost \$15,000. As a title sponsor, your organizations' name would be engraved on each award. If you are interested in becoming a title sponsor, please contact Janet Skiles, PA FBLA Conference Coordinator, for further discussion.

The different Categories of Sponsorship includes:

- Adviser of the Year Awards
- Adviser Reception
- Competitive Event Awards
- Conference Program
- Member dance/entertainment
- Keynote Speaker fees
- Judges Gifts, luncheons
- Multimedia Productions
- Online testing program

To learn more about the various Categories of Sponsorship, costs, and/or the funding allocation, please contact Janet Skiles, PA FBLA Conference Coordinator, at jskiles@pafbla.us or call 412.576.2826. **The Sponsorship Registration Form (Form B) must be returned by e-mail as a PDF file so it is received by the deadline date of: Friday, March 9.** Payment is due no later than March 16. Form B is attached and can be found in the Downloadable Files on the pafbla.org web site.

C. PROGRAM ADVERTISING - in the SLC Conference Program

Program ads are available in full-page and full-page bleed, black and white or color. Half-page ads are only available in black and white. Refer to **Form C** for addition details, pricing, payment options and preferred methods of Digital Submissions.

To place an ad in the 2012 State Leadership Conference program, complete **Form C** and return the form by e-mail as a PDF file as directed so it is **RECEIVED by the deadline date of Friday, March 9.** Payment must be received **March 16 for the ad to be included in the conference program.** Form C is attached and can be found in the Downloadable Files on the pafbla.org web site.

D. DIGITAL MULTIMEDIA PROMOTIONAL SPOTS AND SCHOLARSHIPS

A unique opportunity for your organization to be seen by all participants at the conference is to advertise on the big screens during the Opening Session and/or the Awards Program. Digital multimedia promotion spots are available for inclusion in our State Leadership Conference media productions.

Digital Program Promotional Spots: Each spot must be submitted electronically as a video file (.AVI or MOV with DV compression) or PowerPoint file, or as a mailed DVD or mini DV tape. Promotional spots for the State Leadership Conference are available as follows:

- two 1-minute spots (opening session and awards program) – Cost: \$500 for 2 spots
- one 1-minute spot (opening session or awards program) – Cost: \$300 for 1 spot
- two 30-second spots (opening session and awards program) – Cost: \$300 for 2 spots
- one 30-second spot (opening session or awards program) – Cost: \$175 for 1 spot

To request a Digital Multimedia Promotional Spot, complete and return by e-mail Form D as a PDF file so it is **RECEIVED by the deadline date of March 15.** Mail by regular mail the payment and a copy of Form D to Janet Skiles, PA FBLA Conference Coordinator so it is **RECEIVED by March 22.** The actual digital submissions are due to Cybis Communications no later than **Wednesday, April 3** for inclusion in the multimedia productions. All details are on the registration form. Form D is attached and can be found in the Downloadable Files on the pafbla.org web site.

D. POST-SECONDARY SCHOLARSHIPS – Full or partial scholarships exclusively for PA FBLA members. Currently, 13 post-secondary education institutions have dedicated full or partial scholarships exclusively to PA FBLA members. Would your organization be interested in offering a scholarship(s) to PA FBLA members? In return, PA FBLA would promote your organization in workshop/conference programs, on its web site and in its mailings. If interested for the current school year or the 2012-2013 school year, please contact Luke Skerpon, PA FBLA Staff Assistant. His contact information is: lskerpon@pafbla.us or 570.885.3554.

E. WORKSHOP PRESENTERS

The State Leadership Conference is an educational experience—an extension of the learning done in classrooms at school and an extension of the educational activities conducted by local FBLA chapters. To enhance the educational experience at the SLC, we offer a variety of member and adviser workshop sessions on Monday and Tuesday. Member workshop topics may include but are not limited to:

Business Leadership
Speaking Skills
Communication
Professionalism
College & Career
Technology
Entrepreneurship
Marketing
Finance & Investing
Sports Management

For advisers, we offer professional development sessions. These sessions must be based on sound research and promising practices and must have content that will increase student learning. The professional education criteria are as follows:

- Enhance the educator's content knowledge
- Increase the educator's teaching skills
- Provide the educator with a variety of classroom-based assessment skills and the skills needed to analyze and use data in instructional decision-making
- Empowers educators to work effectively with parents and community partners
- Provides the knowledge and skills to think and plan strategically
- Provides the ability to access and use appropriate data to inform decision-making
- Empowers leaders to create a culture of teaching and learning
- Instructs the leader in managing resources for effective results

Below are details of the 2012 State Leadership Conference workshop schedule:

Date: Monday, April 16 and Tuesday, April 17 (as of now you can pick your day)
Where: Hershey Lodge and Convention Center
Time slot: 45 minutes
Student Audience: Grades 9-12. (Audience size will be determined once a topic is selected and room is assigned)

Adviser Audience: 100-120 seats (Tuesday only)
Time slot: 60 minutes

How to Register to Present a Workshop

If you are interested in presenting a workshop, please complete the Workshop Presenter Form and return it in PDF format by e-mail no later than **Wednesday, February 29** to jskiles@pafbla.us. A sample workshop schedule has been provided on Form E – Workshop Presenter Registration Form. Please check the date and time if you have a preference when you would like to present. Form E is attached to this document and can also be found on the pafbla.org web site in the Downloadable Files.

F. JUDGING COMPETITIVE EVENTS

Would you be willing to judge one or more of our performance events at the conference this year? If you are able to judge, please review the attached materials from Candace Claar, PA FBLA Co-Competitive Events Coordinator, and then complete Form F - Judges Response Form and return it to her. Form F and related documents are attached and can be found in the Downloadable Files on our web site at pafbla.org.

Lodging Reservations

PA FBLA is pleased to offer guests lodging at the State Leadership Conference. Special conference group rates have been negotiated with the Hershey Lodge, the Hotel Hershey, and the Hilton Garden Inn. These special conference rates are available only if reservations are made through PA FBLA. Please understand that priorities must be given to housing all FBLA advisers and members before all others. There is a possibility that rooms will be available at the Hershey Lodge and an excellent chance that rooms will be available at the Hotel Hershey. If you need lodging and would like PA FBLA to make your reservations, please complete the **2012 Guest Hotel Reservation Form** included in this packet and return it electronically by e-mail as a PDF file no later than **February 29**. The Guest Hotel Reservation form can also be found in the Downloadable Files on the pafbla.org web site.

Payment Methods for All Categories of Participation

There are three ways to make payment—check, purchase order or credit card. Checks should be made payable to PA FBLA. PA FBLA handles credit card charges for services through the secure site of **PayPal**. If you prefer to use a credit card, the attached *Credit Card Processing Form* must be completed in full and returned with the related registration form. There is a 3% convenience fee charged for credit card transactions.

For information, please contact:

Mrs. Janet Skiles
PA FBLA Conference Coordinator
jskiles@pafbla.us
412.576.2827 (cell)

PA FBLA is funded by membership dues, conference fees, and small business and corporate contributions. We hope you can lend a hand and support the State Leadership Conference. Your contribution of time and/or becoming a sponsor is greatly appreciated. I look forward to working with you this year.

Best wishes



Janet Skiles
PA FBLA Conference Coordinator

Documents Attached:

- Form A. Exhibitor Registration Form
- Form B. Promotional Opportunities / Sponsorship Request Form
- Form C. Program Advertising – Ad Form
- Form D. Digital Multimedia Promotional Spots Request Form
- Form E. Workshop Presenter Registration Form
- Form F. Judges' Response Form and related documents
- SLC Guest Lodging Request form
- Important Information about Guest Lodging
- SLC Credit Card Processing Form
- Directions for Processing a Credit Card Transaction

To email any of the forms, log on to www.pafbla.org. Click the Downloadable Files menu. Look in the January 2012 State Leadership Conference Forms, Exhibitors, Program Ads, Sponsorships, Promotional Opportunities and Judges. You can type directly on the registration forms and then e-mail them back. Send a PDF file by e-mail to: Janet Skiles at jskiles@pafbla.us.