

2011 PA FBLA State Leadership Workshop

Lancaster Host Hotel & Conference Center, Lancaster, PA

October 23-24, 2011

INVITATION TO EXHIBIT / SPONSOR AN EVENT / PRESENT A WORKSHOP

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 300 high schools with nearly 14,000 members—the third largest state association in the U.S.A. Why is FBLA so popular? We have developed a unique value program that excites students, faculty and administrators, and business professionals to join our organization. We attract students by designing inspiring programs to foster the development of business leadership skills, communication, and team skills.

About the PA FBLA State Leadership Workshop (SLW)!

Approximately 700 members and 100 advisers from 90 Pennsylvania high schools, both public and private, are expected to attend this year's event. The SLW is designed to guide and motivate students and advisers as they set new educational and FBLA goals for the year. This is accomplished through motivational general sessions, leadership workshops, professional development for advisers and visiting with exhibitors who provide a wide variety of products and/or services.

Why Exhibit?

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

PA FBLA State Leadership Workshop *EXHIBITOR PACKAGE* includes:

- **Complimentary conference registration**
 - Includes conference name badge that must be worn at all times
- **An opportunity to present a 45-minute workshop (15 minutes of the workshop may be devoted to marketing your school)**
- **6-foot draped table and 2 chairs per booth**
- **An opportunity to submit a 30-second promotional piece advertising your school** (The piece must appear in digital format on a DVD or other recording device and be of a professional nature. The recording **MUST** be submitted to Janet Skiles no later than October 14. Details for digital submissions can be found on page 3.)
 - Promotional piece will be broadcast during the First General Session
- **All exhibitors' school names will be flashed on the big screen during the First General Session and Closing Session**
- **All exhibitors will be recognized in the State Leadership Workshop program**
- **Special pricing is now available for exhibitors who pre-pay exhibitor fees for the State Leadership Workshop in Lancaster (October 23-24) and the State Leadership Conference in Hershey, (April 16-17, 2012). The two-event fee must be paid by October 12 in order to receive the \$50 discounted rate. (See rate chart below) Details regarding the State Leadership Conference in April can be found on page 3.**

Exhibitor fees per table: (There is an additional per event charge of \$45 for a power source)

Fee Categories:	<u>Per Table Fee</u> State Workshop October 23-24, 2011	<u>Per Table Fee</u> State Conference April 16-17, 2012	<u>Per Event</u> Two-table Discount	<u>Pre-paid Two-Event Fee</u> State Leadership Workshop, 2011 + State Leadership Conference 2012
Scholarship School*	\$150	\$150	10%	\$250
Non-scholarship Schools	\$250	\$250	10%	\$450
Fundraising Companies	\$250	\$250	10%	\$450
Textbook Companies	\$250	\$250	10%	\$450
Publishing Companies	\$250	\$250	10%	\$450
Equipment Companies	\$250	\$250	10%	\$450
Vendors selling products	\$250	\$250	10%	\$450

*Educational institution must be on the PA FBLA 2011-2012 list of participating scholarship schools.

State Leadership Workshop - Exhibitor Setup, Exhibit Hours, and Dismantling Exhibit Space

Date: **Sunday, October 23**
Set Up Time: 9:30 a.m.
Exhibit Time: 10:30 a.m. to 5:30 pm.
Location: TBD

Date: **Monday, October 24**
Exhibit Time: 8:00 a.m. to 11:00 a.m.
Dismantle: 11:00 a.m.

Program Advertising and Sponsorship

In addition to exhibiting, program advertising and sponsorship opportunities are available.

Program advertising - A full page ad (10" high x 7.5" wide) in black and white costs \$300; the same size ad in color is \$400. Half page ads can also be purchased in black and white only (5.25" high x 7.5" wide) for \$175. **Due: 10/7.**

Sponsorships - Sponsors are needed to fund various activities of the SLW, ie. adviser reception, member/adviser refreshment breaks, equipment and AV rentals, member awards, etc.). Each sponsorship costs \$300. **Due: 10/7.**

How to Contract for Exhibit Space for the SLW and SLC (if applicable)

To reserve exhibit space, please complete and return the enclosed registration form no later than **Friday, October 7, 2011.**

If interested, you may request to present a workshop, provide a 30-second promotional piece advertising your school, and take advantage of the pre-paid, two-event special pricing for participation in the 2011 State Leadership Workshop and 2012 State Leadership Conference.

How to Register to Present a Workshop

If you are interested in presenting a workshop, please complete the **Workshop Presenter Form** and return it by email no later than **Friday, September 23** to jskiles@pafbla.us.

Payment Methods

There are two ways to make payment—check or credit card. Checks should be made payable to **PA FBLA**. PA FBLA handles credit card charges for services through the secure pages 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 *EXHIBITOR / SPONSORSHIP 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)
724.243.4231 (office phone/fax)

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 Workshop and / or 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. ALL SUPPORTING DOCUMENTS ARE ATTACHED.

Best wishes for an outstanding year.



Janet Skiles
PA FBLA Conference Coordinator

SUPPORTING INFORMATION

About the PA FBLA State Leadership Conference (SLC)!

The State Leadership Conference is the highlight of the FBLA for most members. We are expecting approximately 3,800 members and 350 advisers from 275+ Pennsylvania high schools, both public and private, to attend. The SLC program provides leadership experiences through election campaigns, discussions available through speakers, competitive events, and special programs. (Please note: the Special SLW Exhibitor Package is only available for the SLW.) Exhibitor packets for the SLC will be sent in January, 2012.

Digital Program Promotional Spots

Digital program promotion spots are available for inclusion in our State Leadership Workshop media productions. Each spot must appear in digital format on separate DVDs or other recording device. Complimentary promotional spots are only available for the State Leadership Workshop.