



2017 PA FBLA State Leadership Conference

Hershey Lodge & Convention Center; Hershey, PA

April 3-5, 2017

What: PA Future Business Leaders of America State Leadership Conference (PA FBLA SLC)
When: Monday-Wednesday, April 3-5, 2017
Where: Hershey Lodge, Hershey, Pennsylvania

YOU ARE INVITED TO ATTEND THE PENNSYLVANIA FBLA STATE LEADERSHIP CONFERENCE (SLC)

With 4,500+ delegates in attendance, this event is the largest gathering of high school students and advisers from across Pennsylvania. During this three-day event, the keynote speaker will set the foundation for achieving the key objectives of the conference by motivating and inspiring the audience. Members will compete in over 65 competitive events, campaign for state office, and attend general sessions and leadership workshops. Additionally, students and advisers will visit with post-secondary representative to help frame their future educational goals and visit with fundraising and merchandising vendors looking for a special “item” either to sell as a fundraiser or take home as conference memorabilia. Please help us by attending this conference. You will have an opportunity to meet face-to-face with these high school students who have aspiring goals to become the future business leaders of America.

If you would like to become involved in this conference, below you will find six (6) CATEGORIES of INVOLVEMENT being offered to business organizations, post-secondary institutions, fundraising and merchandising vendors, and friends of PA FBLA. The details for each category can be found on the following pages labeled by category, such as

Questions can be directed to:

Luke Skerpon, PA FBLA Staff Assistant for Conferences & Competitive Events at lskerpon@pafbla.us.

CATEGORIES OF INVOLVEMENT

- A. EXHIBITOR REGISTRATION**
- B. PROMOTIONAL OPPORTUNITIES / SPONSORSHIPS**
- C. PROGRAM ADVERTISING**
- D. DIGITAL MULTIMEDIA PROMOTIONAL SPOTS**
- E. WORKSHOP PRESENTERS**
- F. COMPETITIVE EVENT JUDGING OPPORTUNITIES**

About FBLA!

The Future Business Leaders of America (FBLA) is the largest business career student organization in the world with nearly a quarter million high school student members. Pennsylvania FBLA consists of nearly 300 high schools with 13,500 members—the third largest state association in the National organization. We attract students by designing inspiring programs to foster the development of individual business leadership skills, team skills, and communication.

Demographics of the 2017 State Leadership Conference

250+ schools, public, charter and private, are pre-registered for the conference

9th-12th grade students will participate

4,300 (approximate) student members are pre-registered to attend the conference

400 (approximate) advisers and educators are pre-registered to attend the conference

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

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 an unequivocal 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. FBLA 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

TO REGISTER AS AN EXHIBITOR, PURCHASE A PROGRAM AD OR BECOME INVOLVED IN ANY OF THE PROMOTIONAL OPPORTUNITIES, you must register on line. Navigate to the www.pafbla.org OR click the links in this document, select your area of interest, complete the form. You will receive an email notification indicating that your form has been received. To complete the registration process, payment must be received in my office by the date printed in the instructions.

Mail all payments to:

**Mr. Bruce Boncal, PA FBLA Executive Director
PO Box 5085
Jersey Shore, PA 17740**

A. EXHIBITOR REGISTRATION

<https://pafbla.wufoo.com/forms/q65uogl1jt30of/>

Exhibitor Fees, as adopted June, 2013, 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.

- \$200 per table for educational institutions on FBLA's list of participating scholarship schools.
- \$300 per table for all other education institutions, fundraising companies, publishing companies, equipment-related companies, or merchandise vendors selling products
- \$45 per power source (additional)

Form A. Exhibitor Registration Form is published on www.pafbla.org under the heading, "Exhibitor, Promotional Advertising, Workshop Presenter, Guest Lodging." If interested in exhibiting, **Form A. Exhibitor Registration Form** must be completed and "submitted" no later than **Wednesday, March 1, 2017**. **PAYMENT** must be received by **Friday, March 10, 2017** to complete the registration process.

EXHIBITOR HOURS:

Date: **Monday, April 3, 2017** – 10 a.m. set up; Exhibitor Hours: 2:00 p.m. – 6:30 p.m.

Date: **Tuesday, April 4, 2017** – Exhibitor Hours: 8:00 a.m. – 5:30 p.m.; tear down 5:30 p.m.

Click this link to register your exhibit table: <https://pafbla.wufoo.com/forms/q65uogl1jt30of/>

All exhibitor table requests must be approved by PA FBLA and Hershey Lodge before final confirmation.

B. PROMOTIONAL OPPORTUNITIES / SPONSORSHIPS

<https://pafbla.wufoo.com/forms/m1tj1li61bskmrk/>

Promotional Opportunities Available and Associated Fees

There are two different categories of sponsorship available for organizations or individuals to assist with the conference. They are:

Competitive Events Sponsor (\$50-\$250 to co-sponsor and \$300 to sponsor a single event.)

Conference Sponsor, (\$150-\$450 to co-sponsor and \$500 to sponsor a single item)

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, sponsoring one competitive event begins at \$50; sponsoring all 1,200+ competitive event awards would cost \$15,000. Please open the link above to learn more about the categories of sponsorships available. We hope you can lend a hand!

Form B. Sponsorship Registration Form is published on www.pafbla.org under the heading, "Exhibitor, Promotional Advertising, Workshop Presenter, Guest Lodging." If interested in providing a sponsorship, **Form B. Sponsorship Registration Form** must be completed and "submitted" no later than **Friday, March 3, 2017**.

PAYMENT must be received by **Friday, March 10, 2017** to complete the registration process.

C. CONFERENCE PROGRAM ADVERTISING

<https://pafbla.wufoo.com/forms/form-c-slc-program-advertising-ad-form/>

Here's how to place an ad 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. Below are the prices for the different sizes and type of advertising space:

- A. \$350 each - Full-page, black/white ad, approximate size 10.0" x 7.5"
- B. \$375 each - Full-page bleed, black/white ad, approximate size 11.25" x 8.75"
- C. \$450 each - Full-page, 4-color ad, approximate size 10.0" x 7.5" (inside front/inside back covers)
- D. \$475 each - Full-page bleed, 4-color ad, approximate size 11.25" x 8.75" (inside front/inside back covers)
- E. \$500 - Full-page bleed, 4-color ad, approximate size 11.25" x 8.75" (back cover)
- F. \$200 each - Half-page, black/white ad, approximate size 5.25" x 7.5"

Refer to **Form C. Program Advertising – Ad Form** for additional details, pricing, payment options and preferred methods of digital submissions.

Form C. Program Advertising – Ad Form is published on www.pafbla.org under the heading, "Exhibitor, Promotional Advertising, Workshop Presenter, Guest Lodging." If interested in placing an ad in the SLC program, **Form C. Program Advertising – Ad Form** must be completed and "submitted" no later than **Friday, February 24, 2017**. **PAYMENT** must be received by **Friday, March 4, 2017** to complete the registration process. The ad will be sent directly to the publishing company.

D. DIGITAL MULTIMEDIA PROMOTIONAL SPOTS

<https://pafbla.wufoo.com/forms/mf7s8gp1m8gumz/>

A unique opportunity for your organization to be seen by all participants at the conference is to advertise on the big screens prior to the Opening Session and/or the Awards Program. Digital multimedia promotion spots are available for inclusion in our State Leadership Conference media productions. Each spot must appear in digital format on separate DVDs or other recording device. Pennsylvania FBLA offers the following digital program promotional spots:

Digital Program Promotional Spots: Digital program promotion spots are available for inclusion in the State Leadership Conference multimedia productions. Each spot must appear in digital format on separate CDs or other recording device. Promotional spots for the State Leadership Conference are available as follows:

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

Form D. Digital Multimedia Promotional Spot is published on www.pafbla.org under the heading, “Exhibitor, Promotional Advertising, Workshop Presenter, Guest Lodging.” form must be completed and returned by clicking “submit” at the bottom of the form so it is **RECEIVED** by the deadline date of **Friday, March 3, 2017**. Send or submit payment **Friday, March 10, 2017**. The actual digital submissions are **due to** Cybis Communications no later than **Wednesday, March 15** for inclusion in the multimedia productions.

E. WORKSHOP PRESENTERS REGISTRATION FORM

<https://pafbla.wufoo.com/forms/m181p2441vk5tvd/>

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 education experience at the SLC, we offer a variety of member and adviser workshop sessions on Monday, April 3 and Tuesday, April 4.

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 or provide an educational opportunity.

Please note: We provide VGA projectors—you must provide your own laptop. For MAC users, if you plan to connect to a VGA port on a digital projector, please provide your own MAC adapter or bring your own projector. We do not provide MAC adapters. Other equipment provided: tabletop or standing lectern, microphones in larger rooms only. If you need additional AV equipment, be sure to complete the AV Equipment Request section on the Form E. Workshop Presenter Registration Form.

Form E. Workshop Presenter Registration Form. If you are interested in presenting a workshop, please complete the online form by **Friday, February 24, 2017**. A sample workshop schedule has been provided on Form E – for your review. Please check the date and time if you have a preference when you would like to present. The form is published on www.pafbla.org under the heading, “Exhibitor, Promotional Advertising, Workshop Presenter, Guest Lodging.”

Competitive Event Judging Opportunities –

Click the following link for the judging information form: <http://pafbla.wufoo.com/forms/q1av6af21m1f0s3>

Competitive Events Program

The FBLA Awards Program recognizes and rewards excellence in a broad range of business and career-related areas. Through state-based competition at the State Leadership Conference, students compete in events testing their business knowledge and skills. Top state winners then are eligible to compete for honors at the National Leadership Conference each summer. This summer, we travel to Anaheim, California.

The experience is enlightening experience and provides a wonderful opportunity to see some of Pennsylvania’s most talented high school students. We are in need of approximately 375 judges to cover all the performance event competitions. If you are able to judge one or more of the competitive events on Monday, April 3 or Tuesday, April 4 or both days, please click the link above. By clicking the link, you will be re-directed to a Wufoo form that gathers your contact information and other data about your judging preferences.

Payment Methods for All Categories of Involvement

There are three ways to make payment—check, purchase order or debit/credit card. Checks should be made payable to **PA FBLA**. PA FBLA handles debit/credit card charges through the secure site of PayPal. There is a 3% convenience fee charged for debit/credit card transactions. A **Guest Credit Card Processing Form** must be completed for each debit/credit card transaction.

SLC Guest Credit Card Payment Steps/Processing

----Step 1. [Guest Credit Card Supporting Documentation Online Form](#) (complete first)

----Step 2. [Credit Card Payment Processing Online Area](#) (complete second)

Guest Hotel Lodging Reservations

<https://pafbla.wufoo.com/forms/m1dcl4is1goy9tr>

PA FBLA is pleased to offer guests lodging at the State Leadership Conference. Special conference group rates have been negotiated with Hershey Lodge and Hotel Hershey for our guests. These special conference room rates are available only if reservations are made through PA FBLA. Lodging fees are outlined below and on the Guest Hotel Reservation Form is published on www.pafbla.org under the heading, "Exhibitor, Promotional Advertising, Workshop Presenter, Guest Lodging."

Note: PA FBLA cannot guarantee lodging for guests at Hershey Lodge for the State Leadership Conference. However, there is an excellent chance that rooms will be available at Hotel Hershey. Hotel Hershey, a five-star hotel, is within 3 miles of Hershey Lodge.

Reservation Deadline: Wednesday, February 15, 2017

Payment RECEIVED Deadline: Wednesday, February 22, 2017 (to guarantee these rates)

Lodging Rates:

\$159 – April 1 and April 2, 2017; Saturday and Sunday Night Rate (plus 11% tax = \$176.49)

\$165 - April 3, 2017; Monday Night Rate (plus 11% tax = \$183.15)

\$165 - April 4, 2017; Tuesday Night Rate (plus 11% tax = \$183.15)

\$165 – April 5, 2017; Wednesday Night Rate (plus 11% = \$183.15)

Forms of payment accepted: Checks made payable to PA FBLA, Purchase Order, Debit/Credit Card** (AMEX, Discover, MC, VISA)

**All debit/credit transactions must be processed through the secure site of PayPal and accompanied by the 2017 Guest Credit Card Processing Form AND the receipt from the PayPal transaction. See details above at the top of this page.

We hope you are able to support the State Leadership Conference in some capacity this year. Thank you for your time and consideration. I look forward to hearing from you.

Best wishes for a prosperous 2017!



Luke Skerpon
PA FBLA Staff Assistant for Conferences & Competitive Events
lskerpon@pafbla.us

All forms must be returned digitally using the links above. If you run into technical issues, please contact me.