



2016 PA FBLA State Leadership Workshop

Harrisburg Hilton, Harrisburg, PA

November 6-7, 2016

INVITATION TO EXHIBIT | ADVERTISE YOUR ORGANIZATION PRESENT A WORKSHOP

What: PA Future Business Leaders of America State Leadership Workshop
When: Sunday-Monday, November 6-7, 2016
Where: Harrisburg Hilton, Harrisburg

You are invited to attend the PA FBLA State Leadership Workshop!

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

Demographics of Attendees:

850 9th-12th grade students will be in attendance

150 – advisers and chaperones will be in attendance

About FBLA!

The Future Business Leaders of America (FBLA) is a non-profit 501(c)3 educational association with a quarter-million students preparing for careers in business and business-related fields. Pennsylvania FBLA consists of 294 active high schools and more than 13,900 members—the third largest state chapter in the national association. We attract students by designing inspiring programs to foster the development of individual business leadership skills, team skills, and communication.

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.

Pennsylvania FBLA Accomplishments in 2015-2016

We would like to share with you some of the achievements PA FBLA had this past year:

- We are the third largest state chapter in the national organization with 294 active chapters and 13,979 members (**our highest membership ever in our history**) – third only to Georgia and Missouri – and more than 20 new chapters joined our organization.
- PA FBLA had the largest delegation ever attend the National Leadership Conference in Chicago with more than 450 travelers.
- PA FBLA had the 3rd highest number of award winners at the 2016 NLC—third only to California and Georgia.
- Our State Leadership Conference held this past April continues to be close to 4,500 attendees, which is one of the largest state conferences in the national association
- We raised nearly \$48,500 for the 2015-2016 State Project, the Ronald McDonald Houses of Pennsylvania
- We moved just about everything we used to do by mail or UPS/FedEx to digital submissions, and we will continue that movement toward digital submissions.
- Our middle-level program continues to grow, and we offered an expanded program of events to reach as many ML students as possible. We reached 636 middle-level members in 25 active chapters, our largest membership ever.
- Our Virtual Chapter Membership continues to grow with more students participating in the program than ever before—giving options to students who are not in a traditional brick-and-mortar schools or who are in schools where no FBLA chapter exists.
- One of our largest and most successful State Leadership Workshops in our history was held this past November. Our State Leadership Workshop moves to Harrisburg this year and will be located at the Harrisburg Hilton.

- In a major change in how we operate our competitive events at the State Leadership Conference, our pre-conference and on-site judges all used an online system to submit their rankings which had a tremendous impact on accuracy and how quickly we were able to calculate rankings. Those efforts are now considered a potential model for the national office to implement at the National Leadership Conference.

There's a lot of progress, service, education, leadership, and excitement going on in FBLA, and we are inviting you to become a part of our leadership program. Your participation in our workshops and conferences over the years is one of the reasons why we are so successful. Thank you for all you do for the members of **Pennsylvania FBLA**.

Pennsylvania FBLA holds two state leadership programs every year –

- ... > **State Leadership Workshop (SLW)** – November 6-7, 2016, at the Harrisburg Hilton, Harrisburg
- ... > **State Leadership Conference (SLC)** -- April 3-5, 2017, at the Hershey Lodge in Hershey

This year, FBLA is celebrating our **75th Anniversary** with our national theme of “**A Legacy of Leadership!**” Attending the State Leadership Workshop is the first step. We are hoping you will join the “Legacy of Leadership” with our FBLA members and advisers by attending the workshop and/or lending your support. If you are interested in participating in both the SLW and SLC within the same school year, we are happy to offer you/your institution an exhibitor fee discount.

About the PA FBLA State Leadership Workshop (SLW)

The SLW is designed to inspire, educate, 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 sessions for advisers, and visiting with exhibitors who provide a wide variety of products and/or services.

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 40-minute workshop (10 minutes of the workshop may be devoted to marketing your school).**
*(If interested in presenting a workshop, please contact Janet Skiles at jskiles@pafbala.us. There are only a few open slots available.)**
- **One table with cover and chairs. Additional tables may be purchased upon request.**
- **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 Luke Skerpon no later than **October 21, 2016**. Details for digital submissions can be found on page 4.)
 - Promotional piece will be broadcast during the First General Session
- **The name of your post-secondary institution will be flashed on the big screens during the First General Session.**
- **All exhibitors will be recognized in the State Leadership Workshop program.**
- **SPECIAL SLW EXHIBITOR DISCOUNT PRICING** is now available for vendors who attend both the State Leadership Workshop (November 6-7, 2016) and State Leadership Conference (April 3-5, 2017) within the same school year **AND pre-pay fees for both events by October 28, 2016**. The “Exhibitor Package Discount” is **\$100 off the published rates**. (See rate chart on page 3) Details regarding the State Leadership Conference in April can be found on page 5.

*The workshop sessions available are on Sunday, November 6, between the hours of 1:15p-4:40p.m. and on Monday from 8:00a-9:15a.m.

The exhibitor fees, as adopted January, 2013, by the Pennsylvania FBLA Board of Directors are listed below by category. The fee includes one table with cover and chairs. If a second table is needed, the cost per table per event is listed below. Vendors purchasing two tables per event will be offered an additional 10% discount off the cost of tables. If a power source is needed, there is an additional fee of \$45 per table per event.

SLW Exhibitor Fees Chart

A. Fee Categories:	B. Fee per Table State Workshop November 6-7, 2016	C. Fee per Table State Conference April 3-5, 2017	D. Pre-paid <i>Two Event Fee</i> (one table per event) State Leadership Workshop, 2016 + State Leadership Conference 2017	E. ADDITIONAL Discount if purchasing 2 tables for each event--SLW & SLC
Scholarship School**	\$200	\$200	(\$200 + \$200 - \$100 discount) = \$300	10%
Non-scholarship Schools	\$300	\$300	(\$300 + \$300 - \$100 discount) = \$500	10%
Fundraising Companies	\$300	\$300	(\$300 + \$300 - \$100 discount) = \$500	10%
Textbook Companies	\$300	\$300	(\$300 + \$300 - \$100 discount) = \$500	10%
Publishing Companies	\$300	\$300	(\$300 + \$300 - \$100 discount) = \$500	10%
Equipment Companies	\$300	\$300	(\$300 + \$300 - \$100 discount) = \$500	10%
Vendors selling products	\$300	\$300	(\$300 + \$300 - \$100 discount) = \$550	10%

**Educational institution must be on the PA FBLA 2016-2017 list of participating scholarship schools.

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

Date: **Sunday, November 6, 2016**

Set Up Time: 8:30 a.m.

Exhibit Time: 9:30 a.m. to 5:35 p.m.

Location: Atrium Lobby

Date: **Monday, November 7, 2016**

Exhibit Time: 7:30 a.m. to 10:15 a.m.

Dismantle: 10:15 a.m.

Instructions to Contract for Exhibit Space, Purchase a Program Ad or Submit a 30-Second Promotional Piece for the SLW (and SLC if applicable)

To register as an **EXHIBITOR**, to **PURCHASE A PROGRAM AD**, or to **REGISTER A WORKSHOP PRESENTATION**, you must complete a *separate* digital Wufoo Registration Form. To take advantage of the complimentary 30-second Promotional Piece included in the Exhibitor registration fee, you will need to check the box in the last section on the Exhibitor Registration Form. (There is NO separate form to register a 30-second Promo Piece). **The form for each type of involvement can be accessed by clicking the link next to each category title on the following pages.**

A form of payment must be received in the office by the date printed in the instructions.

Acceptable forms of payment include:

- ... > **Business or personal check – made payable to: PA FBLA**
- ... > **Debit or credit card - process through PayPal*****
- ... > **Purchase Order**

***PA FBLA handles all debit and credit card payments through the secure site of PayPal. There is a 3% convenience fee charged for each debit/credit card transaction. There are three easy steps to complete a debit/credit transactions.

- ... **1. A digital SLW Credit Card Processing Form** must be completed and submitted for each transaction
- ... **2. Transaction must be completed by using the CREDIT CARD PAYMENTS link on the pafbla.org web site**
- ... **3. The credit card transaction RECEIPT** must be sent by email to: Luke Skerpon, lskerpon@pafbla.us and Bruce Boncal, bboncal@pafbla.us

The step-by-step instructions for completing a debit/credit card transaction are found on the digital 2016 Guest SLW Credit Card Processing Form. Click here for the form: [2016 SLW Guest Credit Card Processing Form](#)

Mail all payments to:

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

To register an **EXHIBITOR TABLE** at the SLW or to take advantage of the **PRE-PAID, TWO-EVENT "EXHIBITOR PACKAGE,"** click here:

[2016 SLW Exhibitor Registration Form](#)

Deadline: 10/14/2016

To take advantage of the **pre-paid, two-event special "Exhibitor Package"** pricing for participation in both the 2016 State Leadership Workshop and the 2017 State Leadership Conference (in the same school year), review the chart on page 3 above, determine the fees, and select **PRE-PAID, TWO-EVENT EXHIBITOR PACKAGE** on the digital **EXHIBITOR REGISTRATION**.

To register for **PROMOTIONAL OPPORTUNITIES – (SLW only)**

Program Advertising and/or 30-Second Promotional Piece. See deadline dates below.

- ✓ **Program advertising** – click here: **[2016 SLW Program Advertising - Ad Form](#)** - **Due: 10/14/16.**

Full page program ads are available in black and white or color. Half page ads are only available in black and white.

- ... > A full page ad (10" high x 7.5" wide) in black and white costs \$300;
- ... > A full page ad (10" high x 7.5" wide) in color \$400;
- ... > A full BACK page ad (10" high x 7.5" wide) in color \$450;
- ... > Half page ads can also be purchased in black and white (5.25" high x 7.5" wide) for only \$175.

- ✓ **30-Second Promotional Piece** – complimentary with exhibitor fees

To register a Promotional Piece, select the option on the 2016 SLW Exhibitor Registration Form.

Promotional Piece Submission Deadline: 10/21/2016

Included in the exhibitor package, here is your opportunity to submit a 30-second promotional piece advertising your school. The fee: \$0. (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 Luke Skerpon no later than **October 21.**

- ... > Promotional piece will be broadcast during the First General Session

To register a **WORKSHOP PRESENTATION – (SLW only)** click: **[2016 SLW Workshop Registration Form](#)**

To Register a Workshop Presentation – **Deadline: 10/21/2016**

The State Leadership Workshop is an educational experience—an extension of the learning done in the classroom at school and an extension of the educational activities conducted by local FBLA chapters. At the SLW, we offer a diverse selection of workshop sessions on topics such as:

Business Leadership	Business Etiquette	College & Career	Communication
Entrepreneurship	Finance & Investing	Management	Marketing
Salesmanship	Technology		

If you would like to present a workshop, please use the link above immediately. There are only a few openings remaining. Workshop presenters will be accepted on a first-come basis. Questions regarding workshops can be directed to Janet Skiles, PA FBLA Conference Coordinator, at jskiles@pafbla.us or 412.576.2826.

We hope you can lend a hand and support the State Leadership Workshop in November and/or the upcoming State Leadership Conference in April. Your contribution of time is greatly appreciated. I look forward to working with you this year!

Best wishes for an outstanding year.



Luke Skerpon, PA FBLA Staff Assistant for Conferences & Competitive Events
lskerpon@pafbla.us - 570.885.3554 (cell/text)