



# 2018 PA FBLA State Leadership Conference

Hershey Lodge & Convention Center; Hershey, PA

April 9-11, 2018

**What:** PA Future Business Leaders of America State Leadership Conference (PA FBLA SLC)  
**When:** Monday-Wednesday, April 9-11, 2018  
**Where:** Hershey Lodge, Hershey, Pennsylvania

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

With 4,600+ 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 80 competitive events, recognition 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.

Questions can be directed to:

Janet Skiles, PA FBLA Conference Coordinator, [jskiles@pafbla.us](mailto:jskiles@pafbla.us)

### **CATEGORIES OF INVOLVEMENT**

- A. EXHIBITOR REGISTRATION**
- B. PROMOTIONAL OPPORTUNITIES / SPONSORSHIPS**
- C. CONFERENCE APP and 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 approximately 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 2018 State Leadership Conference**

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

**9<sup>th</sup>-12<sup>th</sup>** grade students will participate

**4,200** (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

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**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](http://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 the state office by the deadline; you will be invoiced.**

**ALL PAYMENTS ARE DIRECTED TO:**  
Mr. Bruce Boncal, PA FBLA Executive Director  
PO Box 5085  
Jersey Shore, PA 17740

## A. EXHIBITOR REGISTRATION

<https://pafbla.wufoo.com/forms/q65uog1jt30of/>

**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](http://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 **Friday, February 23, 2018**. **PAYMENT** must be received by **Friday, March 9, 2018** to complete the registration process.

### EXHIBITOR HOURS:

Date: **Monday, April 9, 2018** – 10 a.m. set up; Exhibitor Hours: 2:00 p.m. – 6:30 p.m.

Date: **Tuesday, April 10, 2018** – 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/q65uog1jt30of/>

*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/>

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 1,280+ competitive event awards would cost \$25,000. Please open the link above to learn more about the categories of sponsorships available. We hope you can lend a hand!

### **Promotional Opportunities Available and Associated Fees**

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

1. **Competitive Events/Recognition Awards Sponsorships**

GOLD SPONSOR to fund the entire competitive events program of 1,280+ awards for \$25,000.

Multiple SILVER SPONSORSHIPS to fund a single event (10 plaques; places 1-10) for \$300 each.

Multiple BRONZE SPONSORSHIPS, in increments of \$50 up to \$250, to share in the cost of sponsoring a single event.

2. **Conference App Splash Page Sponsorship**

ONE PROGRAM APP SPLASH PAGE SPONSOR. For \$750, your name will appear on every screen each time the app is opened.

3. **Conference Sponsorships** (advertising) Organizations/individuals may sponsor various activities of the conference.

Full Sponsorship - \$500 per item

Co-sponsorships starting at \$150 up to \$450 per item in increments of \$50.

**Form B. Sponsorship Registration Form** is published on [www.pafbla.org](http://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, February 23, 2018**. **PAYMENT** must be received by **Friday, March 9, 2018** to complete the registration process.

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## **C. CONFERENCE APP & HANDOUT ADVERTISING**

<https://pafbla.wufoo.com/forms/m1hbks4d05n8cri/>

### **PA FBLA has gone digital and now utilizes a conference app instead of a full program!**

There are different opportunities available for advertising and sponsorship items. A limited number of program ads are available in full-page and half-page, black and white or color. Below are the prices for the different sizes and type of advertising space:

- A. \$200 each - Half-page, black/white ad, approximate size 5.25" x 7.5" (limited space available)
- B. \$250 each - Half-page, full color ad, approximate size 5.25" x 7.5" (limited space available)
- C. \$350 each - Full-page, black/white ad, approximately 10.0" x 7.5" (limited space available)
- D. \$400 each - Gobo Advertising (Goes before Optic) A stagnant image (your organization's logo) is projected on the wall of the Great American Hall for the duration of the conference.
- E. \$450 each - Full page, 4-color ad, approx. size, 10.5" x 7.5" inside front or inside back cover
- F. \$500 each - Full page, 4-color ad, approx. size, 10.5" x 7.5" back cover (only one ad available)
- G. \$750 each - Conference App Splash Page (only 1 splash page advertisement available)

Refer to **Form C. SLC App/Handout Advertising Form** for additional details, pricing, payment options and required methods of digital submissions.

**Form C. SLC App/Handout Advertising Form** is published on [www.pafbla.org](http://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 23,**

**2018.** PAYMENT must be received by **Friday, March 9, 2018** to complete the registration process. Upon submission of Form C., the ad will be sent directly to the publisher.

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## **D. DIGITAL MULTIMEDIA PROMOTIONAL SPOTS**

<https://pafbla.wufoo.com/forms/mf7ssgp1m8gumz/>

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. 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 be sent electronically as a video file (.MP4 or MOV with h264 compression) or PowerPoint file. 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](http://www.pafbla.org) under the heading, “Exhibitor, Promotional Advertising, Workshop Presenter, Guest Lodging.” Form must be completed and sent electronically by clicking “submit” at the bottom of the form so it is **RECEIVED** by the deadline date of **Friday, March 1, 2018**. Send or submit payment by **Friday, March 9, 2018**. The actual digital submissions are **due to** Cybis Communications no later than **Friday, March 16** for inclusion in the multimedia productions.

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## **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 9 and Tuesday, April 10.

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 16, 2018**. 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](http://www.pafbla.org) under the heading, “Exhibitor, Promotional Advertising, Workshop Presenter, Guest Lodging.”

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## Competitive Event Judging Opportunities

1. Click the following link for the **judging information form**: <https://pafbla.wufoo.com/forms/m173wahn04vtwbg/>
2. Click the following link if you would like to **request to judge**: <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 Baltimore, Maryland.

The judging experience is an amazing opportunity and provides a wonderful opportunity to see some of Pennsylvania's most talented high school students. We need approximately 375 judges to cover all the performance event competitions. If you can judge one or more of the competitive events on Monday, April 9 or Tuesday, April 10 or both days, please click the link above in yellow. 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.

If you have an interest in judging and would like more information, click #1 link above.

If you would like to judge, click #2 link above.

We look forward to seeing you in Hershey!

## Payment Methods for All Categories of Involvement

There are multiple ways to make payment for your exhibitor fees, sponsorships, etc.

1. Organization or personal check
2. Organization purchase order – All purchase order payments must be paid in full and postmarked no later than 30 days prior to the opening of the SLC, which is March 9, 2018. Invoices will be sent.
3. Organization ACH payment (transfer from bank account to bank account via PA FBLA's Quickbooks or via the organization system's electronic payments process.
4. Organization credit card or personal credit card – (3% convenience fee applies) The following credit cards are accepted: AMEX, Discover, MasterCard, Visa)

All forms of payment must be made payable to: PA FBLA

Payments made by check must be mailed to:

Bruce Boncal, PA FBLA Executive Director  
2018 State Leadership Conference  
PO Box 5085  
Jersey Shore, PA 17740

Complete organization purchase orders may be emailed to: [bboncal@pafbla.us](mailto:bboncal@pafbla.us) (please do not email just the PO number.

### Debit/Credit Card Payments

A completed Guest Credit Card Processing form (along with the receipt from the PayPal transaction) must accompany all debit/credit card payments. Follow these steps:

1. After completing the Credit Card Processing Form;
2. Process your PayPal transaction. Log in to [www.pafbla.org](http://www.pafbla.org). Scroll down to the last menu on the left side of the home page. Click the Credit Card Payments button. Once inside, enter:
  - a. Name of Person Submitting the Payment
  - b. Name of School Affiliation
  - c. Click Pay Now
3. Follow the prompts on the "Your Order Summary" side. Follow the prompts on the "Choose a Way to Pay" side. You do not need a PayPal account to process the transaction. Enter PayPal as a guest.
4. A 3% convenience fee applies. The fee will automatically be added to your order total. This is not a sales tax.

Organization ACH Payments

If you choose to make payment digitally through electronic transfer, please contact Bruce Boncal, Executive Director, at [bboncal@pafbla.u](mailto:bboncal@pafbla.u), for the procedures.

Invoices will be sent based on your choice of payment as selected on each registration form.

If you have questions regarding any form of payment procedures, please contact Bruce Boncal, [bboncal@pafbla.us](mailto:bboncal@pafbla.us).

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## 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 now published on [www.pafbla.org](http://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 21, 2018**

**Payment RECEIVED Deadline: Wednesday, February 28, 2018** (to guarantee these rates)

Lodging Rates:

\$180 – April 7 and April 8, 2018; Saturday and Sunday Night Rate (rate includes 11% tax)

\$193 - April 9, 2018; Monday Night Rate (rate includes 11% tax)


\$193 - April 10, 2018; Tuesday Night Rate (rates includes 11% tax)

\$193 – April 11, 2018; Wednesday Night Rate (rate includes 11% tax)

Forms of payment accepted: Checks made payable to PA FBLA, Purchase Order, Debit/Credit Card\*\* (AMEX, Discover, MC, VISA) Additional payment instructions can be found on the Guest Lodging Registration Form.

We hope you can 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 2018!



Janet Skiles

PA FBLA Conferences Coordinator

[jskiles@pafbla.us](mailto:jskiles@pafbla.us)

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