PARTICIPATION OPPORTUNITIES
2022 NLC Conference Prospectus

National Leadership Conference
CHICAGO, ILLINOIS, McCormick Place

PBL: June 24-27, 2022
FBLA & FBLA-ML: June 29 – July 2, 2022
WELCOME AND THANK YOU

Future Business Leaders of America-Phi Beta Lambda, Inc. (FBLA-PBL) invites you to support our mission to build community-minded business leaders. This prospectus introduces you to a variety of collaborative activities that are advantageous to your brand, while providing our members with the best options and resources to support their goals.

FBLA-PBL is the largest career student business organization in the world. Each year, FBLA-PBL helps over 230,000 members prepare for careers in business. An established Career and Technical Student Organization (CTSO), FBLA-PBL is recognized by the Association for Career and Technical Education, International Assembly for Collegiate Business Education, National Association of Parliamentarians, National Association of Secondary School Principals, National Business Education Association, and the U.S. Department of Education.

On behalf of FBLA-PBL, I am grateful for your interest and continued support. We look forward to working together toward a shared mission.

With appreciation,

Alexander T. Graham

President & CEO

Ready to Support our Future Business Leaders? Contact:
Patty Wanzer | Patty.wanzer@freeman.com | 202-277-9394
Mike Hyatt | FBLA Development Manager | mhyatt@fbla.org | 703-860-0842
MISSION AND DEMOGRAPHICS

WHO WE ARE

Future Business Leaders of America-Phi Beta Lambda, Inc (FBLA-PBL) is the oldest and largest national student business association with over 230,000 middle school, high school, and college members interested in pursuing a career in business. More than 6,500 chapters are chartered across the country. FBLA-PBL mission is inspire and prepare students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences. Proven results of FBLA-PBL membership are leadership, fund-raising experience, good citizenship, and proficiency in business.

Each year, the best and brightest of FBLA-PBL convene to compete in leadership and business events, attend leadership development workshops, share their successes, and discover new ideas to shape their career future.

REACH THE DECISION MAKERS

The FBLA-PBL National Leadership Conference (NLC) brings together thousands of decision makers, administrators, teachers, and student members. FBLA-PBL members and advisers initiate projects and programs, solicit bids, and are prepared to make purchasing and fundraising decisions based on what they see at the exhibit area. Student members are reviewing colleges and universities, looking at chapter advancement opportunities, and seeking internships and employment. Join FBLA-PBL for the 2022 NLC in Chicago, IL.
IN THIS PROSPECTUS

05 – 16 Sponsorship Opportunities
17 – 18 Exhibit Opportunities
19 Advertising Opportunities
21 Year Round Engagement

FBLA-PBL, a 501(c)(3) is funded by membership dues, conference fees, corporate contributions, and grants.
SPONSORSHIP

FBLA-PBL sponsors have a shared mission and contribute to FBLA-PBL programs, such as the National Awards Program, and in return received promotional advantages.

FBLA-PBL sponsors are recognized as leaders in promoting business education in thousands of schools across the country. We invite you to join the companies that are sponsors of our 100+ competitive events, providing trophies and cash awards for the top NLC student competitors.

FBLA NLC sponsors receive complimentary registrations and extensive branding both online and onsite for NLC in addition to priority booth selection based on application receipt date. Priority booth selection deadline is April 22.
SPONSORSHIP OPPORTUNITIES

PHI BETA LAMBDA (COLLEGIATE DIVISION)  
June 24 – 27, 2022

Phi Beta Lambda (PBL), the collegiate division of FBLA-PBL, is dedicated to inspiring and developing the next generation of leaders by preparing members for careers in business and business-related fields. The NLC will offer a breadth of activities that build personal and professional skills, including unique career development programs, workshops, and so much more.

INSPIRE

Conference Sponsor (PBL): $25,000 (Exclusive)

- Opportunity to present a 45-minute educational workshop at the FBLA-PBL National Leadership Conference
- Logo recognition within all session slides throughout the FBLA-PBL Conference
- Dedicated eBlast to all members - FBLA to send one dedicated eBlast to PBL students and advisers.
- Opportunity to distribute a promotional item in the session rooms
- Opportunity to provide a banner ad for the conference website
- Branded profile in sponsor section of the FBLA PBL NLC Mobile App
- Acknowledgement in one mobile app push notification per day on event mobile app
- One social media post on Facebook, Instagram, and Twitter during the National Leadership Conference announcing the sponsorship
- Sponsor will receive 6 complimentary registrations to the FBLA-PBL NLC
- A Sponsor representative may assist in judging competitive events as assigned by FBLA-PBL staff
- Logo acknowledgment on conference homepage and conference mobile app as a featured sponsor
- Logo recognition on conference communications sent to attendees including monthly email updates and pre-conference Know Before You Go Message
- Logo acknowledgment in Tomorrow’s Business Leader® Special Edition received by all FBLA-PBL students and advisers
- Logo acknowledgment in Adviser eBlast received by all FBLA-PBL local advisers (provide content once per quarter)
- Sponsor logo will be featured on event signage at the FBLA PBL NLC
- Sponsor logo and link will be included on event website

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Mike Hyatt  |  FBLA Development Manager  |  mhyatt@fbla.org  |  703-860-0842
SPONSORSHIP OPPORTUNITIES

General Session Sponsor (PBL): $10,000

- 2 spots available
- Opportunity for welcoming remarks at the General Session (Max 2 minutes)
- Verbal recognition and logo recognition during General Session
- Opportunity to distribute a promotional item in a session room
- Branded profile in sponsor section of the FBLA-PBL NLC Mobile App
- Acknowledgment in push notification at the start of selected General Session
- One social media post on Facebook, Instagram, and Twitter during the NLC
- Sponsor will receive 4 complimentary registrations to the FBLA-PBL NLC
- A Sponsor representative may assist in judging competitive events as assigned by FBLA-PBL staff
- Logo acknowledgment on conference homepage and conference mobile app as a sponsor
- Logo recognition on conference communications sent to attendees including monthly email updates and pre-conference Know Before You Go Message
- Logo acknowledgment in Tomorrow’s Business Leader® Special Edition received by all FBLA-PBL students and advisers
- Logo acknowledgment in Adviser eBlast received by all FBLA-PBL local advisers
- Sponsor logo will be featured on event signage at the FBLA-PBL NLC
- Sponsor logo and link will be included on event website

Workshop Track Sponsor - $5,000

PBL Tracks include: Career Insights, Executive Thinking, Adulting 101, Chapter Management (*Each track is Exclusive)

- Verbal recognition and logo recognition during Workshop Track Sessions
- Opportunity to distribute a promotional item in the session room
- Branded profile in sponsor section of the FBLA-PBL NLC Mobile App
- Sponsor will receive 2 complimentary registrations to the FBLA-PBL NLC
- A Sponsor representative may assist in judging competitive events as assigned by FBLA-PBL staff
- Logo acknowledgment on conference homepage and conference mobile app as a sponsor
- Logo recognition on conference communications sent to attendees including monthly email updates and pre-conference Know Before You Go Message
- Logo acknowledgment in Tomorrow’s Business Leader® Special Edition received by all FBLA-PBL students and advisers
- Sponsor logo will be featured on event signage at the FBLA-PBL NLC
- Sponsor logo and link will be included on event website

June 24 | 7pm
June 27 | 7pm
SPONSORSHIP OPPORTUNITIES

CHAMPION

National Awards Program | Competitive Events
Sponsor - $3,000

- Logo recognition during the FBLA-PBL Awards of Excellence Ceremony
- Sponsor name will be included in the FBLA-PBL Awards of Excellence program as a sponsor of the competitive event
- A company representative may present the top ten awards onstage for the specific competitive event category
- Sponsor will receive 1 complimentary registration to the FBLA-PBL NLC
- A Sponsor representative may assist in judging competitive events as assigned by FBLA-PBL staff
- Branded profile in sponsor section of the FBLA-PBL NLC Mobile App
- Logo acknowledgment in Tomorrow’s Business Leader® Special Edition received by all FBLA-PBL students and advisers
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PBL (Collegiate Level) Competitive Event Categories

- Accounting Analysis & Decision Making
- Accounting Principles
- Accounting for Professionals
- Administrative Support Technology
- Business Communication
- Business Decision Making
- Business Ethics
- Business Law
- Business Presentation
- Business Sustainability
- Client Service
- Community Service Project
- Computer Concepts
- Cost Accounting
- Cyber Security
- Desktop Publishing
- Digital Media
- Economic Analysis & Decision Making
- Emerging Business Issues
- Entrepreneurship Concepts
- Financial Analysis & Decision Making
- Financial Concepts
- Financial Services
- Forensic Accounting
- Future Business Educator
- Future Business Executive
- Global Analysis & Decision Making
- Help Desk
- Hospitality Management
- Human Resource Management
- Impromptu Speaking
- Information Management
- Insurance Concepts
- Integrated Marketing Campaigns
- Job Interview
- Justice Administration
- Local Chapter Annual Business Report
- Macroeconomics
- Management Analysis & Decision Making
- Marketing Concepts
- Marketing Analysis & Decision Making
- Marketing Concepts
- Microeconomics
- Network Design
- Networking Concepts
- Organizational Behavior & Leadership
- Parliamentary Procedure
- Personal Finance
- Programming Concepts
- Project Management
- Public Speaking
- Retail Management
- Sales Presentation
- Small Business Management Plan
- Social Media Marketing
- Sports Management & Marketing
- Strategic Analysis & Decision Making
- Website Design

Become a judge and watch our students shine!

Judging competitive events at the National Leadership Conference is an opportunity to use your career knowledge to aid in the growth of tomorrow’s business leaders. FBLA-PBL offers a wide variety of business-related and leadership competitions that the members work on throughout the year and present to a set of judges for review. Judges use rubrics provided by FBLA-PBL to rate how well each competitor did, provide feedback for those competitors, and determine a list of winners to be recognized. These young leaders need the expertise you can provide to elevate their learning and prepare them for their upcoming careers. For more information and to register, please visit fbla-nlc.org/judging.

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SPONSORSHIP OPPORTUNITIES

ENGAGE

Leadership Lounge Sponsor - $10,000
The FBLA-PBL Leadership Lounge on the will offer students and advisers free WiFi, outlets for charging, and a place to network.
• Opportunity for custom branding and unique activation within the Lounge
• Logo recognition on signage designating the Leadership Lounge
• Opportunity to distribute a promotional item
• Branded profile in sponsor section of the FBLA-PBL NLC Mobile App
• Sponsor will receive 2 complimentary registrations to the FBLA-PBL NLC
• Logo acknowledgment on conference homepage and conference mobile app as a sponsor
• Logo recognition on conference communications sent to attendees including monthly email updates and pre-conference Know Before You Go Message
• Logo acknowledgment in Tomorrow’s Business Leader® Special Edition received by all FBLA-PBL students and advisers
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• Sponsor logo and link will be included on event website

Lanyards - $7,500
Your company logo on the lanyards that every FBLA-PBL attendee receives and wears around the conference will keep your company front and center in the eyes of the attendees. Lanyard and imprint colors are chosen by FBLA-PBL to match the show look in 2022.
• Branded profile in sponsor section of the FBLA-PBL NLC Mobile App
• Sponsor will receive 2 complimentary registrations to the FBLA-PBL NLC
• A Sponsor representative may assist in judging competitive events as assigned by FBLA-PBL staff
• Logo acknowledgment on conference homepage and conference mobile app as a sponsor
• Logo recognition on conference communications sent to attendees including monthly email updates and pre-conference Know Before You Go Message
• Logo acknowledgment in Tomorrow’s Business Leader® Special Edition received by all FBLA-PBL students and advisers
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SPONSORSHIP OPPORTUNITIES

FBLA AND FBLA-ML
(HIGH SCHOOL & MIDDLE SCHOOL DIVISIONS)

FBLA helps high school and middle school students prepare for careers in business through academic competitions (Competitive Events), leadership development, and educational programs. The NLC will offer a breadth of activities that build personal and professional skills, including unique career development programs, workshops, and so much more.

INSPIRE

Conference Sponsor (FBLA): $25,000

- Opportunity to present a 45-minute educational workshop at the National Leadership Conference.
- Logo recognition within all session slides throughout the FBLA Conference
- Dedicated eBlast to all members – FBLA to send one dedicated eBlast to FBLA students and advisers.
- Opportunity to distribute a promotional item in the session rooms
- Opportunity to provide a banner ad for the conference website
- Branded profile in sponsor section of the FBLA NLC Mobile App
- Acknowledgement in one mobile app push notification per day on event mobile app
- One social media post on Facebook, Instagram, and Twitter during the National Leadership Conference announcing the sponsorship
- Sponsor will receive 6 complimentary registrations to the FBLA NLC
- A Sponsor representative may assist in judging competitive events as assigned by FBLA staff
- Logo acknowledgment on conference homepage and conference mobile app as a featured sponsor
- Logo recognition on conference communications sent to attendees including monthly email updates and pre-conference Know Before You Go Message
- Logo acknowledgment in Tomorrow’s Business Leader® Special Edition received by all FBLA students and advisers
- Logo acknowledgment in Adviser eBlast received by all FBLA local advisers (provide content once per quarter)
- Sponsor logo will be featured on event signage at the FBLA NLC
- Sponsor logo and link will be included on event website

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SPONSORSHIP OPPORTUNITIES

General Session Sponsor (FBLA): $10,000

- Opportunity for welcoming remarks at the General Session (Max 2 minutes)
- Verbal recognition and logo recognition during General Session
- Opportunity to distribute a promotional item in the session room
- Branded profile in sponsor section of the FBLA NLC Mobile App
- Acknowledgment in push notification at the start of selected General Session
- One social media post on Facebook, Instagram, and Twitter during the National Leadership Conference
- Sponsor will receive 4 complimentary registrations to the FBLA NLC
- A Sponsor representative may assist in judging competitive events as assigned by FBLA staff
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Workshop Track Sponsor - $5,000

FBLA Tracks include: Landing the Job, FBLA Programs & Chapter Leadership, Emerging Leader Preparation, Business Skills, Leadership & Personal Development.

FBLA-ML Tracks include: Communicating Effectively, Foundations of Leadership & FBLA, Career Exploration Adviser Tracks include: Best Practice in Chapter Operations, Integrating FBLA into the Classroom, What’s New for 2022-23 at FBLA-PBL

(*Each track is Exclusive)

- Verbal recognition and logo recognition during Workshop Track Sessions
- Opportunity to distribute a promotional item in the session room
- Branded profile in sponsor section of the FBLA PBL NLC Mobile App
- Sponsor will receive 2 complimentary registrations to the FBLA NLC
- A Sponsor representative may assist in judging competitive events as assigned by FBLA-PBL staff
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SPONSORSHIP OPPORTUNITIES

CHAMPION

National Awards Program | Competitive Events
Sponsor - $3,000

- Logo recognition during Awards of Excellence Ceremony
- Sponsor name will be included in the Awards of Excellence program as a sponsor of the competitive event
- A company representative may present the top ten awards onstage for the specific competitive event category
- Sponsor will receive 1 complimentary registrations to the FBLA NLC
- A Sponsor representative may assist in judging competitive events as assigned by FBLA-PBL staff
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FBLA (High School Division) Competitive Event Categories

- 3D Animation
- Accounting I
- Accounting II
- Advertising
- Agribusiness
- American Enterprise Project
- Banking & Financial Systems
- Broadcast Journalism
- Business Calculations
- Business Communications
- Business Ethics
- Business Financial Plan
- Business Law
- Business Management
- Business Plan
- Client Service
- Coding & Programming
- Community Service Project
- Computer Applications
- Computer Game & Simulation Programming
- Computer Problem Solving
- Cyber Security
- Data Analysis
- Database Design & Application
- Digital Video Production
- E-Business
- Economics
- Electric Career Portfolio
- Entrepreneurship
- Future Business Leader
- Graphic Design
- Health Care Administration
- Help Desk
- Hospitality & Event Management
- Human Resource Management
- Impromptu Speaking
- Insurance & Risk Management
- International Business
- Introduction to Business Communications
- Introduction to Business Concepts
- Introduction to Business Presentation
- Introduction to Business Procedures
- Introduction to Event Planning
- Introduction to FBLA
- Introduction to Financial Math
- Introduction to Information Technology
- Introduction to Parliamentary Procedure
- Introduction to Public Speaking

Become a judge and watch our students shine!

Judging competitive events at the National Leadership Conference is an opportunity to use your career knowledge to aid in the growth of tomorrow’s business leaders. FBLA-PBL offers a wide variety of business-related and leadership competitions that the members work on throughout the year and present to a set of judges for review. Judges use rubrics provided by FBLA-PBL to rate how well each competitor did, provide feedback for those competitors, and determine a list of winners to be recognized. These young leaders need the expertise you can provide to elevate their learning and prepare them for their upcoming careers. For more information and to register, please visit fbla-nlc.org/judging.

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SPONSORSHIP OPPORTUNITIES

**FBLA (High School Division) Competitive Event Categories cntd.**
- Introduction to Social Media Strategy
- Job Interview
- Journalism
- Local Chapter Annual Business Report
- Management Information Systems
- Marketing
- Mobile Application Development
- Network Design
- Network Infrastructure
- Organizational Leadership
- Parliamentary Procedure
- Partnership with Business Project
- Personal Finance
- Political Science
- Public Service Announcement
- Public Speaking
- Publication Design
- Sales Presentation
- Securities & Investment
- Social Media Strategies
- Sports & Entertainment Management
- Spreadsheet Applications
- Supply Chain Management
- UX Design
- Website Design
- Word Processing

**FBLA-ML (Middle School Division) Competitive Event Categories**
- Business Ethics
- Business Etiquette
- Career Exploration
- Career Research
- Community Service Presentation
- Critical Thinking
- Digital Citizenship
- Elevator Speech
- Exploring Business Issues
- Exploring Computer Science
- Exploring Economics
- Exploring Technology
- FBLA Concepts
- FBLA Mission & Pledge
- Financial Literacy
- Interpersonal Communication
- Leadership
- Learning Strategies
- Marketing Mix Challenge
- Multimedia & Website Design
- Running an Effective Meeting
- Video Game Challenge

**CONNECT**

**Lanyards - $17,500**
Your company logo on the lanyards that every attendee receives and wears around the conference will keep your company front and center in the eyes of the attendees. Lanyard and imprint colors are chosen by FBLA to match the show look in 2022.
- Branded profile in sponsor section of the FBLA NLC Mobile App
- Sponsor will receive 4 complimentary registrations to the FBLA NLC
- A Sponsor representative may assist in judging competitive events as assigned by FBLA-PBL staff
- Logo acknowledgment on conference homepage and conference mobile app as a sponsor
- Logo recognition on conference communications sent to attendees including monthly email updates and pre-conference Know Before You Go Message
- Logo acknowledgment in Tomorrow's Business Leader® Special Edition received by all FBLA-PBL students and advisers
- Sponsor logo will be featured on event signage at the FBLA PBL NLC
- Sponsor logo and link will be included on event website

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# SPONSORSHIP OPPORTUNITIES

**Shuttle Sponsor - $25,000**

This sponsorship offers recognition at the convention center as well as all hotels with shuttle service including custom art on convention center shuttle stops and shuttle bus clings. Also includes logo recognition on hotel signage.

- Logo recognition on signage designating the Shuttle Bus area at both the Convention Center and Hotels
- Logo recognition on shuttle bus clings
- Branded profile in sponsor section of the FBLA NLC Mobile App
- Acknowledgment in one mobile app push notification at the start of FBLA NLC
- One social media post on Facebook, Instagram, and Twitter during the National Leadership Conference
- Sponsor will receive 6 complimentary registrations to the FBLA NLC
- Logo acknowledgment on conference homepage and conference mobile app as a sponsor
- Logo recognition on conference communications sent to attendees including monthly email updates and pre-conference Know Before You Go Message
- Logo acknowledgment in Tomorrow’s Business Leader® Special Edition received by all FBLA-PBL students and advisers
- Sponsor logo will be featured on event signage at the FBLA NLC
- Sponsor logo and link will be included on event website

**Alumni & Professional Network Reception - $15,000**

June 28, 2022 | 5:30-7:00

- Opportunity for welcoming remarks at the Reception (Max 2 minutes)
- Verbal recognition and logo recognition during Reception
- Opportunity to distribute a promotional item
- Branded profile in sponsor section of the FBLA NLC Mobile App
- Acknowledgment in push notification at the start of the Reception
- One social media post on Facebook, Instagram, and Twitter during the National Leadership Conference
- Sponsor will receive 4 complimentary registrations to the FBLA NLC
- A Sponsor representative may assist in judging competitive events as assigned by FBLA staff
- Logo acknowledgment on conference homepage and conference mobile app as a sponsor
- Logo recognition on conference communications sent to attendees including monthly email updates and pre-conference Know Before You Go Message
- Logo acknowledgment in Tomorrow’s Business Leader® Special Edition received by all FBLA students and advisers
- Logo acknowledgment in Adviser eBlast received by all FBLA local advisers
- Sponsor logo will be featured on event signage at the FBLA NLC
- Sponsor logo and link will be included on event website

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SPONSORSHIP OPPORTUNITIES

ENGAGE (On Floor Activations)

Showcase Theater - $20,000
The Showcase Theater will located on the show floor and provide short form programming for students and advisers.
• Opportunity to host two (2) sessions in the Showcase Theater
• Opportunity for custom branding within the Showcase Theater
• Logo recognition on signage designating the Showcase Theater
• Opportunity to distribute a promotional item
• Branded profile in sponsor section of the FBLA NLC Mobile App
• Acknowledgment in mobile app push notification at the start of Showcase Theater session
• One social media post on Facebook, Instagram, and Twitter during the National Leadership Conference
• Sponsor will receive 6 complimentary registrations to the FBLA NLC
• Logo acknowledgment on conference homepage and conference mobile app as a sponsor
• Logo recognition on conference communications sent to attendees including monthly email updates and pre-conference Know Before You Go Message
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• Sponsor logo and link will be included on event website

Showcase Theater Presentation - $3,500
Present a custom 30-minute session in front of a captive audience right on the show floor. Package includes basic AV, space for 50 people and session information on the website, onsite signage, and mobile app.
• One (1) 30-minute time slot reserved in the Showcase Theater located on the exhibit floor
• Session Title and company name listed on the Showcase Theater signage, event website and event mobile app

Standard AV set provided includes:
• Single wireless lavalier microphone
• Podium Mic
• Screen
• Laptop
• Projector
Internet access and additional AV needs are NOT included but may be ordered at an additional fee.

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SPONSORSHIP OPPORTUNITIES

**Adviser Lounge - $25,000**
- Opportunity for custom branding and unique activation within the Adviser Lounge
- Logo recognition on signage designating the Adviser Lounge
- Opportunity to distribute a promotional item
- Branded profile in sponsor section of the FBLA NLC Mobile App
- Sponsor will receive 6 complimentary registrations to the FBLA NLC
- Logo acknowledgment on conference homepage and conference mobile app as a sponsor
- Logo recognition on conference communications sent to attendees including monthly email updates and pre-conference Know Before You Go Message
- Logo acknowledgment in Tomorrow’s Business Leader® Special Edition received by all FBLA-PBL students and advisers
- Sponsor logo will be featured on event signage at the FBLA NLC
- Sponsor logo and link will be included on event website

**Connect Lounge - $15,000**
The Connect Lounge offers attendees free Wi-Fi, charging tables and a place to connect with other members.
- Opportunity for custom branding and unique activation within the Lounge
- Logo recognition on signage designating the Connect Lounge
- Opportunity to distribute a promotional item
- Branded profile in sponsor section of the FBLA NLC Mobile App
- Sponsor will receive 4 complimentary registrations to the FBLA NLC
- Logo acknowledgment on conference homepage and conference mobile app as a sponsor
- Logo recognition on conference communications sent to attendees including monthly email updates and pre-conference Know Before You Go Message
- Logo acknowledgment in Tomorrow’s Business Leader® Special Edition received by all FBLA-PBL students and advisers
- Sponsor logo will be featured on event signage at the FBLA NLC
- Sponsor logo and link will be included on event website
SPONSORSHIP OPPORTUNITIES

Regional Lounges - $15,000
Regional Lounges offer a space for Regions to connect throughout the event. Available Regions include: Southern, Eastern, North Central, Western and Mountain Plains
- Opportunity for custom branding and unique activation within the selected Lounge
- Logo recognition on signage designating the Lounge
- Opportunity to distribute a promotional item
- Branded profile in sponsor section of the FBLA NLC Mobile App
- Sponsor will receive 4 complimentary registrations to the FBLA NLC
- Logo acknowledgment on conference homepage and conference mobile app as a sponsor
- Logo recognition on conference communications sent to attendees including monthly email updates and pre-conference Know Before You Go Message
- Logo acknowledgment in Tomorrow’s Business Leader® Special Edition received by all FBLA-PBL students and advisers
- Sponsor logo will be featured on event signage at the FBLA NLC
- Sponsor logo and link will be included on event website

Headshot Lounge - $15,000
FBLA Members will have the opportunity to have their professional portraits taken at the event. Photographer will be provided.
- Opportunity for custom branding within the Lounge
- Logo recognition on signage designating the Lounge
- Opportunity to distribute a promotional item
- Branded profile in sponsor section of the FBLA NLC Mobile App
- Sponsor will receive 4 complimentary registrations to the FBLA NLC
- Logo acknowledgment on conference homepage and conference mobile app as a sponsor
- Logo recognition on conference communications sent to attendees including monthly email updates and pre-conference Know Before You Go Message
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- Sponsor logo and link will be included on event website

Custom Sponsorships and signage opportunities are available upon request. Please contact us to discuss opportunities.

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EXHIBITS

Attendees visit the exhibit area throughout the conference. Student campaign booths on the show floor attract additional traffic to the exhibit area.

The exhibit area is for anyone who wants to reach over 1,700 (FBLA) and 200 (PBL) business educators—key decision makers who directly influence the purchase of hundreds of products and services. These state and local educators:

1. shorten the buying process by working with you face-to-face,
2. see products demonstrated firsthand, and
3. compare your products with other suppliers.

You also will reach 9,300 (FBLA) and 1,500 (PBL) premier business students representing attendees from across the country, as well as Puerto Rico, U.S. Virgin Islands, and Department of Defense Dependent Schools in Europe.

Bring your products, services, and message to FBLA-PBL.

Our teachers, state and local officers, and top students will spread the word to local schools and communities throughout the United States and abroad.

Reach 9,300 (FBLA) and 1,500 (PBL) premier business students representing attendees from across the country.

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EXHIBITS

PBL Exhibits

PBL Table Top Exhibit - $750

June 24, 11:30am-5pm
June 25, 9am-4pm

PRL tabletop exhibit space includes:

- One six (6) ft draped table with two chairs and wastebasket
- Two (2) Complimentary conference registrations
- Company profile in mobile app

*Note: Additional badges are $100

PASSPORT COMPETITION - $500

The passport contest is an opportunity to increase traffic to your booth and increase lead generation. By participating in the contest, attendees are incentivized to visit your booth and connect with you to earn a stamp. Attendees that earn all stamps on their passports will be entered into a drawing for prizes.

FBLA Exhibits

FBLA College | University 10x10 - $1,250
FBLA Corporate 10x10 - $1,500

June 29, 11am-6:30pm
June 30, 9am-4pm
July 1, 9am-2pm

FBLA exhibit space includes:

- 10’ x 10’ standard booth with 8’ back drape and 3’ side drape
- Exhibitor identification sign
- One six (6) ft draped table with two chairs and wastebasket
- Company profile in mobile app
- Two (2) Complimentary conference registration

*Note: Additional badges are $100

PASSPORT COMPETITION - $500

The passport contest is an opportunity to increase traffic to your booth and increase lead generation. By participating in the contest, attendees are incentivized to visit your booth and connect with you to earn a stamp. Attendees that earn all stamps on their passports will be entered into a drawing for prizes.

Ready to Support our Future Business Leaders? Contact:
Patty Wanzer  |  Patty.wanzer@freeman.com  |  202-277-9394
Mike Hyatt  |  FBLA Development Manager  |  mhyatt@fbla.org  |  703-860-0842
ADVERTISING OPPORTUNITIES

Special Edition Tomorrow’s Business Leader

(Distribution: July 2022; digital only)

Featuring the highlights of the NLC (all divisions) including videos of content, general sessions, and keynotes, as well as links to exclusive NLC leadership content, and showcasing the national recognitions and competitive events winners, this publication has something for everyone. The special edition allows readers to share directly to social media channels, email to others, and save to desktop. The 2020 Special Edition yielded more than 9,200 visits.

<table>
<thead>
<tr>
<th>Advertising Opportunity</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Top Banner Space (1)*</td>
<td>$5,000</td>
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<tr>
<td>Bottom Banner Space (1)*</td>
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<td>Left Skyscraper Space (1)*</td>
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<td>Right Skyscraper Space (1)*</td>
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<tr>
<td>Inside Back Cover (1)</td>
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<td>Full Page</td>
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<tr>
<td>1/2 Page</td>
<td>$1,700</td>
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</table>

*Indicates premium ad space. Banner and skyscraper ads are static to the entire publication so ad will be visible no matter what page the reader is viewing. All other ads are embedded within the publication.

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BRAND AND LOGO USAGE GUIDELINES

Commercial vendors are not permitted to use FBLA-PBL trademarks, service marks, or trade names on any merchandise offered for sale or otherwise, unless vendor has been specifically granted a license by the National FBLA-PBL Office. For logo use permission, email communications@fbla.org.

For more information visit https://www.fbla-pbl.org/cmh/logos-images/guidelines/.

JUDGING OPPORTUNITIES ARE AVAILABLE TO BUSINESS LEADERS AND PROFESSIONALS WORLDWIDE!

Judging competitive events at the National Leadership Conference is an opportunity to use your career knowledge to aid in the growth of tomorrow’s business leaders. FBLA-PBL offers a wide variety of business-related and leadership competitions that the members work on throughout the year and present to a set of judges for review. Judges use rubrics provided by FBLA-PBL to rate how well each competitor did, provide feedback for those competitors, and determine a list of winners to be recognized. These young leaders need the expertise you can provide to elevate their learning and prepare them for their upcoming careers. For more information and to register, please visit fbla-nlc.org/judging.
ADVERTISING + FLEXIBLE SPONSORSHIP OPPORTUNITIES = THE ULTIMATE YEAR-ROUND BRANDING STRATEGY!

Are you or your company interested in a **YEAR-LONG PACKAGED PROGRAM**?

Future Business Leaders of America-Phi Beta Lambda, Inc. (FBLA-PBL) is the largest business Career and Technical Student Organization in the world. Each year, FBLA-PBL helps over 230,000 members prepare for careers in business. FBLA-PBL inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

Whether you’re looking to reach a specific segment of the FBLA community, such as FBLA-Middle Level (Middle School), FBLA (High School), or FBLA-PBL (Collegiate), or you want to build brand awareness through increased visibility over a multi-month / annual period, FBLA has a variety of media-based and in-person marketing opportunities available to assist you in reaching your business goals.

FBLA Partner packages offer the best return on your marketing dollar. Commit to a year-long program to include the National Leadership Conference, Fall Leadership Conferences, Competitive Events and Marketing opportunities at a discounted cost. Please contact Mike Hyatt at 703-860-0842. (mhyatt@fbla.org) for a customized plan.

Please see the in-person events calendar below:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
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<tbody>
<tr>
<td>November 11-12, 2022</td>
<td>FBLA National Fall Leadership Conference</td>
<td>Denver, CO</td>
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<tr>
<td>November 18-19, 2022</td>
<td>FBLA National Fall Leadership Conference</td>
<td>Orlando, FL</td>
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<tr>
<td>June 22-25, 2023</td>
<td>PBL National Leadership Conference</td>
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<tr>
<td>June 27-30, 2023</td>
<td>FBLA National Leadership Conference</td>
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