2023 National Leadership Conference

National Leadership Conference

FBLA Collegiate: June 22–25, 2023
Atlanta, Georgia – Hilton Atlanta

FBLA High School & FBLA Middle School: June 27–30, 2023
Atlanta, Georgia – Georgia World Congress Center
Future Business Leaders of America, Inc. (FBLA), the largest business career and technical student organization in the world, invites you to support our 2023 National Leadership Conference. This wide-reaching event puts your brand directly in front of thousands of students and advisers from across the country and supports our mission of shaping the next generation of community-minded business leaders.

We offer various sponsorship opportunities for the two sections of our 2023 conference in Atlanta, Georgia: Collegiate (June 22–25, 2023) and Middle School and High School (June 27–30, 2023). Our sponsorship packages, which are detailed in the following pages, offer multiple ways for you to connect with these important consumers and decision-makers over multiple days as they engage in a national competition.

On behalf of FBLA, I look forward to partnering with you on this important event—and others that we sponsor throughout the year. Together, we can help students carry out FBLA’s pillars of service, education, and progress, and lead our nation forward.

With appreciation,

Alexander T. Graham
President & CEO
WHO WE ARE

Future Business Leaders of America (FBLA), Inc. is the oldest and largest national business Career and Technical Student Organization (CTSO), with more than 250,000 middle school, high school, and college members. Together, the FBLA brand reaches more than 6,500 chapters across the country. FBLA’s mission is to 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 membership are leadership, fund-raising experience, good citizenship, and proficiency in business.

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

REACH THE DECISION MAKERS

The FBLA National Leadership Conference (NLC) brings together thousands of decision makers, administrators, teachers, and student members. FBLA members and advisers initiate projects and programs, solicit bids, and make purchasing and fundraising decisions based on what they see in the exhibit area. Student members are reviewing colleges and universities, looking at chapter advancement opportunities, and seeking internships and employment. Join FBLA for the 2023 NLC Conference in Atlanta!
MISSION AND DEMOGRAPHICS

All data is based on a study of FBLA student members, high school students, and business educator/advisers by myOptions® Encourage™ 2021-22.

Top 5 Skills developed by FBLA members:

- Social Responsibility: 32%
- Leadership/Decision Making: 40%
- Critical Thinking/Problem Solving: 40%
- Collaboration/Teamwork: 41%
- Time Management: 49%

- 64% of FBLA members carry an “A” grade point average. The national average is 47%.
- 57% of FBLA members say the organization has a positive impact on their academic performance.
- 36% of FBLA members say they are first-generation college students.

FBLA member participation outranks the national average in these high school courses:

- Honors Programs
- CTE Career & Technical
- Advanced Placement
- College Credit Courses
- International Baccalaureate
- Other Advanced Programs

When choosing a college/university, FBLA members look for a school that provides:

- Affordability
- Career Preparation
- Academic Strength
- Social Environment
- Diversity of Academic Opportunities
- Class Sizes/Student-Faculty Ratio

Of the business educators surveyed:

- 41% said industry leaders provided job shadowing experiences/internships to their students.
- 63% worked with industry leaders by having them speak to students in the classroom.

Ready to Support our Future Business Leaders? Contact:
Heather Shuster  |  Heather.Shuster@mdg.agency  |  202-437-1986    |    Mike Hyatt  |  FBLA Development Manager  |  mhyatt@fbla.org  |  703-860-0842
SPONSORSHIP

FBLA partners have a shared mission and in return are recognized as leaders in promoting business education to thousands of students and their advisers across the country.

We invite you to join the companies that are sponsors of the event and the 100+ competitive events, providing trophies and cash awards for the top NLC student competitors.

The collegiate division of FBLA, is dedicated to inspiring and developing the next generation of leaders by preparing members for careers in business and business-related fields.

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.

FBLA NLC partners receive complimentary registrations and extensive branding both online and onsite for the NLC, in addition to priority booth selection based on application receipt date. The priority booth selection deadline is January 31, 2023.

Custom sponsorships and signage opportunities are also available upon request. Please reach out to us to discuss these opportunities.
SPONSORSHIP OPPORTUNITIES

Conference Sponsorship
Premiere sponsorship of the selected conference which includes opportunity to host your own session and prominent branding throughout the entire event cycle.

General Session Sponsorship
Opportunity to deliver welcoming remarks, brand recognition and promotional item at one of two premiere general sessions attended by all students and advisers.

Leadership Lounge
The FBLA Collegiate Leadership Lounge will offer students and advisors free WiFi, outlets for charging, and a place to network.

Lanyards
Display your logo along with the official event logo on all lanyards distributed at the event. Lanyard and imprint colors are chosen by FBLA to match the show look in 2023.

Workshop Track
Opportunity to select content track that aligns with your company’s products and solutions. Includes verbal sponsor recognition and branding throughout selected track.

Shuttle Sponsor
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.

Adviser Lounge
Offers a quiet place for advisers to relax and recharge throughout the FBLA NLC. Includes custom branding and option to provide promotional materials.

Innovation Theater Presentation
The Innovation Theater will be located on the expo floor and provides short form programming for students and advisors. Option to present a custom 30-minute session in front of a captive audience.

Regional Meet Ups
Regional Meets are dedicated areas on the expo floor that offer a space for Regions to connect throughout the event. Available Regions include: Southern, Eastern, North Central, Western and Mountain Plains

Competitive Events
Align your company with a selected award category presented at the event. Available categories shared upon request.
## SPONSORSHIP OPPORTUNITIES

### FBLA Collegiate

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<th>Table Top Booth</th>
<th>Competitive Event</th>
<th>Workshop Track</th>
<th>Lanyards</th>
<th>Leadership Lounge</th>
<th>General Session</th>
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# SPONSORSHIP OPPORTUNITIES

## FBLA High School & Middle School

**June 27–30, 2023**

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<th>Exhibit Booth</th>
<th>Innovation Theater</th>
<th>Competitive Event</th>
<th>Workshop Track</th>
<th>Laynards</th>
<th>Shuttle Buses</th>
<th>Adviser Lounge</th>
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EXHIBIT OPPORTUNITIES

Reach potential customers and employees – all in one place! FBLA’s exhibits are specifically designed to enhance the student and adviser experience in the Future Leaders Expo, giving exhibitors one-on-one access to highly motivated, highly driven FBLA members, advisers, and other attendees.

FBLA Collegiate Table Top Exhibit  $750
Tabletop exhibit space includes:
• One 6’ draped table with two chairs and wastebasket
• Two (2) complimentary conference registrations (Value $390)
• Company profile in mobile app

Goosechase  $200–$500
The scavenger hunt contest is an opportunity to increase traffic to your booth and increase lead generation. Inspired by scavenger hunts, Goosechase is an online platform that helps you create interactive experiences with attendees. By participating in the contest, attendees are incentivized to visit your booth and connect with you to earn prizes. Pricing is based on the number of missions (days) you would like to participate in.

FBLA College | University 10x10  $1,250
FBLA Corporate 10x10  $1,500
FBLA exhibit space includes:
• 10’ x 10’ standard booth with 8’ back drape and 3’ side drape
• One 6’ draped table with two chairs and wastebasket
• Two (2) complimentary conference registrations (Value $390)
• Company profile in mobile app

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