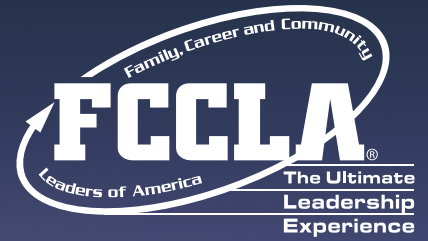


2020 NATIONAL
LEADERSHIP CONFERENCE



EXHIBITOR PROSPECTUS



WASHINGTON, D.C.
JULY 5 - 9

EXHIBIT. SPONSOR. ADVERTISE.
www.fcclainc.org



2020 National Leadership Conference

PLAN NOW TO REACH YOUR TARGET AUDIENCE



Family, Career and Community Leaders of America (FCCLA) is a national nonprofit student organization that helps youth develop leadership and workplace skills to prepare for both college and careers through peer-to-peer education, community engagement, and the application of skills learned in the Family and Consumer Sciences (FCS) classroom. FCCLA currently has over 175,000 members nationwide and is the only Career and Technical Student Organization with careers that support families as its central focus.

**Join the excitement at the upcoming
2020 National Leadership Conference!**

CONFERENCE LOCATION:

WASHINGTON, D.C.
JULY 5-9

WALTER E. WASHINGTON
CONVENTION CENTER
801 Mt. Vernon Place NW
Washington, D.C. 20001

EXHIBIT DATES:

Monday, July 6, 2020
Tuesday, July 7, 2020

EXPECTED ATTENDEES



OVER
6,500
YOUTH



OVER
1,700
ADVISERS



OVER
500
SPECIAL GUESTS
AND VOLUNTEERS



OVER
8,700
ANTICIPATED
ATTENDEES

WHAT IS THE **FCCLA** NATIONAL LEADERSHIP CONFERENCE?

The FCCLA National Leadership Conference & EXPO in Washington, D.C. will be a sea of red blazers as thousands of FCCLA members converge in one place for an unforgettable opportunity to connect with their peers, compete in STAR Events, learn from motivational speakers, attend leadership workshops, and give back to the local community.

Chapter advisers arrive at the meeting with a desire to do much more than chaperone their students. They attend the meeting to find inspiration that will impact their chapters. They make multiple visits to the EXPO floor that is bustling with energy and excitement to make connections all in one convenient place. FCCLA builds leaders, supports communities and strengthens Family and Consumer Sciences.

TOP REASONS TO EXHIBIT:

- The FCCLA National Leadership Conference will be the largest Family and Consumer Sciences Conference in 2020.
- You can significantly increase your brand awareness with Family and Consumer Sciences educators.
- There will be multiple opportunities for you to connect with State and Chapter Advisers.
- It will be easy for you to build your database of decision makers, influencers and customers.



2020 National Leadership Conference



lead·er·ship

(noun) the action of leading a group of people or an organization

EXHIBITS



Connect one-on-one and generate strong leads with youth and advisers interested in learning more about your products, programs, career opportunities, and services. The National Leadership Conference EXPO always has great traffic and is a highlight of the conference for attendees! (Don't forget to bring enough handouts – you might run out quickly!)

EXHIBIT RATES:

Reserve booth by Friday, May 1, 2020

10'x10' Standard	\$950
10'x10' Corner	\$1,100
10'x20' Standard	\$1,750
10'x20' Corner	\$1,900
20x 20x Island	\$3,500

RATE INCLUDES:

- Two complimentary full conference registrations for each 10'x10' booth area
- Pipe, drape, identification sign, one skirted 6'x30" table, two chairs, and wastebasket
- Company listing and logo in mobile app
- Two exhibit days

NEW DISCOUNT FOR 2020:

FCCLA exhibitors are eligible to receive a \$100 refund for their 2020 NLC booth and/or exhibitor sponsorship package for each new company referral that results in a registered new exhibitor. Referral must be a new contact that has not previously exhibited at any national FCCLA event. The total refund cannot exceed the cost of the booth or sponsorship package. To submit your referrals, please email Abigail Lee at alee@fcclainc.org.

DISCOUNTS:

One discount may be selected if applicable

- Early Bird: (by Feb. 7, 2020) \$100 discount
- First-Time Exhibitor: \$100 discount
- Non-Profit Exhibitor: \$100 discount
- Government Exhibitor: \$100 discount
- College/University: 50% discount*
**Discount available for first year only. Please email Abigail Lee at alee@fcclainc.org before registering to receive the discount code.*

COLLEGE RECRUITMENT FAIR



Colleges and universities have the option to exhibit one day by signing up for the National Leadership Conference College Recruitment Fair! The College Recruitment Fair allows attendees to speak with representatives from various colleges and gain valuable exposure to opportunities and possibilities about their future, which may not be available to them in their hometowns. It is a great way to recruit future students and share information about the benefits of attending your institution.

COLLEGE FAIR FEES:

Tabletop Exhibit **\$500**

DISCOUNTS:

One discount may be selected if applicable.

- Early Bird (by Feb. 7, 2020): \$100 discount
- First Time Exhibitor Discount: \$100 discount

RATES INCLUDE:

- Two complimentary 1-day registrations
- One skirted 6'x30" table, two chairs, and wastebasket
- Company listing and logo in mobile app
- One (1) day of exhibiting (Tuesday Only)

FCS PROGRAMS - Colleges who offer degrees in Family and Consumer Sciences degree programs receive one (1) complimentary tabletop. **Discount available for first year only. Please email Abigail Lee at alee@fcclainc.org before registering to receive the discount code.*

EXHIBITOR PACKAGES



BENEFITS	PLATINUM \$10,000	DIAMOND \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,500
Conference Registrations	8	4	4	2	2
Booth Size	20' x 20' Island	10' x 20' Corner	10' x 20' Standard	10' x 10' Corner	10' x 10' Standard
VIP Seating at all general sessions	●	●	●	●	●
Company listing and logo in conference mobile app	●	●	●	●	●
Mobile app banner advertisement	●	●	●	●	●
Identification as sponsor during all general session multimedia presentations	●	●	●	●	●
Logo included on onsite EXPO Entrance Unit	●	●	●	●	
Special recognition during one (1) general session	●	●	●	●	
One (1) custom e-newsletter sent prior to conference	●	●	●		
One (1) post on National FCCLA's social media platforms	●	●	●		
One (1) Housing Website Advertisement	●	●	●		
One (1) Co-branded floor decal package	●	●			
(1) Half page advertisement in Fall issue of Teen Times	●	●			
(1) Half page advertisement in Winter issue of Teen Times	●				
One (1) post-conference adviser webinar	●				
One (1) pre-recorded 60-second general session welcome message	●				

*Packages do not include labor, shipping charges, electricity, or internet services. These items may be purchased at an additional cost.

ADVERTISING & SPONSORSHIPS



\$500 Each

CO-BRANDED FLOOR DECAL PACKAGE

10 Opportunities | Deadline: May 1, 2020

This is an excellent opportunity for advertising your brand in high-traffic locations near the FCCLA EXPO. FCCLA staff will work with you to customize your decals to share the message that you want attendees to see.

Reach: 8,700+ attendees

CONFERENCE MOBILE APP BANNER AD

Deadline: June 1, 2020

All conference information is now found within FCCLA's Mobile App. Sponsorship of this item will provide your company with (1) clickable banner advertisement within the app. *Reach: 6,000+ attendees*

CUSTOM E-NEWSLETTER

Deadline: 3-week turnaround

This opportunity allows you to send one (1) 400-word branded message that can include photos, videos, and web links. Prior to the conference, this e-newsletter will be sent to FCCLA's 6,800+ chapter advisers across the nation. FCCLA staff will work with you to schedule a publication date prior to the start of the conference.

Reach: 6,800+ chapter advisers

HOUSING WEBSITE AD

10 Opportunities | Deadline: May 1, 2020

FCCLA's chapter advisers use the designated housing website to plan out their conference stay. Sponsor this option to have your company's clickable logo featured on the website. *Reach: 8,700+ attendees*

\$2,500 Each

BRANDED PENS OR PENCILS

2 Opportunities | Deadline: April 1, 2020

FCCLA members network and take notes throughout the conference. Sponsorship of this item will have your company logo in the hands of attendees.

CO-BRANDED STEP-AND-REPEAT BACKDROP

1 Opportunity | Deadline: April 1, 2020

This opportunity is an excellent way to increase brand awareness by getting your logo and company name featured in the backgrounds of photos that will be used everywhere from social media posts to newspaper articles.

ELECTRONIC RESOURCE DISTRIBUTION

Deadline: April 1, 2020

All chapter advisers in attendance will receive one (1) branded flash drive containing an abundance of sponsor materials and resources. These flash drives serve as a prime place to educate advisers on your company's work and the opportunities you can offer. (1 MB limit)

Reach: 1,700+ advisers

STATE ADVISER GIFT

2 Opportunities | Deadline: April 1, 2020

FCCLA's state advisers are the key decision makers and leaders for their state associations. FCCLA staff will collaborate with you to select an appropriate gift within the project budget. Sponsorship of this item will allow for three (3) minutes of speaking time during the State Advisers NLC Launch on July 4 where the gifts will be distributed.

Reach: 60+ state advisers

\$5,000 Each

CHAPTER ADVISER GIFT

2 Opportunities | Deadline: April 1, 2020

Help recognize the hard work of FCCLA's chapter advisers through a co-branded gift that will be given to all chapter advisers in attendance. *Reach 1,700+ advisers*

CO-BRANDED INSPIRATIONAL CHALK WALL

1 Opportunity | Deadline: May 1, 2020

A popular item during the 2019 Conference was the interactive Chalk Wall that offered attendees the opportunity to sign their name on the wall and share photos featuring it. Sponsorship of this item will feature your logo alongside FCCLA on the wall.

COMPETITIVE EVENTS AWARDS

4 Opportunities | Deadline: May 1, 2020

During FCCLA's STAR Event Recognition Session, the top 3 teams/individuals in every event will be recognized onstage. Sponsor this item to provide these exceptional students with a co-branded trophy award commemorating their achievements. You will also receive the opportunity to give one (1) 30-second pre-recorded welcome message to all competitive events participants prior to the conference that will be shared through the participant orientation video. *Reach 4,500+*



\$7,500 Each

GENERAL SESSION WELCOME MESSAGE

4 Opportunities | Deadline: June 1, 2020

One (1) 60-second pre-recorded welcome/promotional message to be played for all conference attendees prior to the start of one (1) general session.

Reach: 8,700+ attendees

CHAPTER ADVISER RECOGNITION AWARDS

1 Opportunity

Each year, a select group of FCCLA advisers and educators are honored for their hard work and dedication to the organization. Sponsor this option to add your logo to the awards that are presented to all advisers honored.

Reach: 125+ advisers and educators

ATTENDEE NAME BADGES

2 Opportunities | Deadline: May 1, 2020

FCCLA's attendees are required to wear the official conference name badge at all times. Sponsor logos and key information can be printed on the backside of each name badge. *Reach: 8,700+ attendees*

RED TALKS AND CULINARY DEMONSTRATIONS

5 Opportunities | Deadline: May 1, 2020

Sponsorship of this opportunity will feature your company name on all promotional materials for one of the four RED Talk stations or the Culinary Demonstration area. (ex. RED Talks – Presented By ...)

CO-BRANDED REGISTRATION SIGNAGE

1 Opportunity | Deadline: May 1, 2020

The perfect opportunity to have your logo be the first thing that all attendees see when checking in for the conference. FCCLA staff will work with you to customize this co-branded advertising opportunity.

\$10,000 Each

BRANDED ATTENDEE FLASH DRIVE

1 Opportunity | Deadline: May 1, 2020

Each chapter adviser in attendance will receive a flash drive with one (1) sponsor logo on the outside and an abundance of sponsor materials on the inside. These flash drives will serve as a prime place to let attendees know more about your work. FCCLA staff will work with you to customize the flash drive packaging to feature your company's logo.

COMPETITIVE EVENT VOLUNTEER GIFT

1 Opportunity | Deadline: May 1, 2020

This sponsor will receive special recognition during the conference and have the opportunity to put their logo in the hands of more than 1,800 competitive event volunteers. FCCLA staff will work with you to select an appropriate gift within the project budget. You will also receive the opportunity to share (1) 30-second pre-recorded welcome message to all competitive events volunteers prior to the conference that will be shared through the volunteer orientation video.

Reach: 1,800+ volunteers

CONFERENCE T-SHIRT

5 Opportunities | Deadline: April 1, 2020

Conference t-shirts are the staple of any good student-oriented conference, and we're no exception! A maximum of 5 logos can be featured, so you can be sure that your logo will grab attention. Conference attendees will take these t-shirts back to their schools, ensuring that your logo will have the eyes of students across the country. (Item buyout at \$50,000) *Reach: 8,700+ attendees*

CO-BRANDED ATTENDEE LANYARDS

2 Opportunities | Deadline: April 1, 2020

All attendees will wear their badge lanyards throughout the conference, making this one of the most visible opportunities. Your company name will be imprinted on the lanyard alongside FCCLA's. (Item buyout at \$20,000) *Reach: 8,700+ attendees*

- Sponsorships of \$5,000 or more receive one (1) complimentary 10'x10' exhibit booth.
- In-kind sponsorships are appreciated and provide great value to our organization. Administrative fees may apply.
- Listed opportunities are suggestions only. If you have a sponsorship idea, please contact us and we would be happy to customize a package.

For additional information on advertising and sponsorship opportunities, contact partnership@fcclainc.org.

SPECIAL EVENT SPONSORSHIPS



SPONSOR A SPECIAL EVENT TO LEAVE A LASTING IMPRESSION ON FCCLA'S MEMBERS, ADVISERS, AND SUPPORTERS!

There are additional opportunities to sponsor a special event at the 2020 National Leadership Conference. Your sponsorship will help us provide an unforgettable experience for our over 8,700 youth and adults at the National Leadership Conference.

**Sponsorships of \$5,000 or more receive one (1) complimentary 10'x10' exhibit booth at the FCCLA EXPO.*

Alumni & Associates Reception - \$2,500

5 Opportunities | Deadline: May 1, 2020

Each year, FCCLA's Alumni & Associates meet during a private event at the National Leadership Conference to reunite with old friends and connect with new. Sponsorship of this event enables your company to have direct contact with incoming young professionals across FCCLA's 4 career pathways.

State Adviser Welcome Reception - \$6,000

State Advisers from across the nation meet at the National Leadership Conference to share ideas and network with others. Sponsorship of this event offers your company the opportunity to deliver remarks directly to the top decision makers within each state.

VIP Reception - \$5,000

1 Opportunity | Deadline: May 1, 2020

This private, invitation only, event offers your company the opportunity to network with conference VIPs in an intimate setting to share ideas and gain new corporate contacts.

First Time Attendee Orientation - \$2,500

2 Opportunities | Deadline: May 1, 2020

Each year, a special group of young leaders attend the conference for the first time. Sponsorship of this event offers your company the opportunity to deliver remarks and provide attendees with company resources.

FCCLA's Annual Fashion Show - \$10,000

Deadline: April 1, 2020

20 youth designers are selected to participate in FCCLA's Annual Fashion Show during the Recognition Session. Sponsorship of this event will offer your company premier logo placement along with the opportunity to deliver remarks during the event.

Say Yes to FCS Signing Ceremony - \$1,000

5 Opportunities | Deadline: April 1, 2020

This event is designed to highlight seniors who have committed to becoming Family and Consumer Sciences Educators. Sponsorship of this event will provide you with the opportunity to deliver one (1) 60-second welcome message during the event along with your logo featured on all event signage.

General Session - \$10,000

4 Opportunities | Deadline: May 1, 2020

During the National Leadership Conference, all attendees gather together for four (4) general sessions. Sponsor this option to provide your company with premium logo placement and the opportunity to deliver one (1) FCCLA approved 3-minute welcome message during one (1) session.

State Officer Training - \$1,000

2 Opportunities | Deadline: May 1, 2020

During the conference, top student leaders for each state gather together to network and share ideas to bring back to their state. Sponsorship of this event will provide you with the opportunity to directly share company resources and one (1) FCCLA approved 1-minute message to the student leaders.

Adviser Academy - \$1,000

2 Opportunities

The FCCLA Adviser Academy is a five-track certificate program open to any adviser with fewer than five years of experience including recent university graduates. Sponsorship of this event enables your company to deliver one (1) 60-second welcome message during the event along with your logo featured on all event signage.

Meal Function Sponsorships

Deadline: May 1, 2020

There are multiple opportunities to sponsor a snack break, breakfast, lunch, or dinner at FCCLA's National Leadership Conference. Meal function sponsorship includes:

- Recognition on the conference mobile app
- Branded signage at the meal function

Available functions for sponsorship:

- Board of Directors Meal (3 opportunities)
\$1,000 - \$2,000
- National Executive Council Meeting - **\$1,000**
- Nominating Committee Meeting - **\$500**
- National Executive Council Advisers Breakfast - **\$1,000**
- National Officer Candidate Networking Snack Break - **\$5,000**

RUN4RED SPONSORSHIP



National FCCLA's Run4Red is an opportunity for FCCLA members, advisers, alumni, and supporters to get active and give back. All proceeds from the event will go to a local charity in Washington, D.C. Sponsorship of this event includes your company's logo (in black and white) on all participant t-shirts which participants will wear the day of the event.

	PLATINUM \$10,000	DIAMOND \$5,000	GOLD \$1,000	SILVER \$500
Complimentary Race Registration	6	4	2	0
Logo on T-Shirt	Large Logo	Medium Logo	Small Logo	Business Name
Logo on Signage	●	●	●	●
Pre-Race Tabletop Exhibit	●	●	●	●
Logo in Conference App	●	●	●	
(1) Custom Social Media Post	●	●	●	
Logo included on race bib	●	●		
(2) Branded Race Course Signs	●	●		
Post-Race Recognition	●	●		
Branded Mile Marker Signage	●			
Co-Branded Start/Finish Race Display	●			
Pre-Race Recognition	●			

ALL EVENT SPONSORSHIPS INCLUDE:

- VIP seating at all general sessions
- One (1) free conference registration for a company representative to attend
- Invitation to speak at the event (not available at meal functions or the Run4Red event)
- Recognition on the conference mobile app
- One (1) free custom advertisement post conference to all 6,500+ FCCLA advisers
- Co-branded sponsorship signage at the event
- Onstage recognition at one (1) general session



75TH ANNIVERSARY



In celebration of National FCCLA's 75th Anniversary, FCCLA will be offering the following sponsorship opportunities which will engrave your company's name into the rich history of our organization.

Capitol Hill Rally - \$10,000

1 Opportunity

Capitol Hill will be flooded with student leaders wearing FCCLA's official red blazer advocating for an increase in Career and Technical Education funding. Sponsorship of this event will put your company at the forefront of the event and allow time for a company representative to deliver greetings to all attendees.

75th Anniversary Commemorative Pin - \$10,000

2 Opportunities | Deadline: April 1, 2020

This special pin will be worn with pride by all 8,700+ attendees to celebrate National FCCLA's 75th Anniversary. Sponsorship of this would include your company's logo and a special message on the pin card packaging.

FHA / FCCLA Historical Timeline Display - \$2,500

Deadline: April 1, 2020

To highlight FCCLA / FHA HERO's rich history, there will be a special historical timeline display constructed for members, advisers, and guests to immerse themselves in the 75 years of FCCLA's organizational history. Sponsorship of this event would highlight your company's logo and messaging throughout the display.

Scavenger Hunt - \$5,000

Deadline: May 1, 2020

To help celebrate FCCLA's 75th Anniversary, a scavenger hunt will be developed to help attendees discover Washington, D.C. while also learning about FCCLA's history. Sponsorship of this opportunity will place your company's logo on all scavenger hunt materials alongside FCCLA's.

**Sponsorships of \$5,000 or more receive one (1) complimentary 10'x10' exhibit booth at the FCCLA EXPO.*



AWARDS DINNER • MONDAY, JULY 6



Commemorating leaders of the past and celebrating leaders of the present, FCCLA will honor 75 Leadership Hall of Fame inductees who have made outstanding achievements in families, careers, and communities within various industries across America through support of and participation in FCCLA and Family and Consumer Sciences education.

AWARD DINNER TICKETS

Platinum - \$5,000

Includes prime table placement for twenty (20) guests and prominent listing of corporate logo or donor name placement on event materials.

Gold - \$2,500

Includes prime table placement for ten (10) guests

Silver - \$1,250

Includes preferred table placement for five (5) guests.

Individual Ticket - \$250 each

- * A tax-deductible contribution can also be made and will be greatly appreciated.
- * Placement of tables will be reserved on a first secured basis.
- * Please email alee@fcclainc.org for more information or to purchase tickets.

SCHEDULE OF EVENTS

- **5:00 PM – 6:00 PM**
Honoree Reception (Invite Only)
- **6:00 PM – 7:00 PM**
Reception
- **7:00 PM – 9:00 PM**
Dinner and Silent Auction



SPONSORSHIP OPPORTUNITIES

Inductee Awards - \$5,000

Deadline April 1, 2020

Each of the 75 honorable inductees will be presented with a special award commemorating their dedication to FCCLA. Sponsorship of this item will enable your company's logo to be co-branded on all inductee awards. One (1) company representative will be permitted to be onstage for the presentation of the awards.

Red Carpet Step-And-Repeat - \$3,000

Deadline: May 1, 2020

All reception guests will use this backdrop as a place to take photos and celebrate their achievements in the organization. This co-branded item will feature your company logo alongside FCCLA's and will be seen in all photos taken in front of the wall.

Honoree Reception - \$5,000

This private, invite only, event will take place before the main reception as a way to celebrate those who will be inducted into the Leadership Hall of Fame. Sponsorship of this will give you the opportunity to deliver one 30-second greeting to FCCLA's honorees.

Silent Auction - Minimum Value \$250

Deadline May 1, 2020

During the Awards Dinner, a silent auction will be hosted to help raise funds to aid state associations in their overall goals in the upcoming years. Sponsorship of this event offers your company the opportunity to showcase items you offer while also aiding in the development of this opportunity for state associations.

Program Sponsorship - \$1,000

Deadline May 1, 2020

Every reception attendee will receive a beautiful 75th Anniversary Awards Dinner program that highlights the 75 inductees that are being honored along with information on FCCLA's vibrant history. Sponsorship of this option will allow your company's name to be featured within the program and forever engraved in this momentous occasion.

STAR EVENTS SPONSORSHIPS



Every year, over 4,000 members compete in FCCLA's STAR (Students Taking Action with Recognition) Events for a chance to win scholarships, awards, and national recognition. STAR Events are competitive events, where members are recognized for proficiency and achievement in chapter and individual projects, leadership skills, and career preparation. STAR Events offer individual skill development and application of learning through team work, goal setting, and performance.

STAR Event sponsorships connect your business, industry, or organization with high performing youth, who will soon be the leaders in their career fields. Sponsor a STAR Event to connect with your future top performing student or employee and promote your company in front of our entire national audience.

INVESTMENT: \$5,000



BENEFITS

- On-stage presence during award presentation.
- Direct access to Competitive Event national student winners, who are the leaders in their event areas.
- Opportunity to directly communicate with national student participants through informational flyers and participant gifts.
- Acknowledgment in STAR Event press releases.
- Identification as sponsor on the FCCLA national website, in the Competitive Events Guide, in the FCCLA National Leadership Conference mobile app, during the National Leadership Conference general session multimedia presentation, and during the STAR Events Recognition Session.

2020 STAR EVENTS

- Baking and Pastry
- Career Investigation
- Chapter in Review Display and Portfolio
- Chapter Service Project Display and Portfolio
- Culinary Arts
- Culinary Math Management
- Digital Stories for Change
- Early Childhood Education
- Entrepreneurship
- Event Management
- Fashion Construction
- Fashion Design
- FCCLA Chapter Website
- Focus on Children
- Food Innovations
- Hospitality, Tourism and Recreation
- Interior Design
- Interpersonal Communications
- Instructional Video Design
- Job Interview
- Leadership
- National Programs in Action
- Nutrition and Wellness
- Parliamentary Procedure
- Professional Presentation
- Promote and Publicize FCCLA
- Public Policy Advocate
- Repurpose and Redesign
- Say Yes to FCS Education
- Sports Nutrition
- Sustainability Challenge
- Teach and Train

SCHOLARSHIPS & AWARDS



FCCLA and its partners and sponsors award up to \$2,200,000 in scholarships and awards annually. Scholarship opportunities are awarded to National STAR Events participants following competition at the National Leadership Conference. These awards are offered by partners and are not administered by FCCLA. Final tuition scholarship award amounts are determined by the sponsoring partner.

TYPES OF SCHOLARSHIPS:

- Partner Scholarships
- College/University Scholarships
- Competitive Events Scholarships

ADMINISTRATIVE FEE: **\$250 PER SCHOLARSHIP**

Deadline to be a 2020 Scholarship sponsor is May 1, 2020.

FCCLA MEDIA TEAM - **\$2,000**

The student media team reports on all aspects of the conference through FCCLA's social media platforms. Sponsorship of this opportunity will provide each of the five (5) team members with a \$250 cash scholarship presented during the closing general session. Each team member will also receive one (1) co-branded gift and one (1) meal during the conference. Your company's logo will be featured on the conference mobile app and during general session media presentations.

FCS NEWCOMERS PROGRAM - **\$5,000**

National FCCLA is offering scholarships to cover the cost of National Conference registration for college students interested in becoming Family, Career and Community Leaders of America (FCCLA) advisers. This Newcomers program and scholarship provides training, tips on starting a chapter, developing a co-curricular program, adviser management skills, and valuable networking to help navigate a successful future as a FCS educator and FCCLA adviser.

Sponsorship of this program will offer your company the opportunity to interact with students who are actively pursuing a degree in FCS. You will also be given the opportunity to share one (1) 3-minute welcome message during the Newcomers Seminar for FCS Educators.

ULTIMATE SERVICE AWARD

\$1,000 to fund co-branded trophy

The Ultimate Service Award is awarded to the state whose members most exemplify the FCCLA image and display a professional appearance throughout the conference. The state that is selected will be presented with the FCCLA Ultimate Image Award at the Closing General Session.



2019 SCHOLARSHIP & AWARD SPONSORS:

- Anaheim Marriott
- Auguste Escoffier School of Culinary Arts
- Campaign for Tobacco-Free Kids
- Cottey College
- Fashion Institute of Design & Merchandising
- Goodheart-Willcox Publishing
- Hilton Anaheim
- Johnson & Wales University
- Kikkoman Corporation
- Lead4Change
- Men's Wearhouse
- National Technical Honor Society
- Sullivan University

PRESENTATIONS



FCCLA RED TALKS

As FCCLA's audience is comprised of both youth and adults, we have modified the exhibitor/partner presentations to better meet the dynamic of advanced learning styles. These workshops are now presented as FCCLA RED Talks, a non-traditional, short and highly engaging 15 minutes or less presentation in the EXPO. We will ask that you make your presentation interactive and no PowerPoint slides will be allowed.

CULINARY DEMONSTRATIONS

Culinary Demonstrations give you the opportunity to show off your culinary skills to a crowd of eager to learn members, advisers, and guests. The demonstration can be instruction on anything from simple knife skills to the creation of an intricate dish. It can also be hands-on presentations that highlight ways for members and advisers to introduce creative and innovative culinary opportunities into their chapters. These demonstrations will run for 30 minutes each and FCCLA will provide you with two (2) electric hot plates. You will be required to bring all other necessary supplies. No food items will be permitted to be shared with the audience. Space is limited so sign up today to secure a spot!

ADVISER TALKS

Chapter and state advisers seeking professional development at National Conferences can find specific sessions on a range of topics related to FCCLA and Family and Consumer Sciences (FCS). Each Adviser Talk workshop is 45 minutes in length and is tied to FCS National Standards, or National Education Standards. Continuing Education Units (CEU) and Professional Development Units (PDU) are available for all sessions.

STATE AND CHAPTER ADVISER NETWORKING ROUNDTABLES

Hundreds of state and chapter advisers attend this very popular networking session! Hosting a table means developing a 10-minute presentation and an accompanying handout. Round-table presentations will be repeated up to 4 times and handout's will be made available to all attendees during and after the workshop.

If you are interested in hosting any of these exciting presentation opportunities, please use our online application form found at www.surveymonkey.com/r/2020PresentationForm. Deadline to submit an application is April 1, 2020.

EXHIBITOR SCHEDULE



SUNDAY
July 5, 2020

12:00 PM - 3:00 PM
Exhibitor Move-In

6:00 PM - 8:00 PM
Opening General Session

MONDAY
July 6, 2020

8:00 AM – 9:00 AM
EXPO 2020 – Exclusive
Preview for Advisers Only

9:00 AM - 4:00 PM
EXPO 2020

TUESDAY
July 7, 2020

7:00 AM – 7:45 AM
College Recruitment Fair
Move-In

8:00 AM – 4:00 PM
EXPO 2020 and
College Recruitment Fair

4:00 PM - 7:00 PM
Exhibitor Move-Out

ONLINE REGISTRATION

**Register directly online
by May 1, 2020 at:**

affiliation.registernmychapter.com/fccla/exhibitors#

Exhibitors that register after the May 1, 2020 deadline run the risk of not being included in the meeting mobile app.

Returning exhibitors should enter the username and password previously created for your organization to access your exhibitor portal. After logging in, please select 2020 National Leadership Conference from the drop down menu.

New exhibitors should select "First Time Exhibitor" on the registration page and proceed with account set-up. After you've created your account, please select 2020 National Leadership Conference from the drop down menu.

QUESTIONS ABOUT REGISTERING TO EXHIBIT?

Contact:
partnership@fcclainc.org



2020 National Leadership Conference

WASHINGTON, D.C.
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