

FCCLA®

EXHIBITING AND ADVERTISING GUIDE

2023-2024





ABOUT FCCLA »

Family, Career and Community Leaders of America, Inc. (FCCLA) is a nonprofit national Career and Technical Student Organization for students in Family and Consumer Sciences education in public and private schools through grade 12. FCCLA, the Ultimate Leadership Experience, has a membership of over 236,000 members, 5,100 chapters, and over 7,000 advisers across the nation.

FCCLA offers members technical training, internships, real world skills, and industry credentials in career pathways relating to human services, hospitality and tourism, education and training, and visual arts and design.

WHO WE REACH »

 **236,000+**
MEMBERS NATIONWIDE

 **7,000+**
ADVISERS NATIONWIDE

 **17,000,000**
COMMUNITY MEMBERS
REACHED THROUGH
COMPETITIVE EVENTS

 **1,271**
2022 NATIONAL FALL
CONFERENCE ATTENDEES
(OVER 1,500 EXPECTED IN
2023)

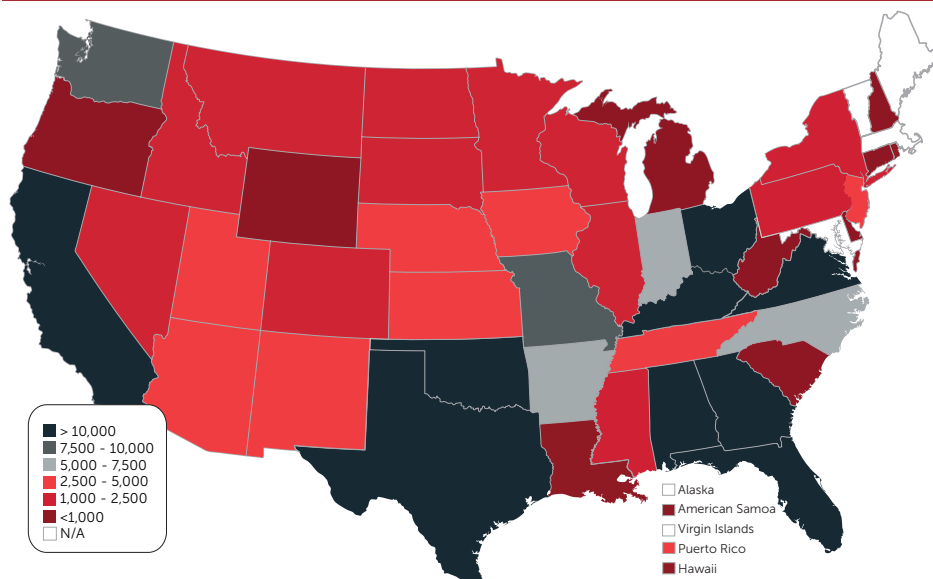
 **7,843**
2023 NATIONAL LEADERSHIP
CONFERENCE ATTENDEES
(OVER 8,000 EXPECTED IN
2024)

 **16.6K**
FACEBOOK FANS

 **15.5K**
INSTAGRAM FOLLOWERS

 **2.6K**
YOUTUBE SUBSCRIBERS

WHERE WE REACH »



FCCLA EMPOWERS STUDENTS TO:

- Balance career and family responsibilities
- Develop leadership skills
- Practice STEM skills
- Build technical skills in Family and Consumer Sciences related careers

FCCLA MEMBERS' CAREER INTERESTS:

- Culinary
- Early Childhood Center Director
- Event Planner
- Family and Consumer Sciences Educator
- Fashion Designer
- Interior Designer
- Nutritionist
- Social Worker

GENDER

78% **22%**
FEMALE MALE

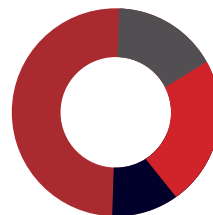


GPA*

88%
MAINTAIN A
3.0 TO 4.0 AND
ABOVE

COMMUNITIES:

55% **16%**
RURAL SUBURBAN
18% **11%**
URBAN UNKNOWN



*Data from 2023 My College Options, FCCLA research study



PAST EXHIBITORS »

Listing includes companies and organizations who have recently exhibited at FCCLA conferences.

AAFCS
AdVenture Capital
AFSA Education Foundation
American Association of Family and Consumer Sciences (AAFCS)
American Culinary Federation
Army Recruiting Command
Association for Career and Technical Education
AT&T
Banzai
BizKid\$
Boon Supply
Bright Futures Press
B-Sew Inn Education Division
Campaign for Tobacco-Free Kids
Career Safe Online
Career Solutions Publishing
Character Minutes
Chef Works
Chief Architect Inc.
The Community Enrichment Project
Count Me In
Country Meats
Credit Abuse Resistance Education
Cue Career
Custom Resources Fundraising
Dibble Institute
DreamCatchers
dude. be nice
EarthEcho International
efoodhandlers
ENPICA, PLLC
EVERFI
E-Z Decorator
Fair Trade Winds
Find Your Grind
Ford Driving Skills for Life
Foundation for Impact on Literacy and Learning
FranklinCovey Education
Goodheart-Willcox Publisher
Home Baking Association
IMAGO
Impact Teen Drivers
Infinite Trading
It's A Hoot!
Jana's Campaign
Jewels BY Jewel
King Arthur Flour
Knowledge Matters, Inc.
KP Education Systems
LEAD FCS Education
Lead4Change

MBA Research and Curriculum Center
Men's Wearhouse
National Association of State Administrators of Family and Consumer Science
National High School BBQ Association
National Partnership to Recruit, Prepare, and Support FCS Educators
National Restaurant Association
National Road Safety Foundation
Ozark Delight Candy
Pampered Chef
Real Fashion Experience
Rebekah Scott
ReBuildUp, LLC
Right Response First Aid Kits Fundraising
Rightfully Sewn
Roadway Safety Foundation
SAFE 2 SAVE
Service Fundraising
Sew Easy Designs
Sewing 101
Share Our Strength
Social Assurity LLC
Southern Peanut Growers
Sports Life Business (SLB)
Start 2 Sew
Sugar Association
Suns Up, Nails Up
Tallo
Tasty Travels
Texas A&M Transportation Institute
U.S. Coast Guard
US EPA - Office of Children's Health Protection
WindowsWear
Youth for Understanding
Yuda Bands
Zwilling

COLLEGES AND UNIVERSITIES

Auguste Escoffier School of Culinary Arts
Brigham Young University
Chadron State College
Culinary Institute Lenôtre
Drury University
East Texas Baptist University
Eastern New Mexico University
Fashion Institute of Design & Merchandising
Grand Canyon University
Idaho State University
Indiana University
Institute of Culinary Education
Iowa State University
Jacksonville State University
Johnson & Wales University
Kansas State University
Liberty University
Lincoln University of Missouri
Lindenwood University
Lipscomb University
Mercer Culinary
Messiah College
North Carolina Agricultural and Technical State University
North Dakota State University
Oklahoma State University
Purdue University
South Dakota State University
St. Catherine University
Sullivan University
Tennessee Tech University
Texas State University
Texas Tech University
The Art Institutes
The Culinary Institute of America
The Culinary School of Fort Worth
Upper Iowa University
University of Arizona
University of Arkansas at Pine Bluff
University of Georgia
University of Idaho
University of Kentucky
University of Nebraska-Lincoln
University of North Texas
University of Wisconsin - Platteville
University of Wisconsin - Stevens Point
University of Wisconsin - Stout
Wayne State College



NATIONAL FALL CONFERENCE | Birmingham, AL | November 10-12, 2023

Join us at the National Fall Conference (NFC), where over 1,200 passionate FCCLA Members and Advisers from across the nation will converge for an unforgettable gathering. Designed as a foundational experience for those new to FCCLA National Conferences, this event offers a prime opportunity to make a lasting impression on students and educators seeking innovative resources and opportunities to elevate their chapters. Immerse yourself in a vibrant atmosphere filled with exciting Skill Demonstration Event competitions, enlightening career exploration workshops, valuable networking sessions, inspiring general sessions, and an exciting exhibition. Don't miss out on this chance to showcase your brand and connect with FCCLA Members and Advisers. Secure your spot today and be a part of their transformative journey.

Conference Location:

Birmingham-Jefferson Civic Center
2100 Richard Arrington Jr. Blvd. North
Birmingham, AL 35203

Exhibit Dates (subject to change):

Thursday, November 9, 2023

3:00 PM – 5:00 PM – Exhibits Set-Up

Friday, November 10, 2023

9:00 AM – 4:00 PM – Exhibits Open

Saturday, November 11, 2023

8:00 AM – 1:00 PM – Exhibits Open

1:00 PM – 3:00 PM – Exhibits Take-Down

Registration Deadlines:

August 15 – Extra Early Bird Registration Ends (15% Discount)

September 1 – Early Bird Registration Ends (10% Discount)

October 20 – Late Registration Begins (\$100 Extra)

November 1 – Payment Due to FCCLA to Avoid \$25 Late Fee

Available Discounts:

A single \$100 discount will be automatically applied to your invoice if you are a first time, non-profit, or government exhibitor.

PRESENTATION OPPORTUNITIES:

Exhibitors and sponsors are invited to submit an application to host a presentation during the National Fall Conference. Presenting during NFC is the perfect opportunity to provide expertise, help drive change, and connect with like-minded individuals. Presentation proposals that examine topics relevant to conference themes, encourage critical inquiry, demonstrate informed action, and emphasize interdisciplinary integration are encouraged. *Please note, you must be a registered exhibitor or sponsor for your presentation application to be considered.

Application Opens August 1, 2023.





NFC EXHIBITING PACKAGES



NATIONAL FALL CONFERENCE EXHIBITING PACKAGES & RATES	GOLD \$1,800	SILVER \$1,400	BRONZE \$1,000	BASIC \$600
Extra Early Bird Rate Register By August 15	\$1,530	\$1,190	\$850	\$510
Early Bird Rate Register By September 1	\$1,620	\$1,260	\$900	\$540
Late Registration Rate Register After October 20	\$1,900	\$1,500	\$1,100	\$700
COMPLIMENTARY PACKAGE BENEFITS				
Skirted Tabletop Exhibit Space	Three Tables	Two Tables	Two Tables	One Table
Exhibitor Representative Registration(s)	4	3	2	1
Leads Tracking Capabilities for Each Exhibitor Representative	●	●	●	●
Company Included in Conference Mobile App	●	●	●	●
Promotional Flyer in Attendee Registration Packets	●	●		
Logo Included on Onsite Signage	●	●		
One (1) Custom App Push Notification Advertisement	●			
Custom 10FT W x 7FT H Tension Fabric Display	●			

PACKAGE ADD-ONS

ADDITIONAL BOOTH REPRESENTATIVE - \$250

*Purchase of package required

ADDITIONAL TABLE - \$250

*Purchase of package required

CUSTOM TENSION FABRIC DISPLAY - \$550

Upgrade your exhibit space with a Custom Tension Fabric Display! Designed specifically for your brand, this 10ft W x 7ft H backdrop will make your booth stand out. Work with FCCLA Staff to create a captivating display that showcases your products and services. And the best part? You can take it with you after the conference!

ONLINE REGISTRATION

Register directly online by visiting <https://fcclainc.org/attend/exhibiting-and-sponsorship>.



STATE ADVISER MANAGEMENT MEETING | Seattle, WA | January 24 - 28, 2024

Make a powerful impression on FCCLA's State Advisers at the highly influential State Adviser Management Meeting! As the primary decision makers for their respective states, these leaders play a crucial role in shaping the future of FCCLA. Don't miss the chance to connect directly with this esteemed group by hosting a session that provides them with invaluable resources to integrate into their states. This event serves as the perfect platform to showcase your expertise and support state advisers in their mission to empower and guide their chapters.

Conference Location:

Sheraton Grand Seattle Hotel
1400 6th Avenue
Seattle, WA 98101

Registration Deadlines:

December 1 – Sponsored/Donated materials must be received at
FCCLA's National Headquarters

Sponsorship Opportunities:

Sponsorship of the FCCLA State Adviser Management Meeting offers a unique opportunity to network directly with FCCLA's state leaders and decision makers. By making an in-kind donation or sponsoring a meal for state advisers, you gain exclusive access to forge valuable connections and showcase your brand to attendees. You do not want to miss this opportunity to elevate your brand, strengthen your network, and drive business growth while making a lasting impact on the future of education and leadership.

Coffee Break - \$2,500 (3 Opportunities Available)
Share a 10-Minute Presentation

Breakfast - \$4,000 (3 Opportunities Available)
Share a 10-Minute Presentation

Lunch - \$5,500 (2 Opportunities Available)
Share a 20-Minute Presentation

Dinner - \$7,500 (2 Opportunities Available)
Share a 30-Minute Presentation

Welcome Reception - \$10,000 (1 Opportunity Available)
Share a 1-Hour Presentation

Additional Advertising Opportunities:

Writing Materials – In Kind
(Estimated Quantity – 100)

Attendee Gift Bags – In Kind
(Estimated Quantity – 100)

Attendee Gift Bag Insert - \$250

Include a flyer and/or promotional item
in every attendee gift bag.



CHAPTER ADVISER SUMMIT | Seattle, WA | January 25 - 27, 2024

Maximize your reach and influence at FCCLA's Chapter Adviser Summit! Join over 100 dedicated Family and Consumer Sciences educators and FCCLA Advisers for an immersive professional development experience. This event offers a unique opportunity to host an engaging session, sharing your expertise and insights with a highly receptive audience. Leave a lasting impact by providing in-depth training, innovative strategies, and valuable resources that will empower these educators to guide and inspire their students.

Conference Location:

Sheraton Grand Seattle Hotel
1400 6th Avenue
Seattle, WA 98101

Registration Deadlines:

November 1 – Workshop sponsorship deadline

December 1 – Sponsored/Donated materials must be received at FCCLA's National Headquarters

Sponsorship Opportunities:

30-Minute Chapter Adviser Workshop - \$1,500

(Only 2 Opportunities Available)

Secure your spot as a workshop host, where you will have 30-minutes to engage, educate, and inspire a captive audience of over 100 FCS educators.

Welcome Reception - \$5,000

Offers sponsors the opportunity to host a 1-hour workshop during the event. In addition to workshop hosting, sponsors will have the chance to provide greetings at the reception and network with chapter advisers ahead of their workshop.

Writing Materials – In Kind

(Estimated Quantity – 150)

Attendee Gift Bags – In Kind

(Estimated Quantity – 150)

Attendee Gift Bag Insert - \$250

Include a flyer and/or promotional item in every attendee gift bag.



NATIONAL LEADERSHIP CONFERENCE | Seattle, WA | June 29 - July 3, 2024

Ignite your brand and make a lasting impression at the FCCLA National Leadership Conference (NLC) in Seattle, WA! As an exhibitor, you will have the unparalleled opportunity to engage with over 8,000 passionate FCCLA Members and Advisers from across the nation. Showcase your brand amidst a sea of red blazers, captivate attendees at the highly popular EXPO, and connect with youth leaders. Elevate your brand's presence, forge valuable partnerships, and position yourself as a trusted resource within the education community. You do not want to miss out on this extraordinary platform to maximize visibility, expand your network, and leave a lasting impact at the largest FCCLA national event of the year.

Conference Location:

Seattle Convention Center – Summit Building
900 Pine Street
Seattle, WA 98101

EXPO Dates (Subject to Change):

June 29 – Exhibitor Set-Up
June 30 – EXPO Day #1
July 1 – EXPO Day #2

Registration Deadlines:

December 15 – Extra Early Bird Registration Ends (15% Discount)
February 1 – Early Bird Registration Ends (10% Discount)
May 1 – Late Registration Begins (\$100 Extra)
June 5 – Payment Due to FCCLA to Avoid \$25 Late Fee

Available Discounts:

A single \$100 discount will be applied to your invoice if you are a first time, non-profit, or government exhibitor.

Online Registration:

Register directly online by visiting <https://fcclainc.org/attend/exhibiting-and-sponsorship>.

PRESENTATION OPPORTUNITIES:

Exhibitors and sponsors are invited to submit an application to host a presentation during the National Leadership Conference. **Applications for speakers will open on December 4**, offering two exceptional options to inspire and empower attendees. Choose the 15-Minute RED Talks for a powerful TED Talk-style presentation that sparks change, or opt for the immersive 30-Minute Hands-On Workshops to provide valuable skills and knowledge. Your expertise will shape the future leaders of FCCLA, making a lasting impact on their leadership journey.





NLC EXHIBITING PACKAGES



NATIONAL LEADERSHIP CONFERENCE EXHIBITING PACKAGES & RATES	PLATINUM \$10,000	DIAMOND \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,500
Extra Early Bird Rate Register By December 15	\$8,500	\$6,375	\$4,250	\$2,550	\$1,275
Early Bird Rate Register By February 1	\$9,000	\$6,750	\$4,500	\$2,700	\$1,350
Late Registration Rate Register After May 1	\$10,100	\$7,600	\$5,100	\$3,100	\$1,600
COMPLIMENTARY PACKAGE BENEFITS					
EXPO Booth Size	20' x 20' Standard	10' x 20' Corner	10' x 20' Standard	10' x 10' Corner	10' x 10' Standard
Skirted Tables	4	3	2	2	1
Exhibitor Representative Registration(s)	5	4	3	2	1
Leads Tracking Capabilities for Each Exhibitor Representative	●	●	●	●	●
Custom E-Newsletter Advertisement(s) (through December 1, 2024)	3	2	1		
Educational Webinar(s) to Promote Company's Programming	3	2	1		
Promotional Flyer Included in Attendee Registration Packets	●	●			
One (1) Pre-Recorded 30-Second General Session Welcome Message	●				
Company Included in Onsite Signage	Logo	Logo	Logo	Name	Name
Company Included in Pre-Conference Marketing Materials	Logo	Logo	Logo	Name	Name
Company Included on the FCCLA National Website (through December 31, 2024)	●	●	●	●	●

**National Leadership Conference exhibiting packages do not include labor, shipping charges, electricity, internet services, or material handling. These items may be purchased at an additional cost through FCCLA's conference decorator.*

SPECIAL EVENT SPONSORSHIP

Make a lasting impression on FCCLA Members, Advisers, and Supporters by sponsoring a special event at the National Leadership Conference. Your generous sponsorship will contribute to creating an unforgettable experience for thousands of youth members and adults attending the conference. Sponsorships of \$2,500 or more will receive one (1) complimentary 10'x10' booth at the FCCLA EXPO.

STATE OFFICER TRAINING - \$2,500

During the conference, top student leaders from 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 15-minute message to the student leaders.

ATTENDEE ORIENTATION WEBINAR - \$2,500

Elevate your brand and leave a lasting impression by sponsoring the highly attended Attendee Orientation Webinar. Connect with students, advisers, and guests prior to the National Leadership Conference, positioning your organization as a trusted partner and gaining unparalleled visibility. You do not want to miss out on this opportunity to make a significant impact and create meaningful connections with the youth members, advisers, and supporters of FCCLA.

SAY YES TO FCS SIGNING CEREMONY - \$2,500

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 a welcome message during the event along with your logo featured on all event signage.

VIP RECEPTION - \$5,000

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. Company name will be included on all event signage.

FCCLA Fashion Show - \$5,000

Twenty 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.

General Session - \$10,000

(4 Opportunities Available)

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 2-minute welcome message during one (1) session.



NATIONAL LEADERSHIP CONFERENCE STAR EVENTS

Every year, more than 4,000 student members showcase their proficiency and achievement through FCCLA's Students Taking Action with Recognition (STAR) Events. These career-readiness Competitive Events recognize members' accomplishments in chapter and individual projects, leadership development, and career preparation. By sponsoring a STAR Event, you have the opportunity to connect your business, industry, or organization with high-performing youth who are destined to become leaders in their respective fields.

STAR Events National Finalist Awards - \$2,500

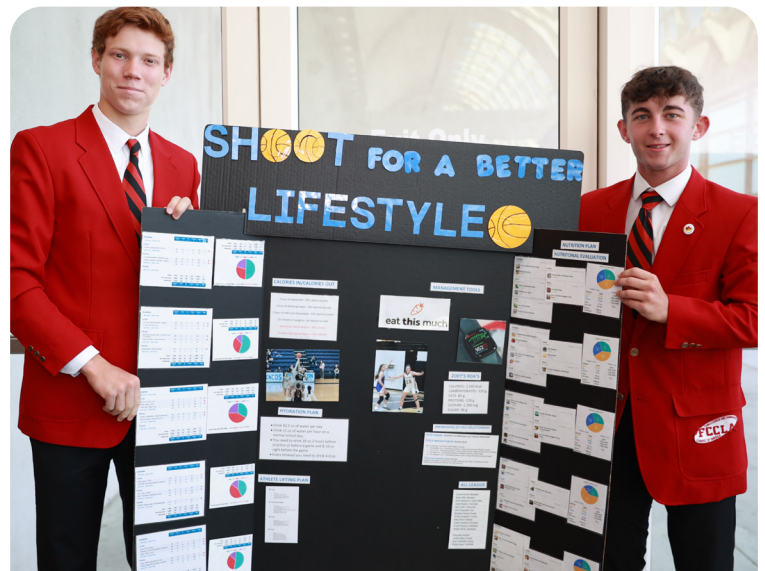
As a sponsor of the STAR Events National Finalist Awards, you will have the opportunity to be part of the unforgettable moment when the top three winners are announced live onstage. Your sponsorship ensures that each national winner receives a prestigious plaque, a symbol of their hard work and remarkable achievements. By associating your brand with these awards, you demonstrate your commitment to recognizing and celebrating excellence in FCCLA. Your sponsorship will be acknowledged during the session, providing valuable visibility and positioning your organization as a champion of youth achievement.

STAR Events Sponsorship - \$5,000

Sponsorship of a STAR Event allows you to engage with these exceptional individuals and promote your company to a national audience. Your sponsorship will not only provide valuable recognition to the top three highest-scoring teams and individuals onstage but also contribute to their journey by presenting them with a special award to commemorate their outstanding achievements.

As a sponsor, you will have the opportunity to directly communicate with national student participants by providing informational flyers and participant gifts. This personal connection enhances your brand's visibility and fosters a sense of appreciation and recognition among these exceptional students. Additionally, your brand will be prominently identified as a sponsor on the FCCLA national website, featured during general session multimedia presentations, and recognized during the STAR Events Finalist Recognition Session.

For more information regarding FCCLA's STAR Events, please visit www.fcclainc.org/compete.



PACKAGE ADD-ONS AND A LA CARTE OPTIONS

ADDITIONAL BOOTH REPRESENTATIVE - \$250

Packages for the National Fall Conference and National Leadership Conference come with a set amount of complimentary representative registrations. Additional representative registrations can be purchased through this add-on option.

CONFERENCE APP PUSH NOTIFICATION

National Fall Conference - \$500

National Leadership Conference - \$1,000

By leveraging this powerful feature, you can instantly captivate attendees with personalized messages, exclusive offers, and compelling updates directly on their mobile devices. Increase your brand's visibility, create excitement, and strategically guide attendees to your booth for meaningful interactions and valuable connections. Don't miss this prime opportunity to stand out, make a lasting impression, and maximize your conference success with targeted push notifications on the official conference app.

REGISTRATION PACKET INSERT

National Fall Conference - \$500 (+ cost of printing and shipping)

National Leadership Conference - \$1,000 (+ cost of printing and shipping)

Get your message in front of every conference attendee by including a special message or swag item in the conference registration packet. Drop a promotional postcard, discount flyer, or special offer in the conference registration packet to draw attention to your booth.

Specifics:

- One (1) page only (artwork permitted on both sides)
- Flyers and postcards must not exceed a folded size of 8.5' x 11' inches
- FCCLA is not responsible for errors in the provided printed pieces
- Sponsor must send a digital version (PDF) of the insert to FCCLA at partnership@fcclainc.org for approval prior to printing.
- Sponsor must provide 1,000 copies for the National Fall Conference or 2,000 copies for the National Leadership Conference.
- Inserts must be received at the address below by September 29, 2023 for the National Fall Conference or May 1, 2024 for the National Leadership Conference.

FCCLA National Headquarters

Attn: Partnership Department
13241 Woodland Park Road, Suite 100
Herndon, Virginia 20171



PACKAGE ADD-ONS AND A LA CARTE OPTIONS

CUSTOM SPECIAL EDITION NEWSLETTER

Advisers Only - \$500

Students & Advisers - \$1,000

This opportunity allows you to send one (1) custom branded e-newsletter that can include photos, videos, and website links. This e-newsletter will be sent to FCCLA's membership of over 236,000 students and 7,000 chapter advisers across the nation. FCCLA Staff will work with you to select a publication date.

EDUCATIONAL WEBINAR - \$1,000

FCCLA is committed to helping industry partners promote their products and services to FCCLA's audience in a variety of ways. FCCLA's educational webinars offer the perfect opportunity to support quality online education for members and advisers, as well as the promotion of your company. With more than 236,000 members and 7,000 chapter advisers, there is ample opportunity for marketing to your target audience.

Complimentary benefits include:

- Webinar listed on FCCLA's National Website
- One (1) Special Edition e-newsletter promoting the webinar
- Webinar recording housed on the FCCLA Portal for re-watching

CO-BRANDED REGISTRATION SIGNAGE

National Fall Conference - \$1,500

National Leadership Conference - \$5,000

This is 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.

ATTENDEE LANYARDS

National Fall Conference - \$2,500

National Leadership Conference - \$10,000

All attendees will wear their badge lanyards throughout the conference, making this one of the most visible marketing opportunities. In-kind donations welcome.

ATTENDEE WELCOME BAGS

National Fall Conference - \$2,500

National Leadership Conference - \$10,000

Maximize your brand's exposure by sponsoring the attendee welcome bags at FCCLA events. Leave a lasting impression on members and advisers as they receive essential materials, providing your brand with valuable visibility and association with FCCLA's mission of empowering future leaders. In-kind donations welcome.





EXHIBIT RULES & REGULATIONS



The National Fall Conference and National Leadership Conference are sponsored by and shall, at all times, be conducted under the direction of FCCLA. FCCLA, through its Board of Directors, shall have full power to interpret and enforce all Exhibit Rules and Regulations contained herein. FCCLA reserves the right to deny the right to exhibit, to restrict access to, or to remove any exhibit(s) and/or exhibitor(s) from the conference and exhibit areas for any infraction or non-compliance with these Exhibit Rules and Regulations. FCCLA also reserves the right to locate an exhibitor's booth space based on the exhibitor's priority points, type of display and overall space demands. FCCLA will, however, use its best efforts to honor an exhibitor's preferences.

ELIGIBILITY

- FCCLA reserves the right to determine or verify eligibility of Exhibitor for inclusion in the event prior to, or after, submission of the Exhibiting and Sponsorship Agreement. FCCLA will determine the appropriateness of products to be exhibited by their distinctive characteristics or performance capability. FCCLA also reserves the right to prohibit display or advertisement of products at any time if display or advertisement of such products would not meet conference objectives or would cause Exhibitor to be in violation of these Exhibitor Rules & Regulations.
- **Non-Exhibiting Company Products or Services.** Exhibitor may not display products or signage in their booth from eligible non-exhibiting companies unless approved in writing by FCCLA and/or media activities of non-exhibiting companies are prohibited at the conference(s).

REGISTRATION, FEES, PAYMENTS

- Except as provided to the contrary in this contract, all monies paid by Exhibitor shall be deemed fully earned and non-refundable at the time of payment.
- **Registration.** Registration for exhibit space shall be subject to the approval of FCCLA, and FCCLA reserves the right to reject applications with or without cause if FCCLA determines the rejection is in the best interest of the organization. FCCLA will contact Exhibitor following submission of registration if FCCLA finds issues with the ability for the exhibitor to facilitate its exhibit space. Upon acceptance of the registration by FCCLA, its contents, as modified if applicable, shall become a legally binding agreement for exhibit space between the purchasing organization and FCCLA, subject to the terms and conditions herein. The purchasing organization agrees to accept and, when requested, to promptly respond to exhibiting information sent by FCCLA via e-mail or any other method of communication.
- **Exhibit Fees.** The cost for exhibit space is dependent on the sponsorship level, booth type, and booth amenities. Exhibitor must be fully paid on all money owed to FCCLA, its partners and subsidiaries, including sponsorship, and advertising no less than thirty (30) days prior to the event.
- **Payment Schedule.** Payments may be made by credit card, wire transfer or check (U.S. bank only). Checks must be made payable to FCCLA and mailed to 13241 Woodland Park Road, Suite 100, Herndon, VA 20171. Unless otherwise agreed upon by FCCLA, in its sole discretion, the purchasing organization has the following options for payment of their booth space and/or sponsorship package:
 1. **Payment Option 1:** 100% deposit submitted upon receipt of application approval by business check, money order or wire transfer to FCCLA's bank.
 2. **Payment Option 2:** 100% deposit submitted upon receipt of application approval by credit card.
- **Amendments to the Exhibit Space Agreement.** It is understood and agreed that any changes or modifications to the selected sponsorship package and/or individual add-on options following the initial registration submission shall be considered accepted and approved by FCCLA if notification is provided by purchasing organization to, and received by, FCCLA by any form of written communication and notification of FCCLA approval is sent back to purchasing organization by any form of written communication. Changes may include, but not be limited to, modifications to the booth size, package benefits, or payment terms by the purchasing organization. FCCLA shall consider email by and to the purchasing organization as acceptance of such changes, and thereby modify the exhibit fees due from the purchasing organization pursuant thereto. If any changes to the registration or selected package increase the fees due to FCCLA for the booth, FCCLA will provide said exhibitor with an updated invoice outlining the charges. Changes initiated by FCCLA to purchasing company's exhibit space shall be communicated in writing to the email address provided by the purchasing company on the registration form, and all such communications will be interpreted as read and accepted unless the contact listed on the registration form objects in writing to FCCLA within five (5) business days.
- At its discretion, if at any time FCCLA deems an exhibit, or an exhibit's contents objectionable, FCCLA reserves the right to remove and/or cancel the exhibit space or any portion thereof at Exhibitor's sole expense. This reservation includes persons, things, conduct, printed matter, signs, products or any item of poor character, which, in the sole judgment of FCCLA, is detrimental to or unsuitable for the event or jeopardizes the event's safe operations. This right may be exercised by FCCLA at any time, regardless of whether it is before the event or during the event. In the event the right is exercised during the conference(s), FCCLA shall not be liable for refund of exhibit space rental fees, exhibit equipment rental fees or any other expense incurred by reason of FCCLA's removal of objectionable contents or cancellation of the exhibit space or any portion thereof. Exhibitor hereby expressly waives any and all rights and claims, actions and demands for damages, costs and expenses, including without limitation, legal fees, lost profits, and costs of goods sold, against the conference(s) location, FCCLA, their directors, officers, agents, employees and/or servants for such removal and/or cancellation.

CANCELLATION

- Should the Exhibitor be unable to occupy and use the booth space contracted, FCCLA must be notified immediately in writing. If the Exhibitor submits the cancellation notice thirty (30) days or more before the event, FCCLA will retain fifty (50) percent of the total booth cost. If the Exhibitor submits the cancellation less than thirty (30) days before the event, the Exhibitor is responsible for payment of the total booth cost. FCCLA reserves the right to resell, reassign, or utilize the booth space cancelled by the Exhibitor.

OPERATION AND CONDUCT

- **Exhibit Personnel.**
 1. Attendants, models, and other employees and representatives of Exhibitor must confine their activities to the exhibit space.
 2. Booths must be staffed or have notification of return time during all conference exhibit hours. Exhibitors with booths that are not staffed during exhibit hours could be subject to loss of credentials for future conferences and loss of other conference privileges as determined by FCCLA.
 3. Exhibitor shall not photograph or video record another exhibitor or product of another exhibitor unless such photography or videography is approved in writing by the other exhibitor or FCCLA.
 4. Exhibitor may not harass or antagonize another party or attendee.
 5. No area of the FCCLA event location shall be used for any improper, immoral, illegal or objectionable purpose.
- All Exhibitor personnel and their contractors must wear appropriate apparel when participating in the conference(s). This requirement prohibits, among other items, bathing suits, thongs, lingerie, excessively short skirts, painted bodies and transparent apparel. FCCLA reserves the right to make determinations on appropriate apparel. Business or business casual attire is required for exhibit personnel. Exhibitors who are uncertain with regard to compliance with the appropriate apparel and entertainment regulations are encouraged to consult with FCCLA in advance of the conference.
- **Entertainment, Music.** All music and entertainment within the booth must be in good taste and not include any lyrics that are inflammatory, sexually explicit, sexist, gang-related or violent or that promote activities of any type that defame or denigrate women, law enforcement or other established

authorities. Dancing and modeling shall not include any lewd or sexually suggestive poses or actions. FCCLA shall be the final authority on the acceptability of music played. Violators are subject to immediate closure of their booth, removal of booth personnel and/or closure of the exhibit for the duration of the conference.

- All booths will be inspected during the event and any exhibitor deviating from the Rules must make modifications to its exhibit space at Exhibitor's expense. If modifications are not made by Exhibitor, FCCLA will instruct its official contractors to make any necessary adjustments, at Exhibitor's sole expense. Moreover, Exhibitor shall be responsible for all costs associated with ensuring any activities, if applicable, are deemed safe under any and all conditions, as determined by FCCLA in its sole discretion. FCCLA will not be subject to any damages whatsoever should an activity or display be required to be terminated or removed by FCCLA, or its designees, due to such circumstances.
- **Liability and Insurance.** Neither FCCLA, nor any of the officers, employees, agents, contractors and affiliates of such entities, nor the owners, management company, employees or representatives of the hosting platform will be responsible for any injury, loss or damage that may occur to the exhibitor or to the exhibitor's employees or property, prior, during or subsequent to the period covered by the exhibit. The exhibitor expressly releases the foregoing persons and entities from, and agrees to indemnify the same against any and all claims for such loss, damage or injury arising from the negligent or willful acts or omission of the exhibitor and its employees, agents, contractors, and invitees. Exhibitors are responsible for all liability insurance coverages.
- **Accidents/Incidents.** Any accident or incident involving or occurring in Exhibitor's booth, or as it relates to booth personnel are the express responsibility of the Exhibitor.

VIOLATIONS

- The Exhibitor shall be bound by the Rules as defined herein, and by such additional rules and regulations which may be established by FCCLA at any time. FCCLA shall enforce all Rules and such additional rules and regulations, and its decision on these matters will be final. All matters and questions not covered by the Rules and such additional rules and regulations shall be subject to the final judgment and decision of FCCLA.
- Any violation by the Exhibitor of any of the Rules and such additional rules and regulations shall subject Exhibitor to cancellation of the agreement to occupy exhibit space, to forfeiture of any monies paid on account thereof, and could make Exhibitor subject to loss of credentials for future conferences and loss of other conference privileges. Upon FCCLA notifying Exhibitor of such cancellation, FCCLA shall have the right to take possession of the Exhibitor's space.

INTELLECTUAL PROPERTY RIGHTS POLICY

- Exhibitors agree that neither they, nor their employees or agents, nor any one working for them in any capacity will obtain, attempt to obtain, or divulge proprietary business information, standards, specifications or other protected intellectual property rights of products or companies outside of their own company or employer, nor will they betray through such acts, the confidentiality invested with them by their company or employer.

LIABILITY/SECURITY/INSURANCE:

- Neither FCCLA nor its agents or employees, nor the owners of the conference facility, nor its representatives or employees, shall be liable for any damage to the property or loss of business to the exhibitor, or any loss by theft, or damage by fire or other means, or for any injuries to the exhibitor, its employees, agents, customers or guests, arising from any cause or matter whatsoever, even though occasioned, caused or contributed to by the negligence of FCCLA or the conference facility, their agents or employees.
- The exhibitor, on behalf of itself, its employees and agents, agrees to protect, indemnify, save and defend, and hold harmless FCCLA, its agents and employees, the conference facility, its agents and employees, from all costs, losses, damages and expenses arising out of or from any accident or other occurrences connected with the use or occupation by the exhibitor of its booth space.
- Security guards will be maintained at all times by FCCLA. The duty of the guards will be to control admittance and exit to the conference area, and to protect the general conference area against fire or other catastrophes. The presence of the guards does not constitute acceptance of any responsibility by FCCLA for the safety of the exhibitor's products and property, but is merely a service to aid exhibitors during the period of the conference.

COMPLIANCE WITH LAWS

- Exhibitor agrees to comply with and be bound by all laws of the United States and the State of Virginia and wherever applicable, all rules and regulations of the police department and those policies and criteria established by the laws governing virtual environments. Illegal acts of any kind will be referred to the appropriate authorities for prosecution.

FAILURE TO HOLD EXPOSITIONS

- Should any contingency prevent holding of the event, FCCLA may retain such part of exhibitor's rental as shall be required to pay for expenses incurred up to the time such contingency shall have occurred. The exhibitor waives all claims for damage or recovery of payments made except the return of the prorated amount paid for exhibit space less expenses incurred by FCCLA.



FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA

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