

FCCLA®

EXHIBITING AND ADVERTISING GUIDE 2024-2025



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 courses. FCCLA, the Ultimate Leadership Experience, has a membership of over 244,000 members, 5,300 chapters, and over 7,300 advisers across the nation.

As the Ultimate Leadership Experience, FCCLA equips members with essential technical training and real-world skills that extend beyond the classroom. Members have the chance to explore and excel in diverse Career Pathways, including human services, hospitality and tourism, education and training, and visual arts and design. FCCLA not only prepares students for successful careers but also empowers them to develop strong leadership abilities, enhance their career readiness, and make a lasting impact in their communities.

WHO WE REACH »

WHERE WE REACH »

244,000+
MEMBERS NATIONWIDE

7,300+
ADVISERS NATIONWIDE

4,400+
COMPETITIVE EVENTS PARTICIPANTS ANNUALLY

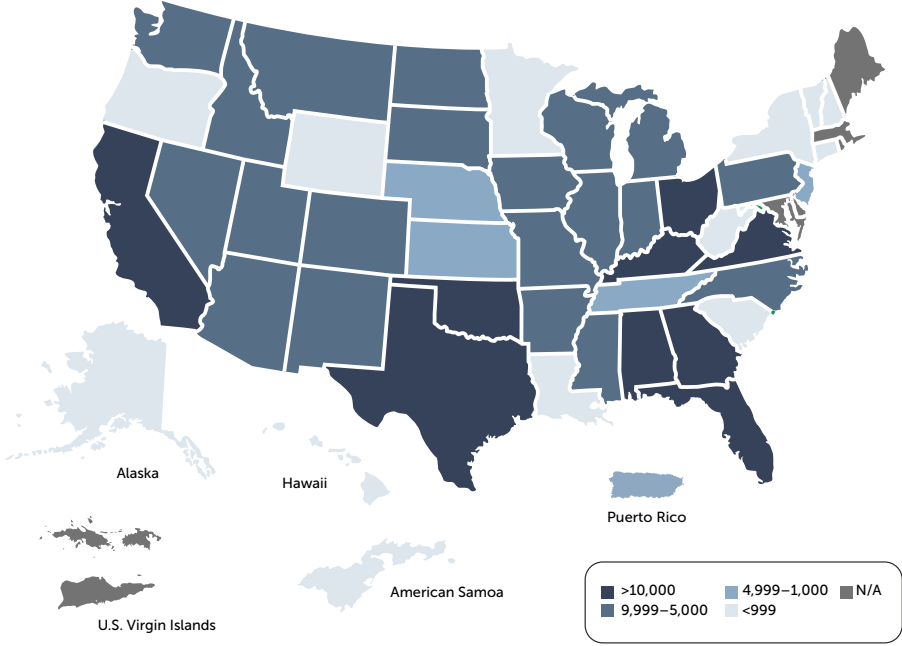
121
2024 CHAPTER ADVISER SUMMIT ATTENDEES (OVER 150 EXPECTED IN 2025)

8,091
2024 NATIONAL LEADERSHIP CONFERENCE ATTENDEES (OVER 9,000 EXPECTED IN 2025)

17K
FACEBOOK FANS

19K
INSTAGRAM FOLLOWERS

2.9K
YOUTUBE SUBSCRIBERS



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

GENDER

68% FEMALE **31%** MALE



GPA*

88% MAINTAIN A 3.0 TO 4.0 AND ABOVE

FCCLA MEMBERS' CAREER INTERESTS:

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

COMMUNITIES:

46% RURAL **24%** SUBURBAN
23% URBAN **7%** UNKNOWN



*Data from 2024 My College Options, FCCLA research study

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

AdVenture Capital
AFSA Education Foundation
Albertsons Companies Foundation
American Association of Family and Consumer Sciences (AAFCS)
American Culinary Federation
American Trucking Association
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
CareerSafe 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
eDynamic Learning
eFoodHandlers
ENPICA, PLLC
EVERFI
E-Z Decorator
Fair Trade Winds
Find Your Grind
Ford Philanthropy
Foundation for Impact on Literacy and Learning
FranklinCovey Education
Funds2Orgs
Goodheart-Willcox Publisher
Home Baking Association
IMAGO
Impact Teen Drivers
Infinite Trading
It's A Hoot!
Jana's Campaign
Jewels BY Jewel
Kendra Scott
Kids Feeding Kids
King Arthur Flour
Knowledge Matters, Inc.
KP Education Systems
LEAD FCS Education

Lead4Change
MBA Research and Curriculum Center
Meals of Hope
Men's Wearhouse
MyOptions Encourage
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
New Amazing Systems, LLC.
Ozark Delight Candy
Pampered Chef
Purify Beauty
Real Fashion Experience
Rebekah Scott
ReBuildUp, LLC
Right Response First Aid Kits Fundraising
Rightfully Sewn
Roadway Safety Foundation
SAFE 2 SAVE
Safe Roads Challenge (TrypScore)
Safe Sitter, Inc.
Service Fundraising
Sew Easy Designs
Sewing 101
Share Our Strength
Social Assurity, LLC
Southern Peanut Growers
Start 2 Sew
The Sugar Association
Suns Up, Nails Up
Tallo
Tasty Travels
Teens in the Drivers Seat
Texas A&M Transportation Institute
U.S. Army
U.S. Coast Guard
U.S. Environmental Protection Agency – Office of Children's Health Protection
U.S. Department of Transportation
We Help 2
WindowsWear
Work Zone Safe
Youth for Understanding, USA
Yuda Bands
Zwilling

COLLEGES AND UNIVERSITIES

The Art Institutes
Auguste Escoffier School of Culinary Arts
Brigham Young University
Chadron State College
Culinary Institute Lenôtre
The Culinary Institute of America
The Culinary School of Fort Worth
Drury University
East Texas Baptist University
Eastern New Mexico University
Fashion Institute of Design & Merchandising
George Mason University
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
Long Island University
Mercer Culinary
Messiah College
New Mexico State University
North Carolina Agricultural and Technical State University
North Dakota State University
The Ohio 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
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
Washington State University
Wayne State College

Each year, FCCLA hosts two (2) professional development conferences in the location where the National Leadership Conference will take place that summer. These conferences provide an exceptional opportunity for sponsors to engage with FCCLA Advisers and state leaders who are dedicated to enhancing their skills and knowledge.



STATE ADVISER MANAGEMENT MEETING | ORLANDO, FL | JANUARY 14-18, 2025

Make a powerful impression at the State Adviser Management Meeting (SAMM)! State advisers are the primary decision makers for their respective states, overseeing FCCLA Chapters and programs. We have approximately 50 attendees annually from across the nation. These leaders play a crucial role in shaping the future of FCCLA. This event serves as the perfect platform to showcase your expertise and support state advisers in their mission to empower and guide the FCCLA Chapters within their state. Hosting a session at this meeting provides invaluable opportunities to connect directly with this esteemed group and offer them resources that can be integrated into their state programs.

CHAPTER ADVISER SUMMIT | ORLANDO, FL | JANUARY 15-18, 2025

Maximize your reach and influence at FCCLA's Chapter Adviser Summit (CAS)! This premier event has grown significantly over the years and continues to attract more participants annually. Join over 120 dedicated FCCLA Advisers for an immersive professional development experience. Attendees range from first-year advisers to veteran advisers, all equally eager to expand their knowledge and learn more about resources to bring back to their chapters. The Chapter Adviser Summit provides a unique opportunity for you to host engaging sessions, 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

Rosen Centre Hotel
9840 International Drive,
Orlando, FL 32819

ONLINE REGISTRATION

Event sponsors can register directly online by visiting the FCCLA Exhibitor Portal:

<https://affiliation.registernmychapter.com/fccla/exhibitors#>

IMPORTANT DATES & DEADLINES

NOVEMBER 1

- Deadline to purchase a sponsorship package.

DECEMBER 2

- Sponsorship package invoice payment due to FCCLA to avoid \$100 late fee.
- Deadline to submit workshop/presentation details to FCCLA.
- Deadline to register company/organization representatives and provide their title, headshot, and bio to FCCLA.

NEW SPONSORS

Select "First Time Exhibitor" on the registration page and proceed with account set-up. After you have created your account, please select "2024-2025 Exhibiting & Advertising" from the dropdown menu.

RETURNING SPONSORS

Enter the username and password previously created for your organization. After logging in, please select "2024-2025 Exhibiting & Advertising" from the dropdown menu.

*If you have questions or problems accessing your account, please email Abigail Lee, Partnerships Director, at alee@fcclainc.org or call (703) 476-4900.

Included on the following page are the exclusive sponsorship packages available for the State Adviser Management Meeting (SAMM) and Chapter Adviser Summit (CAS). Leverage this opportunity to get your company or organization in front of both audiences, reaching key decision-makers and dedicated educators in FCCLA. These sponsorship opportunities provide a unique platform to showcase your products, services, and expertise to those who influence and guide the future of FCCLA.

Don't wait—these opportunities sell out quickly! Secure your spot today and make a lasting impact on FCCLA.

COMPLIMENTARY BENEFITS INCLUDE:

- Complimentary registration for up to two (2) company/organization representatives.
- Complimentary Wi-Fi provided for the day of the presentation.
- Complimentary A/V (projector, screen, microphone) provided for the day of the presentation.
- Complimentary lunch on the day of the presentation.
- Opportunity to include a one (1) page flyer in attendee registration packets.
- Company/organization logo included in marketing materials.
- Opportunity to send post-event communications to attendees who opt-in.

ADDITIONAL REGISTRATIONS (\$150 EACH)

Each sponsorship package includes two (2) complimentary registrations for company/organization representatives. Additional registrations for company or organization representatives can be purchased in addition to the sponsorship package for \$150 each. Each additional registration purchased will have access to the complimentary benefits outlined above.



BRONZE SPONSORSHIP PACKAGE (\$1,500)

Host a 15-minute presentation during the State Adviser Management Meeting.

EVENT	OPPORTUNITY #1	OPPORTUNITY #2
State Adviser Management Meeting <i>2 Opportunities Available</i>	Wednesday, January 15, 2025 11:45 AM – 12:00 PM	Wednesday, January 16, 2025 11:30 PM – 1:45 PM

SILVER SPONSORSHIP PACKAGE (\$3,000)

Host a 30-minute workshop presentation during the Chapter Adviser Summit or State Adviser Management Meeting.

EVENT	OPPORTUNITY #1	OPPORTUNITY #2
Chapter Adviser Summit <i>2 Opportunities Available</i>	Thursday, January 16, 2025 2:30 PM – 3:00 PM	Friday, January 17, 2025 11:00 AM – 11:30 AM
State Adviser Management Meeting <i>2 Opportunities Available</i>	Wednesday, January 15, 2025 1:00 PM – 1:30 PM	Friday, January 17, 2025 11:30 AM – 12:00 PM

GOLD SPONSORSHIP PACKAGE (\$5,000)

Host a 30-minute workshop presentation during the Chapter Adviser Summit (CAS) and State Adviser Management Meeting (SAMM). This package includes two (2) total 30-minute workshop presentations.

EVENT	OPPORTUNITY #1	OPPORTUNITY #2
Chapter Adviser Summit <u>and</u> State Adviser Management Meeting <i>2 Opportunities Available</i>	(CAS) Thursday, January 16, 2025 11:30 AM – 12:00 PM (SAMM) Thursday, January 16, 2025 1:00 PM – 1:30 PM	(CAS) Friday, January 17, 2025 11:30 AM – 12:00 PM (SAMM) Friday, January 17, 2025 1:00 PM – 1:30 PM

DIAMOND SPONSORSHIP PACKAGE (\$7,500)

Host a 1-hour workshop presentation during the Chapter Adviser Summit (CAS) and State Adviser Management Meeting (SAMM). This package includes two (2) total 1-hour workshop presentations.

EVENT	OPPORTUNITY #1
Chapter Adviser Summit <u>and</u> State Adviser Management Meeting <i>1 Opportunity Available</i>	(SAMM) Thursday, January 15, 2025 11:00 AM – 12:00 PM (CAS) Thursday, January 16, 2025 1:30 PM – 2:30 PM



NATIONAL LEADERSHIP CONFERENCE | ORLANDO, FL | JULY 5-9, 2025

Join FCCLA as we “Dare to Dream” in Orlando, FL, for the 2025 National Leadership Conference (NLC). Ignite your brand and make a lasting impression as we celebrate FCCLA’s 80th Anniversary! As an exhibitor, you will have the unparalleled opportunity to engage with thousands of 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 and educators. Elevate your brand’s presence, forge valuable partnerships, and position yourself as a trusted resource within the education community. Do not miss 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

Orange County Convention Center, West Concourse
9899 International Drive,
Orlando, FL 32819

EXPO DATES (SUBJECT TO CHANGE)

- **July 5, 2025:** Exhibitor Set-Up
- **July 6, 2025:** EXPO Day #1
- **July 7, 2025:** EXPO Day #2

IMPORTANT DATES & DEADLINES

- **November 1, 2024:** Extra Early Bird Registration Ends (15% Discount)
- **January 31, 2025:** Early Bird Registration Ends (10% Discount)
- **February 20, 2025:** Presentation Proposal Deadline (Must be registered to exhibit to be considered)
- **March 31, 2025:** Registration Deadline (For inclusion in marketing materials)
- **April 1, 2025:** Late Registration Begins

AVAILABLE DISCOUNTS:

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

PRESENTATION OPPORTUNITIES:

Exhibitors and sponsors are invited to submit an application to host a presentation during the National Leadership Conference. Choose from two dynamic formats:

- **15-Minute RED Talk:** Deliver a powerful, TED Talk-style presentation designed to inspire and ignite change. This concise, high-impact format allows you to share innovative ideas, success stories, or groundbreaking initiatives with a focused audience.
- **30-Minute Hands-On Workshops:** Engage attendees in an immersive experience where they can acquire valuable skills and knowledge. These sessions require an interactive component, providing a deeper dive into practical applications and hands-on learning, making a lasting impact on participants’ leadership journeys.



Important Note: Individuals submitting a presentation proposal must be registered as a booth representative with an exhibiting company or organization if they are not registered for the conference with an FCCLA Chapter. Proposals from individuals not registered by the deadline will not be considered.

Presentation Proposal Deadline: February 20

WHY EXHIBIT AT FCCLA'S NATIONAL LEADERSHIP CONFERENCE?

UNMATCHED EXPOSURE AND ENGAGEMENT

The FCCLA National Leadership Conference is the premier event where education and leadership converge. By exhibiting at this event, you will gain direct access to over 8,000 attendees, including:

5,400+ Student Members	Passionate and driven students seeking to develop leadership skills, explore career pathways, and engage with cutting-edge educational and professional resources. They are highly motivated and enthusiastic about discovering new opportunities for personal and professional growth.
1,300+ Advisers	Highly influential Family and Consumer Sciences educators who are central to shaping classroom learning and curriculum development. These advisers make critical decisions about resources and tools that impact their students, and their purchasing choices significantly influence school-wide adoption of educational materials and services.
1,000+ Adult Guests	A diverse group of decision-makers, including school administrators, Career and Technical Education (CTE) coordinators, and parents, all committed to supporting students' educational journeys. These attendees are instrumental in shaping student success and are key stakeholders in the future of education and workforce development.
200+ Special Guests	Representatives from industries and FCCLA Alumni, who bring a wealth of expertise and strong professional networks. These individuals provide valuable insights and collaborations that can elevate the event's impact, offering key connections between education and industry.
50+ State Leaders	FCCLA State Advisers who lead and manage statewide FCCLA initiatives and programs. As the primary contacts for state-level chapter development and growth, they are pivotal in expanding influence and opportunities across states.

These attendees are actively seeking innovative products, services, and opportunities that can help them achieve their goals. Your presence at the conference places your brand at the forefront of this dynamic and engaged community.

MAXIMIZE YOUR RETURN ON INVESTMENT

As an exhibitor at the National Leadership Conference, you can expect:

- **Direct Interaction:** Engage face-to-face with thousands of enthusiastic and motivated attendees.
- **Brand Visibility:** Increase your brand's recognition through various marketing channels and conference materials.
- **Networking Opportunities:** Build relationships with educators, industry leaders, and decision-makers.
- **Sales and Leads:** Generate high-quality leads and drive sales with a captive audience interested in your offerings.



EXHIBITOR TESTIMONIALS

"We've been exhibiting at the FCCLA National Leadership Conference for several years now, and each time, we're blown away by the level of engagement and enthusiasm from both the students and advisers."

"The energy at FCCLA's National Leadership Conference is something you have to experience to believe. Be ready to be on your feet and talking non-stop because everyone is so eager to learn about what you have to offer. We've made so many valuable connections and seen a great return on investment every year."

"The FCCLA National Leadership Conference is an absolute must for us every year. The educators we meet are some of the most dedicated and passionate professionals in their field. They are always on the lookout for new resources and ideas to bring back to their classrooms."



NLC EXHIBITING PACKAGES

NATIONAL LEADERSHIP CONFERENCE EXHIBITING PACKAGES	PLATINUM \$10,000	DIAMOND \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,500
Extra Early Bird Rate (15% Discount) Register By November 1, 2024	\$8,500	\$6,375	\$4,250	\$2,550	\$1,275
Early Bird Rate (10% Discount) Register By January 31, 2025	\$9,000	\$6,750	\$4,500	\$2,700	\$1,350
Regular Registration Rate Register By March 31, 2025	\$10,000	\$7,500	\$5,000	\$3,000	\$1,500
Late Registration Rate Register On Or After April 1, 2025	\$10,250	\$7,750	\$5,250	\$3,250	\$1,750

COMPLIMENTARY PACKAGE BENEFITS

Expo Booth Size	20' X 20' ISLAND	10' X 20' CORNER	10' X 20' STANDARD	10' X 10' CORNER	10' X 10' STANDARD
Skirted Tables	4	3	2	2	1
Complimentary Exhibitor Booth Representative Registrations	6	5	4	3	2
Leads Tracking Capabilities For Each Exhibitor Booth Representative	•	•	•	•	•
Wi-Fi For All Registered Exhibitor Booth Representatives <i>(Must Be Registered By March 31)</i>	•	•	•		
One (1) Pre-Recorded 30-Second General Session Commercial Break	•	•			
Company Included In Onsite Signage <i>(Must Be Registered By March 31)</i>	LOGO	LOGO	LOGO	NAME	NAME
Company Included In Pre-Conference Marketing Materials <i>(Must Be Registered By March 31)</i>	LOGO	LOGO	LOGO	NAME	NAME
Company Included On FCCLA's National Website Through December 31, 2025	•	•	•	•	•

Important Note: National Leadership Conference exhibiting packages do not include labor, shipping charges or electricity. These services can be purchased separately through FCCLA's designated conference decorator.

ADDITIONAL REGISTRATIONS (\$150 EACH)

Each sponsorship package includes a set number "Complimentary Booth Representative Registrations." Additional registrations can be purchased in addition to the sponsorship package for \$150 each.

SPECIAL EVENT SPONSORSHIP

Sponsor a Special Event at the National Leadership Conference to make a lasting impression on FCCLA Members and Advisers. Each Special Event sponsorship includes a complimentary exhibiting package.

ADVISER ACADEMY GRADUATE AWARDS - \$3,000

Celebrate the dedication and accomplishments of FCCLA Advisers by sponsoring the Adviser Academy graduate awards. This sponsorship allows you to co-brand the awards, ensuring your company is associated with excellence in education. Recognize the hard work of these educators who are shaping the future of our youth. This sponsorship provides a meaningful way to connect with and honor those who are making a difference in Family and Consumer Sciences education.

Includes recognition as a Silver Sponsor and a complimentary Silver Exhibiting Package.



STATE OFFICER TRAINING - \$3,000

Sponsoring the State Officer Training provides a unique opportunity to connect with FCCLA State Officers. These top student leaders from each state excel in leadership and service. They gather to network, share ideas, and enhance their leadership skills. Your sponsorship allows you to engage directly with these influential youth leaders and deliver a fifteen-minute presentation. This is an ideal opportunity for companies and organizations aiming to reach high-achieving youth leaders who are poised to make a significant impact in their communities and beyond.

Includes recognition as a Silver Sponsor and a complimentary Silver Exhibiting Package.



SAY YES TO FCS SIGNING CEREMONY - \$5,000

Support the future of Family and Consumer Sciences education by sponsoring the Say Yes to FCS Signing Ceremony. This special event honors senior students who are dedicated to pursuing degrees in Family and Consumer Sciences education. Your sponsorship provides a unique opportunity to celebrate these aspiring educators and be a part of their journey. As a sponsor, you will co-host the ceremony alongside FCCLA representatives, giving you direct access to these committed students and their mentors.

Includes recognition as a Gold Sponsor and a complimentary Gold Exhibiting Package.



FCCLA FASHION SHOW - \$7,500

The FCCLA Fashion Show is a highlight of the National Leadership Conference, showcasing the creativity and talent of FCCLA's youth designers. As a sponsor, industry experts from your company will work alongside FCCLA to develop the evaluation rubric. You will then evaluate submissions to determine which students will be invited to participate in the onsite jury process at the conference. During the event, your representatives will judge the students and select those who will participate in the live fashion show. This sponsorship provides premier logo placement and the opportunity to address the audience, aligning your brand with innovation and excellence in fashion. It offers an exceptional platform to connect with a diverse audience and support the future of fashion design.

Includes recognition as a Diamond Sponsor and a complimentary Diamond Exhibiting Package.



SPECIAL EVENT SPONSORSHIP

STATE ADVISER WELCOME RECEPTION - \$7,500

State advisers are pivotal leaders who guide FCCLA State Associations and have a significant impact on state-level programs and initiatives. The State Adviser Welcome Reception offers you the chance to welcome and engage with these influential figures. You will have the opportunity to share a fifteen-minute presentation and build meaningful relationships. This event is perfect for organizations looking to network with those who shape and lead FCCLA state-level programs.

Includes recognition as a Diamond Sponsor and a complimentary Diamond Exhibiting Package.

GENERAL SESSION - \$10,000

The General Sessions at the FCCLA National Leadership Conference are renowned for their electrifying atmosphere. Sponsoring a General Session offers the premier opportunity to reach the largest and most enthusiastic group of attendees during the conference. As a sponsor, you will benefit from premium logo placement and the chance to deliver a five-minute message to the entire audience. This sponsorship is an unparalleled way to elevate your brand's visibility and connect with a highly engaged audience.

Includes recognition as a Platinum Sponsor and a complimentary Platinum Exhibiting Package.

Please note: Dates and times of the general sessions listed below are subject to change.

- **Opening Session:** Saturday, July 5, 2025 (6:00 PM - 8:00 PM)
- **Member Recognition Session:** Monday, July 7, 2025 (5:30 PM - 7:30 PM)
- **Adviser Recognition Session:** Tuesday, July 8, 2025 (1:00 PM - 3:00 PM)
- **STAR Events Finalist Session:** Wednesday, July 9, 2025 (9:00 AM - 11:30 AM)
- **Closing Session:** Wednesday, July 9, 2025 (4:00 PM - 5:30 PM)

ATTENDEE HEADSHOT BOOTH - \$15,000

With an audience primarily comprised of student members, sponsoring the Attendee Headshot Booth helps set them up for success with a professional headshot. This opportunity is one of the most popular activations within the EXPO, often drawing large crowds and forming long lines. Attendees consistently provide great compliments to the sponsor for offering this valuable service. By having the headshot area placed in conjunction with your booth, you will have the premier opportunity to network with both students and educators, enhancing your brand's visibility and impact.

Includes recognition as a Platinum Sponsor and a complimentary Platinum Exhibiting Package.

ATTENDEE ACTIVATION: PRICE VARIES

Collaborate with FCCLA Staff to develop a unique, co-branded activation tailored specifically for conference attendees. These activations are designed to engage and inspire FCCLA's youth and teen audience, creating memorable experiences that resonate long after the event. By partnering with FCCLA, you can create an interactive and impactful activation that aligns with your brand's goals and interests. If you are interested in collaborating on an activation or developing an activation for your booth, please reach out to Abigail Lee at alee@fclainc.org. Together, we can create a unique and engaging experience for FCCLA conference attendees.

Activation Ideas:

1. **Interactive Photo Booth:** Create a fun photo booth with themed props and backdrops related to your brand. Encourage attendees to share their photos on social media using a specific hashtag, increasing your brand's online visibility.
2. **Gaming Lounge:** Set up a lounge area with popular video games or interactive digital activities. This space can serve as a relaxing spot for attendees to unwind while also engaging with your brand in a fun and entertaining way.
3. **Health and Wellness Zone:** Offer activities such as yoga sessions, mindfulness workshops, or a smoothie-making station. Promote a healthy lifestyle while showcasing your brand's commitment to well-being.
4. **Snack Bar or Beverage Station:** Sponsor a refreshment area with snacks or beverages branded with your company's logo. Provide a comfortable space for attendees to recharge while subtly promoting your brand.



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.

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.

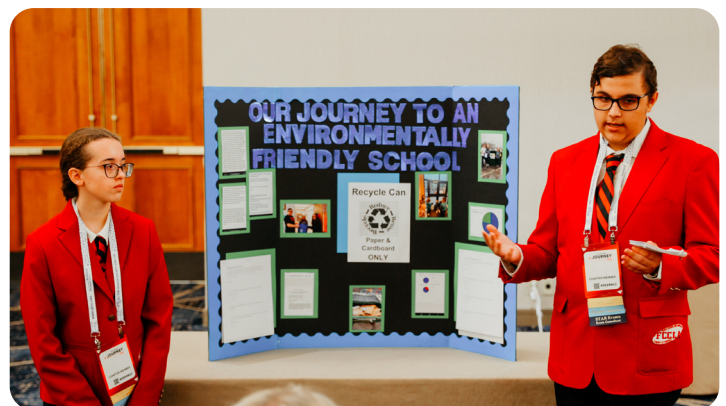
SPONSOR A STAR EVENT - \$5,000

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.

STAR EVENTS NATIONAL FINALIST AWARDS - \$2,500

As a sponsor of the STAR Events National Finalist Awards, you will have the opportunity of being 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.

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



ADVERTISING AND MARKETING OPTIONS

CUSTOM SPECIAL EDITION NEWSLETTER – PRICE VARIES

Take advantage of this unique opportunity to reach FCCLA's engaged audience with a custom branded e-newsletter. With an average open rate of 56%, FCCLA's newsletters are an effective way to share your message. You can include photos, videos, and website links to make your content stand out. Collaborate with FCCLA to ensure your message reaches the right audience at the right time, maximizing your impact and engagement.

ADVISERS ONLY - \$500

Reach approximately 7,000 subscribed contacts, including affiliated chapter advisers, state advisers, and teacher educators from across the nation.

STUDENTS & ADVISERS - \$1,000

Reach approximately 175,000 subscribed contacts, including affiliated chapter members and their advisers, state advisers, and teacher educators from across the nation.

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.

COMPLIMENTARY BENEFITS INCLUDE:

- Webinar listed on FCCLA's National Website
- Promotional post shared in FCCLA's Adviser Facebook Group
- Webinar recording housed on the FCCLA Portal for re-watching



The FCCLA National Conferences 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:

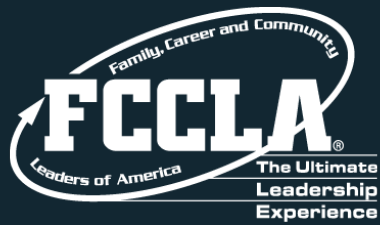
- Neither FCCLA nor its agents or employees, nor the owners of the conference facility, nor its representatives or employees, shall be liable for any damage to the property or loss of business to the exhibitor, or any loss by theft, or damage by fire or other means, or for any injuries to the exhibitor, 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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