WHAT IS NATIONAL LEADERSHIP CONFERENCE?

The National Leadership Conference (NLC) is FCCLA’s largest event of the year, with over 8,000 attendees ready to participate in workshops, compete in STAR Events, network with fellow members and advisers, and, of course, visit the Exhibits Expo! The 2017 National Leadership Conference will take place in Nashville, TN, and is a chance to reach a large key audience.

Exhibiting at FCCLA’S National Leadership Conference provides an opportunity for you to have direct exposure to FCCLA members from across the country, including Family and Consumer Sciences teachers, decision makers, and highly motivated middle and high school students, with 84% maintaining a 3.0 to 4.0 GPA.

MEETING LOCATION:

MUSIC CITY CENTER
201 5th Avenue South, Nashville, TN 37203

MEETING THEME:

The 2017 NLC theme, Unlimited Possibilities, speaks “UP” for career pathways and the unlimited possibilities our organization offers to develop 21st century skills.

“…”

“When you speak to the FCCLA members at the National Leadership Conference (NLC) exhibit, it truly shows their passion to make an impact and excel at what they do, making NLC an unforgettable experience for everyone!”

Brian Schreiber, Kendall College

“…”

Family, Career and Community Leaders of America (FCCLA) currently has over 160,000 members nationwide and is the only Career and Technical Student Organization with careers that support families as its central focus. Participation in national programs and chapter activities helps members become strong leaders in families, careers, and communities. Involvement in FCCLA offers members the opportunity to expand their leadership potential and develop skills for life — career exploration, planning, goal setting, problem solving, decision making, and interpersonal communication — necessary in the home and workplace.
EXHIBIT EXPO

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 Exhibits Expo at NLC always has great traffic and is a highlight of the conference for many attendees! (Don’t forget to bring enough handouts – you might run out quickly!)

EXHIBIT RATES:
Reserve space by May 1, 2017
• 10’ x 10’ Standard - $950
• 10’ x 10’ Corner - $1,100
• 10’ x 20’ Standard - $1,750
• 10’ x 20’ Corner - $1,900

DISCOUNTS:
One discount may be selected, if applicable
• Early Bird (by February 3, 2017): $100 discount
• First-Time Exhibitor: $100 discount
• Non-Profit Exhibitor: $100 discount
• Government Exhibitor: $100 discount

* Note marketing packages are available for exhibitors. Please email Heather Davis at hdavis@fcclainc.org.

RATES INCLUDE:
• Two complimentary conference registrations for each 10’ x 10’ booth space
• Pipe, drape, identification sign, one skirted 6’ x 30” table, two chairs, and wastebasket
• Company listing and logo in conference mobile application
• Opportunity to submit a proposal to present a workshop to members and advisers (completion of workshop submission does not guarantee acceptance or that a workshop will be presented at the conference)
• Two exhibit days

SUNDAY, JULY 2, 2017
7:30 AM – 6:00 PM Registration
2:00 PM – 7:00 PM Exhibitor Move-In
7:00 PM – 8:30 PM Opening General Session

MONDAY, JULY 3, 2017
6:30 AM – 7:30 AM Final Exhibitor Move-In
7:30 AM – 5:00 PM Registration
8:00 AM – 9:00 AM Exhibits – Exclusive Preview! (Advisers Only)

TIMES ARE SUBJECT TO CHANGE
MONDAY, JULY 3, 2017
(...CONTINUED)

9:00 AM – 3:00 PM
Exhibits Expo & College Fair

9:15 AM – 3:00 PM
Exhibitor/Partner Workshops
(Open to Youth & Advisers)

3:00 PM – 4:00 PM
Exhibitor Reception

TUESDAY, JULY 4, 2017

8:00 AM – 3:00 PM
Exhibits

9:15 AM – 3:00 PM
Exhibitor/Partner Workshops
(Open to Youth & Advisers)

3:00 PM – 6:00 PM
Exhibitor Move-Out

TIMES ARE SUBJECT TO CHANGE
### COLLEGE FAIR

Colleges and universities have the option to exhibit one day by signing up for our National Leadership Conference College Fair! The College Fair allows members to talk to 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 may be selected, if applicable
- **Early Bird** (by February 3, 2017): $100 discount
- **First-Time Exhibitor Discount**: $100 discount

### RATES INCLUDE:

- Two complimentary registrations
- One skirted 6’ x 30” table, two chairs, and wastebasket
- Company listing and logo in mobile application
- Exhibit hours on one day

---

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 AM – 7:30 AM</td>
<td>College Fair Move-In</td>
</tr>
<tr>
<td>7:30 AM – 5:00 PM</td>
<td>Registration</td>
</tr>
<tr>
<td>8:00 AM – 9:00 AM</td>
<td>Exhibits – Exclusive Preview! (Advisers Only)</td>
</tr>
<tr>
<td>9:00 AM – 3:00 PM</td>
<td>Exhibits Expo &amp; College Fair</td>
</tr>
<tr>
<td>9:15 AM – 3:00 PM</td>
<td>Exhibitor/Partner Workshops (Open to Youth &amp; Advisers)</td>
</tr>
<tr>
<td>3:00 PM – 4:00 PM</td>
<td>Exhibitor Reception</td>
</tr>
<tr>
<td>3:00 PM – 5:00 PM</td>
<td>College Fair Move-out</td>
</tr>
</tbody>
</table>

*TIMES ARE SUBJECT TO CHANGE*
SPONSOR:

Your sponsorship will help us provide over 8,000 youth and adults an opportunity to experience the 2017 FCCLA National Leadership Conference and discover Unlimited Possibilities! An investment in this conference is an investment in the lives of youth working to make an impact in their communities and become the top-level employees in their future careers.

ALL SPONSORSHIPS INCLUDE:

- Identification as sponsor on the FCCLA national website
- Identification as sponsor during general session multimedia presentations
- Signage as an official sponsor
- Logo on sponsored items, as appropriate
- Customized recognition packages are available

In-kind sponsorships are appreciated and provide great value to our organization. Administrative fees may apply. If you have a sponsorship idea, please contact us, and we would be happy to customize a package.
SPONSOR A BRANDED ITEM TO LEAVE A LASTING IMPRESSION ON OUR ATTENDEES!

- **Conference Bags - $10,000**
  Company logo on all bags distributed to attendees.
- **Lanyards - $10,000 - - SOLD - -**
  Company logo on all lanyards distributed to attendees at registration.
- **Promotional Video - $6,000**
  Company logo displayed at the bottom corner of the promotional video and full screen at the end of the video.
- **Meal Function - Starting at $5,000**
  Signage displayed at the function and opportunity to make brief comments and distribute materials to function attendees.
- **Run4Red 5K - Minimum sponsorship $5,000**
  (three sponsors needed)
  Company logo on participant t-shirts and opportunity to bring brief remarks at the starting line to kick off the walk/run.
- **Conference T-Shirts - Minimum sponsorship $5,000**
  (ten sponsors needed)
  Company logo printed on the conference t-shirt.
- **Adviser Coffee Break - $5,000**
  Signage displayed at the coffee break and opportunity to distribute materials to function attendees.
- **General Session Speaker - Starting at $5,000**
  Company logo displayed on screen during session and company representative can introduce the speaker. Company also recognized in scripting and publicly thanked by FCCLA Executive Director or National Executive Council.
- **Branded Mobile Charging Station - $2,000 each**
  Company logo on a mobile charging station, which will be located near registration.
- **STAR Event Sponsorship (see below) - $5,000**

STAR EVENT SCHOLARSHIP:

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 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 NLC audience!

**INVESTMENT: $5,000**

For additional STAR Events information and guidelines, contact:

HEATHER DAVIS
PARTNERSHIP MANAGER
HDAVIS@FCCLAINC.ORG
DISPLAY SCREENS
Include an image on one of the digital monitors throughout the facility.

$100*
*Static Images - $100/screen/monitor/day.
(See sample in image above.)

Package deals are available based on volume.

For images: Jpeg (you will be able to see the white box surrounding your logo) or PNG (no white box around your logo) files. A higher DPI is usually better for the resolution of the screens, 300 DPI is preferable.

CONFERENCE MOBILE APP ADVERTISEMENT
FCCLA’s 365 mobile app is very popular and is an easy way for attendees to access information about specific event times, locations, and additional details. Sponsor an advertisement on our conference mobile app that links to your website!

$500

CHAPTER ADVISER PACKET INSERT
Include a brochure or flyer in every chapter adviser’s registration packet.

$500

CONFERENCE BAGS INSERT
Include a brochure, flyer, or branded item in every attendee’s conference bag.

$1,000
NATIONAL LEADERSHIP CONFERENCE
EXHIBIT EXPO APPLICATION

Nashville, Tennessee  July 2-6, 2017  Over 8,000 Anticipated Attendees

The undersigned hereby makes application for exhibit space at the 2017 FCCLA National Leadership Conference. The acceptance of this application shall be at the sole discretion of FCCLA, and, upon acceptance, this application becomes a contract.

REGISTER DIRECTLY ONLINE AT: affiliation.registermychapter.com/fccla/exhibitors#

Please complete the following as it should appear on the conference mobile application.

Company Name: ________________________________

Company Contact: ______________________________

Title: ________________________________

Signature: ________________________________

Address: __________________________________

City: ____________________________

State: ____________________________ Zip: ____________

Telephone: ________________________________

Email: ________________________________

Web Address: ________________________________

Brief description of your services for the meeting mobile app. (300 characters max, including spaces):

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

PAYMENT: FCCLA will issue an invoice by email upon acceptance of this application and will require a 50% deposit within (10) business days to secure booth space. Final payment is due April 3, 2017. After that date, a $75 late fee will be assessed. Cancellation of exhibit space prior to April 3, 2017, will incur a $75 processing fee. Booths not paid in full by April 3, 2017, run the risk of not appearing in the conference materials. FCCLA regrets that no refunds will be honored after April 3, 2017, and reserves the right to cancel booth space if payment in full has not been received.

WORKSHOP OPPORTUNITY: Workshop proposals must be submitted online on the workshop proposal form portal no later than April 21, 2017, and all exhibit fees must be paid in full. Completion of the submission form does not guarantee acceptance or that a workshop will be presented at the conference.

Reserve space by May 5, 2017

• 10’ x 10’ Standard $950
• 10’ x 10’ Corner $1,100
• 10’ x 20’ Standard $1,750
• 10’ x 20’ Corner $1,900

Discounts: One discount may be selected, if applicable.

• Early Bird (by Feb. 3, 2017) $100 discount
• First-Time Exhibitor $100 discount
• Non-Profit Exhibitor $100 discount
• Government Exhibitor $100 discount
NATIONAL LEADERSHIP CONFERENCE
COLLEGE FAIR APPLICATION

Nashville, Tennessee July 2-6, 2017 Over 8,000 Anticipated Attendees

The undersigned hereby makes application for exhibit space at the 2017 FCCLA National Leadership Conference. The acceptance of this application shall be at the sole discretion of FCCLA, and, upon acceptance, this application becomes a contract.

REGISTER DIRECTLY ONLINE AT: affiliation.registermychapter.com/fccla/exhibitors#

Please complete the following as it should appear on the conference mobile application.

College Name: ________________________________
College Contact: ______________________________
Title: ______________________________
Signature: ______________________________
Address: ______________________________
City: __________________________ State: ___________ Zip: ___________
Telephone: ______________________________
Email: ______________________________
Web Address: ______________________________

Brief description of your services for the meeting mobile app. (300 characters max, including spaces):

__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

PAYMENT: FCCLA will issue an invoice by email upon acceptance of this application and will require a 50% deposit within (10) business days to secure booth space. Final payment is due April 3, 2017. After that date, a $75 late fee will be assessed. Cancellation of exhibit space prior to April 3, 2017, will incur a $75 processing fee. Booths not paid in full by April 3, 2017, run the risk of not appearing in the conference materials. FCCLA regrets that no refunds will be honored after April 3, 2017, and reserves the right to cancel booth space if payment in full has not been received.

Reserve space by May 5, 2017
• College Fair Tapletop Exhibit $500

Discounts: One discount may be selected, if applicable.
• Early Bird (by Feb. 3, 2017) $100 discount
• First-Time Exhibitor $100 discount
1. All exhibit materials must be flameproof and comply with city fire laws, as well as insurance underwriters’ and hotels regulations. Only display materials that can pass fire inspection may be used. Explosive, flammable materials, gases, and substances prohibited by city departments and other authorities are not allowed. All electrical work must be approved and installed by the Exhibit Services Contractor or hotel in accordance with the Fire Code and Regulations.

2. All exhibitors onsite and representing the exhibiting firm must pre-register or register onsite at the conference. All exhibitors will be issued badges that must be worn at all times. There will be no exceptions. Exhibiting firms contracting for one (1) tabletop exhibit space are allotted two (2) complimentary conference registrations. Firms contracting for two (2) or more tabletop exhibit spaces are allotted two (2) complimentary conference registrations per tabletop exhibit space. Additional firm personnel will be charged the Daily Conference Registration Rate for each day present.

3. FCCLA, in its sole discretion, reserves the right to refuse displays it considers inappropriate. All exhibits, back walls, and decorations are limited to 8' in height except equipment that is actually more than 8' high. Display returns should not be more than 4' from the back wall. FCCLA must approve in writing any requests for exhibits or equipment more than 8’ high or any other unusual or unique configuration. Loudspeakers, microphones, or other amplification devices and live or mechanical music are not permitted in the exhibit hall.

4. Unethical conduct or any infractions of these Rules and Regulations by the exhibitor or its representatives will, without limitation of any other sanction, subject either or both to dismissal from the exhibit hall. If such happens, no refund will be made and no demands for redress will be made either by the exhibitor or its representatives. It is the responsibility of the exhibitor contracting for exhibit space to notify all onsite personnel of these Rules and Regulations and assure compliance herewith.

5. Exhibit space is required to be staffed at all times during operating hours. Exhibits will not be closed or torn down before the specified time, and no part of the exhibit or equipment may be removed early without the permission of FCCLA.

6. Nothing will be pasted, tacked, nailed, screwed, or fixed to any parts of the building or its furnishings. Expenses incurred or damages to the exhibit hall’s physical property, i.e., floors, walls, furnishings, etc., will be charged to the exhibitor, and such expenses incurred or damages shall be paid by the exhibitor.

7. Exhibitor’s equipment is not insured by FCCLA for loss, theft, damage, or breakage. The exhibitor assumes total responsibility therefore and hereby agrees to protect, indemnify, defend, save, and hold harmless the site where exhibits are held and its employees and agents, any representatives of FCCLA, the Exhibit Services Contractor, and FCCLA, its directors, officers, employees, members, and agents against all claims, liabilities, losses, costs, and attorney fees arising from, or relating to, damages to persons or property, owned or rented, governmental charges or fines, and attorney fees arising out of or caused by exhibitor’s set-up, removal, maintenance, occupancy, or use of the exhibitor’s equipment, merchandise, and displays, and of the exhibition premises or any part thereof, excluding any such liability caused solely by the negligence of the exhibit site or its respective employees and agents. The exhibitor hereby agrees to protect, indemnify, defend, save, and hold harmless employed security services, the Exhibit Services Contractor, FCCLA, its directors, officers, employees, members, and agents, the exhibit site, and their respective trustees, directors, officers, employees, and agents against all liabilities, claims, costs, damages, and expenses, including, without limitation, fines, costs, and attorney fees that might ensue from any cause whatsoever, including, without limitation, accidents while viewing exhibits, when accidents or injuries are caused by the acts or omissions of the exhibitor, its representatives, agents, or employees. Exhibitors are urged to place “extra-territorial” and other insurance coverage on equipment and exhibits and arrange for extended public liability insurance.

8. FCCLA and the Exhibit Services Contractor assume no responsibility or obligation for damage to exhibitor’s property, owned or rented, lost shipments either to or from the exhibit hall, or for any moving costs, all such matters being the total responsibility of the exhibitor. Damage due to inadequately packed property is the exhibitor’s responsibility. If an exhibit fails to arrive in time for exhibition, the exhibitor remains responsible, and no refund will be made.

9. All matters not specifically covered in the preceding Rules and Regulations shall be subject solely to the decision of FCCLA.

10. FCCLA reserves the right to require exhibitors to arrange for lodging accommodations at places other than the conference headquarters hotel.

11. FCCLA does not guarantee registration attendance at FCCLA conferences. Any estimate by FCCLA of the anticipated attendance is based upon previous attendance records and conference content. Special consideration of reduced exhibit space prices at FCCLA exhibitions will not be considered should attendance fall below anticipated figures at any FCCLA conference.

12. Without limitation of any other sanctions which FCCLA may impose, any violation of the foregoing Exhibit Rules and Regulations, or any directives by the Meetings Manager, may result in any one or more of the following actions at the sole discretion of FCCLA: (i) the closing of the exhibit; (ii) the removal of any employees, agents, and representatives of the exhibiting firms; (iii) the denial of exhibit space or the denial of personnel of the violating firm, or both, from exhibiting at or attending, or both, conferences sponsored by FCCLA for such period as FCCLA may determine in its sole discretion; and (iv) prohibition from placing advertisements in the FCCLA-owned Teen Times and its other publications for such period as FCCLA may determine at its sole discretion.

**PAYMENT & CANCELLATION**: FCCLA will issue an invoice by email upon acceptance of this application and will require a 50% deposit within (10) business days to secure booth space. Final payment is due April 3, 2017. After that date, a $75 late fee will be assessed. Cancellation of exhibit space prior to April 3, 2017 will incur a $75 processing fee. Booths not paid in full by April 3, 2017, run the risk of not appearing in the conference mobile app. FCCLA regrets that no refunds will be honored after April 3, 2017, and reserves the right to cancel booth space if payment in full has not been received. All notices of cancellation must be in writing via email to hdavis@fcclainc.org and will be deemed given when received by FCCLA.

**ACCEPTANCE**: The signed application or online submitted form makes application for exhibit space at the 2017 FCCLA National Leadership Conference. The acceptance of this application shall be at the sole discretion of FCCLA, and, upon acceptance, this application becomes a contract. The Organization’s representative agrees on behalf of the exhibiting company to comply with, and be subject to, the terms and conditions, including, without limitation, to the National Leadership Conference Exhibit Rules and Regulations, as well as those conditions under which exhibit space at the 2017 National Leadership Conference venue, leased to FCCLA.