FROM THE EXECUTIVE DIRECTOR

HOSA sponsors are likely to be but not limited to health industry corporations, associations, publishers, fundraising companies, universities, foundations, government agencies and non-profit service-based organizations. The most successful sponsorships are those that promote the educational pathway of future health professionals who are developing, practicing, and refining their skills to be successful as a leader in a HOSA chapter or local community, and as a health professional.

Sponsors have access to more than 250,000 members of HOSA-Future Health Professionals in 5,500 middle schools, high schools, community colleges, 4-year colleges and universities in 54 states, territories and countries; 30,000 registered HOSA alumni; and 12,000 International Leadership Conference delegates.

Review the 2019-2020 Sponsorship Opportunities and let us know which opportunities work best for you.

If you do not see a sponsorship package that fits your needs, please give us the opportunity to customize a sponsorship for your review.

Jim Koeninger, Ph.D.
Executive Director
HOSA-Future Health Professionals
jim.koeninger@hosa.org
Tel: 972.874.0062
Premier Sponsor
$25,000

International Leadership Conference
- Logo placement on slides before and after four General Sessions (Opening, Recognition, and two Awards Sessions)
- Up to four (4) exhibit spaces
- One set of advisor marketing labels to be used two times in one calendar year from the ILC date
- Full page ad in the ILC Program
- Educational Symposium workshop participation
- Two (2) invitations to the VIP Scholarship Dinner
- Acknowledgment on the ILC App

HOSA Media
- Full page ad for the Affiliation Packet
- Sponsor’s logo and link on the HOSA Homepage
- Two (2) emails per year to HOSA members and advisors

State Advisors Management Conference (SAM)
- Distribution of print information at the 2020 SAM Conference

HOSA-100 National Advisory Council
- One-year membership on the HOSA-100 National Advisory Council with renewal membership opportunity
- Invitation to attend HOSA-100 National Advisory Council meetings in Washington, DC (6 per year)
- Opportunities to participate in HOSA-100 National Advisory Council Projects
- Invitation to attend special events in Washington, DC
ELITE SPONSOR $10,000

INTERNATIONAL LEADERSHIP CONFERENCE
- Acknowledgment on the ILC App
- Up to two (2) exhibit spaces
- One set of advisor marketing labels to be used two times in one calendar year from the ILC date
- Half page ad in the ILC Program
- Educational Symposium workshop participation
- One (1) invitation to the VIP Scholarship Dinner

HOSA MEDIA
- Full page ad for the Affiliation Packet
- Sponsor’s logo and link on the HOSA website
- One (1) email per year to HOSA members and advisors

STATE ADVISORS MANAGEMENT CONFERENCE (SAM)
- Distribution of print information at the SAM Conference

Listed packages serve as a starting point. Customized packages can be designed to accommodate Premier and Elite Sponsors. Contact HOSA at hosa@hosa.org to discuss a customized sponsorship.
The Washington Leadership Academy (WLA), conducted annually in Washington, D.C., is the premier leadership development experience for HOSA–Future Health Professionals. During the 4-day event, members are exposed to experiential leadership sessions to better understand themselves as leaders and those they lead, gain confidence through interaction with team members from other chartered associations, and develop skills they can implement in their chartered associations.

Members also have the opportunity to explore local healthcare facilities, advocate on Capitol Hill, and visit some of Washington’s historic landmarks including Arlington Cemetery and the National Mall.

$25,000

Title Sponsorship

Sponsorship Includes

- Sponsor logo and information printed on name badges, lanyards, and WLA gift
- Sponsor signage at registration and general sessions
- Full-page ad in the WLA materials
- Inclusion in a full-page ad in the ILC Conference Program
Engage with 12,000 advisors and members with a career purpose at the International Leadership Conference in Houston, Texas. Conference sponsors have an exceptional opportunity to network, market, initiate and sustain new and existing relationships. From exhibiting and scholarships to competitive event, meal or delegate gift sponsors, the HOSA International Leadership Conference provides greater opportunities to showcase and share your brand.

We invite you to collaborate with HOSA Headquarters staff to select an appropriate sponsorship within your budget. Listed opportunities are suggestions only. Contact HOSA at info@hosa.org to discuss a customized sponsorship opportunity.
CONFERENCE OPPORTUNITIES

HOSA EXPO - $550 - $1,200

Exhibit Pricing
One Space: $550
Two Spaces: $800
Three Spaces: $1,050
Four Spaces: $1,200

Register online for the HOSA Expo at hosa.org/expo.

Exhibit Space includes:
- One 10x10 exhibit space including one six-foot table draped, two chairs, trash can, exhibitor name signage
- Company name, website listed in the ILC program and ILC app
- Security when exhibit area is closed

Note: Pricing does not include labor, shipping charges, carpet, electricity or internet services. Additional furnishings, electricity and internet will be available for purchase in the exhibitor packet.

Deadline to reserve space: May 1, 2020

HOSA SCHOLARSHIP PROGRAM - $1,000

The HOSA Scholarship Program recognizes academic excellence and supports the recipient’s educational pathway. Sponsorships of $1,000 or more per recipient are accepted. 100% of the sponsorship is awarded to the recipient.

Scholarship Sponsorship includes:
- Plaque and check presented to the recipient at the VIP Scholarship Dinner at the ILC
- One invitations to the VIP Scholarship Dinner for each $1,000 scholarship
- Sponsor logo in the ILC program
- Recognition provided on the HOSA Scholarship web page

Deadline to be a Scholarship Sponsor is March 1, 2020
COMPETITIVE EVENTS
$7,500 PER EVENT

- Half-page ad in the ILC program
- Three $1,000 scholarships for event winners (1st place middle school, secondary and postsecondary/collegiate divisions)
- 1st, 2nd, and 3rd place winner plaques for middle school, secondary, and postsecondary/collegiate divisions
- Logo displayed on the screen during award presentation
- Logo printed on participant certificates and distributed to all competitors

Available events for sponsorship

Health Science
- Behavioral Health
- Cultural Diversities & Disparities in Healthcare
- Dental Terminology
- Human Growth and Development
- Medical Law and Ethics
- Medical Math
- Medical Reading
- Medical Spelling
- Medical Terminology
- Nutrition
- Pathophysiology
- Pharmacology

Health Professions
- Biomedical Laboratory Science
- Clinical Nursing
- Clinical Specialty
- Dental Science
- Home Health Aide
- Medical Assisting
- Nursing Assisting
- Personal Care
- Pharmacy Science
- Physical Therapy
- Sports Medicine
- Veterinary Science

Emergency Preparedness
- CERT Skills
- CPR/First Aid
- Emergency Medical Technician
- Epidemiology
- Life Support Skills
- MRC Partnership
- Public Health

Leadership
- Extemporaneous Health Poster
- Extemporaneous Writing
- Health Career Photography
- Healthy Lifestyle
- Interviewing Skills
- Job Seeking Skills
- Organizational Leadership
- Prepared Speaking
- Researched Persuasive Writing and Speaking
- Speaking Skills

Teamwork
- Biomedical Debate
- Community Awareness
- Creative Problem Solving
- Forensic Science
- Health Career Display
- Health Education
- HOSA Bowl
- Medical Innovation
- Parliamentary Procedure
- Public Service Announcement

Competitive Events Judges
Plan to volunteer as a competitive event judge at the HOSA International Leadership Conference. Over 450 judges are required to judge and evaluate the 10,000 competitors.

Learn more at ilc.hosa.org.
CONFERENCE SPONSORSHIPS

NAME BADGE - $8,000
Sponsor logos and key information can be printed on the backside of each name badge.  
Reach: 12,000+
Deadline: April 1, 2020

PEN OR PENCIL - $6,000
Sponsor ILC pens and pencils for ILC delegates so everyone is writing with your logo in their hand.  
Reach: 12,000+
Deadline: April 1, 2020

LANYARD - $10,000
Customized lanyards showcase your name and logo.  
Reach: 12,000+
Deadline: April 1, 2020

DELEGATE GIFT - $20,000
Customize a souvenir for ILC delegates with your logo and sponsor information.  
Reach: 12,000+
Deadline: April 1, 2020

ADVISOR GIFT - $10,000
HOSA Advisors deserve recognition for their hard work throughout the year developing and preparing HOSA members to be future health professionals.  
Reach: 1,700
Deadline: April 1, 2020

STATE ADVISOR GIFT - $2,500
Recognize the key decision makers and leaders for state, territorial and country associations presented at the State Advisor Dinner.  
Reach: 75
Deadline: February 1, 2020

HOSA, INC. GIFT - $5,000
Recognize HOSA Corporate Members from state, territorial and country associations at the annual HOSA, Inc. Corporate Body Meeting.  
Reach: 60
Deadline: April 1, 2020
**CHARGING STATION - CALL FOR PRICING**

Everyone needs a battery boost at the ILC after snapping so many photos and using the ILC App! Sponsor cell phone charging stations at the ILC and become everyone’s best friend when their battery level is low!

**Reach**: 12,000+

**Deadline**: April 1, 2020

**CONFERENCE WIFI - CALL FOR PRICING**

When you have a conference app, conference attendees want access to free Wi-Fi. This creates a unique sponsorship opportunity. Imagine 12,000 HOSA attendees typing your company’s name into their mobile device. Attendees and guests will redirected to your company’s website when logged into the Wi-Fi. HOSA will use your logo, company name when promoting free Wi-Fi access.

**Reach**: 12,000

**Deadline**: February 1, 2020

**COURTESY LOUNGE - CALL FOR PRICING**

The courtesy lounge will be comprised of a sponsor branded area, informal meeting space and complimentary refreshments inside the exhibit area. Provide a place for students and/or advisors to relax during the conference. Your logo will be fully-branded inside the courtesy lounge.

**Reach**: 2,000-10,000

**Deadline**: April 1, 2020

**STUDENT ENTERTAINMENT - $5,000**

Help to host one of three student events during the ILC. Events include a Thursday night Senior class celebration party, Friday night entertainment, and Saturday Grand Awards Dance. HOSA will work with your company to provide customized entertainment package for any event!

**Reach**: 5,000

**Deadline**: April 1, 2020

**MEAL FUNCTIONS - $2,500-$10,000**

There are multiple opportunities to sponsor a snack break, breakfast, lunch, or dinner at the International Leadership Conference.

**Deadline**: March 1, 2020

Meal function sponsorship includes:
- Invitation to speak at the meal function
- Recognition in the ILC program and ILC app
- Sponsorship signage at the meal function

Available functions for sponsorship:

- **State Advisor Dinner - $10,000**
  
  Number of Participants: 150

- **HOSA, Inc. Corporate Board Meeting - $5,000**
  
  Number of Participants: 75

- **Competitive Events Luncheon - $5,000**
  
  Number of Participants: 65

- **Competitive Events Reception - $3,500**
  
  Number of Participants: 65

- **Alumni Reception - $2,500**
  
  Number of Participants: 75

**Deadline**: March 1, 2020
**2021-2022 Health Professions Poster Series**

**$10,000**

Sponsorship includes design, printing, mailing, and postage. HOSA develops poster copy and design using a professional designer. The concept and design will be submitted to sponsor for approval prior to printing. More information at hosa.org/posters.

**Reach:** 260,000 members in 5,500 schools  
**Deadline:** April 1, 2021

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**2020-2021 Affiliation Packet**

**$1,000**

The Affiliation Packet is a year-long electronic resource for all of HOSA’s activities, including the competitive events program. All ads are full-page ads and can include hyperlinks. More information at hosa.org/affiliation.

**Reach:** 250,000 members in 5,500 schools  
**Deadline:** July 1, 2020

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**Monthly HOSA E-Newsletters**

**$1,500 per email**

HOSA E-Newsletters are a great source of news and information for members, alumni, and advisors. E-Newsletters are sent out monthly (September–November) and January–May. Contact HOSA for production deadlines.

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**HOSA Website Banner Ads**

Please contact bobby.crandall@hosa.org to explore website banner ad placement.

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**International Leadership Conference**

**Program**

- Back Cover: $5,000  
- Inside Front Cover: $4,000  
- Inside Back Cover: $4,000  
- Full Page: $3,000  
- Half-Page Horizontal: $1,500  
- Half-Page Vertical: $1,500

**Deadline:** April 1, 2020

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**International Leadership Conference App**

**$12,000**

Exclusive ILC App pricing is available for $12,000 and includes ads on the 4 screens: App Home, Competitive Events, Exhibitor, and Social Feed until April 1, 2020. After April 1, 2020, individual screens may be purchased at the following rates:

- Competitive Event Screen: $9,000  
- Exhibitor Screen: $6,000  
- Social Feed Screen: $3,000

**Deadline:** April 1, 2020

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**International Leadership Conference Signage**

Custom, large-scale ILC signage and advertising is available. Examples include directional signs, window and wall clings, event signage, and column wraps. Please contact HOSA for more information on pricing.

**Deadline:** April 1, 2020
HOSA—FUTURE HEALTH PROFESSIONALS

looks forward to strengthening the pipeline of future health professionals with your support.

To discuss any of the opportunities presented within this sponsorship package, please contact:

HOSA Headquarters
800-321-4762
info@hosa.org