



Partnership Opportunities

32nd Annual HOSA

National Leadership Conference

June 24-27, 2009 • Nashville, Tennessee

Gaylord Opryland Hotel



2008-09 National HOSA Executive Council

HOSA has promoted career opportunities in the health professions for 32 years! As a HOSA Partner at the 2009 National Leadership Conference, opportunities will be provided to network with 5,500 future health care leaders who will experience four (4) days of national competition, leadership development, team-building, health industry sponsored and conducted workshops, dynamic general sessions and high expectations!

HOSA members are secondary, postsecondary, and collegiate students in pursuit of careers in the health professions, as well as health science instructors, health care professionals, friends of HOSA and alumni.

A variety of partnership opportunities are described on the following pages. HOSA invites corporations, health care associations, fundraising companies, publishers, and health care suppliers to meet HOSA members who will be the nation's future health care professionals, local Health Occupations/Health Science educators and administrators, and state staff.

National Partnerships

HOSA is the largest student organization operating in America's high schools for young people enrolled in Health Occupations/Health Science Programs and those interested in pursuing a career in the health professions. **HOSA** works closely with local and state leaders to build a pipeline to attract qualified young people to the health care industry. Partnership fees are invested in enhancements to provide unique learning experiences. HOSA Partners will receive value-add benefits based upon which partnership option is selected. HOSA will custom design a package for partners with unique requirements.

\$50,000 – Platinum

- Representation on the HOSA **Health Care Partnership Council**
- Visibility on the HOSA web site – partner's logo and full-page description with link
- Special listing in the HOSA National Leadership Conference Program
- Presented with the Platinum Partnership Award at the Opening General Session of the National Leadership Conference recognizing the level of partnership
- Sponsorship of a HOSA National Leadership Conference Event or a Competitive Event Sponsorship
- Representation on a Technical Advisory Council for the National Competitive Events Program
- Sponsorship package – NLC Exhibit Booth, mailing labels and mailing inserts
- Ten (10) scholarships at \$2,500 each awarded in the name of the platinum partner to HOSA members or a designated profession during the National Recognition Session (Scholarship Value: \$25,000)

\$25,000 – Gold

- Representation on the HOSA **Health Care Partnership Council**
- Visibility on the HOSA web site – partner's logo and full-page description with link
- Special listing in the HOSA National Leadership Conference Program
- Sponsorship of a HOSA National Leadership Conference Event or a Competitive Event sponsorship
- Sponsorship package – NLC Exhibit Booth, mailing labels and mailing inserts
- Ten (10) scholarships at \$1,000 each awarded in the name of the partner to HOSA members during the National Recognition Session (Scholarship Value: \$10,000)

\$10,000 – Bronze

- Sponsorship of a HOSA National Leadership Conference Event or a Competitive Event sponsorship
- Visibility on the HOSA web site
- Sponsorship package – NLC Exhibit Booth, mailing labels and mailing inserts
- Five (5) scholarships at \$1,000 awarded to a HOSA member during the National Recognition Session (Scholarship Value: \$5,000)

Other Partnership Opportunities

Scholarships

HOSA encourages its members to attain high scholastic achievement, develop exceptional leadership skills, and commit to a career in the health professions. HOSA Partners are encouraged to provide scholarships to qualified high school graduates as a means of attracting more young people to Health Science Education Programs. HOSA encourages members to apply for HOSA Scholarships which are awarded in **\$1,000 increments** based upon the funds invested by HOSA Partners.

Exhibiting

Exhibitor – \$400

The NLC Healthcare Exposition lasts for 2 1/2 days. HOSA Partners are encouraged to exhibit at the NLC. HOSA provides tabletop exhibits for Corporate and Non-Profit sponsors. The first table is \$400; each additional table is \$200. The facility charges electricity directly to the partner/exhibitor.

Exhibitor Workshop – \$500 plus A/V expenses

Exhibitors who wish to demonstrate their products or services may present one (1) workshop as part of HOSA's Educational Symposium. Workshops are one (1) hour and scheduled throughout the conference day.

Advertising

Conference Program – \$750, \$500 or \$350

The NLC Program is distributed to all registered delegates, sponsors, partners and judges – for a total circulation of 6000. NLC Program ads are \$750 (full page), \$500 (half-page), or \$350 (quarter-page). Camera-ready copy must be delivered to HOSA no later than May 1.

NLC Guide – \$500, \$350 or \$250

The NLC Guide is distributed to 2,500 HOSA chapters and HOSA VIPs/Sponsors on February 1. NLC Guide ads are \$500 (full page), \$350 (half-page), or \$250 (quarter-page). Camera-ready copy must be delivered to HOSA no later than January 1.

Web Site Home Page – \$5,000

The partner's logo is placed on the HOSA Home Page with a link to the partner's web site. The HOSA Home Page is at www.hosa.org at a cost of \$5,000 per 12-month period. The logo is provided by the partner and will be approximately 2" x 2".

Online Magazine – \$1,000, \$750 or \$500

An advertisement in HOSA's Online Magazine costs \$1,000 (full page), \$750 (half-page), or \$500 (quarter-page). The Online Magazine is archived for one year. The ad must be submitted in an acceptable electronic format.

Conference Registration Inserts – \$500

HOSA prepares conference packets for the nearly 5,000 NLC delegates. HOSA will include a partner's flier or promotional item in the NLC conference packets.

National Affiliation Packet Inserts – \$1,000 plus pro-rated cost of mailing

HOSA prepares and distributes 4,000 packets to HOSA chapters and secondary/postsecondary institutions. A partner's flier or promotional item can be added to the National Affiliation Packets mailed on September 1. Inserts must fit the packet format and be provided to HOSA no later than August 1.

Mailing Labels – \$600

HOSA will provide a complete set of chapter mailing labels **for a one-time use. Materials for distribution must be approved prior to the shipment of labels.**

National Leadership Conference

Competitive Event Sponsor – \$5,000

One of the highlights of the National Leadership Conference is the National Competitive Events Program. Partners may select one (1) event to sponsor. Competitive event partnerships include:

- Two (2) \$1,000 scholarships for the first place event winner – secondary and postsecondary/collegiate
- Medallions for 1st, 2nd and 3rd place event winners
- 1/2 page ad in the HOSA NLC Program
- Logo displayed in the PowerPoint slides during the presentation of the event winners
- Logo printed on the Participant Certificates for the competitive event.

National Leadership Conference Event Sponsor – \$5,000

The NLC includes a variety of events that partners may sponsor. Sponsorship provides a free exhibit booth, a listing in the NLC Program, signage and announcement of the sponsorship during the general session. Event sponsorships available are:

- Educational Symposium
- Presidents' Reception
- State Officer Leadership Academy
- Advisor Leadership Academy
- Member Leadership Academy
- National Recognition Session
- National Business Session

Meal Sponsorships

Competitive Events Luncheon - \$2,500

Approximately 35 members of HOSA's National Competitive Events Program leaders, National Staff, and Executive Committee attend a Monday afternoon luncheon at the NLC. Signage at the door will display the meal's sponsor. Sponsor promotional sheets will be distributed to attendees. The sponsor will be offered the opportunity to bring greetings (3 minutes) at the beginning of the luncheon.

Reception Sponsor: HOSA Inc. Meeting – \$3,000

Approximately 60 HOSA State leaders, National Staff, and VIPs attend this Thursday evening reception at the HOSA National Leadership Conference. Signage at the door will display information about the reception sponsor. Sponsor promotional sheets will be distributed to attendees. The sponsor will be offered the opportunity to bring greetings (3 minutes) at the beginning of the reception/meeting.

State Advisor Dinner – \$4,000

Approximately sixty (60) HOSA State Advisors, National Staff, and VIPs attend a Tuesday evening dinner at the NLC. Signage at the door will display information about the reception sponsor. Sponsor promotional sheets will be distributed to attendees. The sponsor will be offered the opportunity to bring greetings (3 minutes) at the beginning of the reception/meeting.

Judge Orientation – \$10,000

HOSA offers meals at 3 separate competitive event judge orientations at the HOSA National Leadership Conference. Signage at the door will display information about the meal sponsor. Sponsor information cards will be provided at each place setting. Each meal is attended by 75-125 health industry and education judges - as well as by 20-50 HOSA event personnel. The sponsor will have an opportunity to bring greetings (3 minutes) at the beginning of the orientation.

Partnership Application

HOSA is pleased to establish partnerships with corporate healthcare, publishing and educational organizations. As a partner, you make a decisive difference in the success of HOSA and in the lives of those young people entering the health care community.

Check the level of commitment desired:

- Platinum Partnership**
 - Gold Partnership**
 - Bronze Partnership**
-

Organization _____

Contact Person _____ Title _____

Address _____

Phone _____ E-mail _____

Please return this page with your Partnership Application and Contract for Exhibit Space.

Other Partnership Opportunities: If you choose to participate in other partnership opportunities offered by HOSA, please indicate your request and amount enclosed for the sponsorship. (See "Other Partnership Opportunities.")

| PARTNERSHIP OPPORTUNITIES | AMOUNT \$ |
|---------------------------|-----------|
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| | |
| | |

Note: HOSA will provide a written agreement to all partners and sponsors with a receipt for the fees and a description of services that HOSA will provide. HOSA Partnerships are for a 12-month period from the date the funds are received by HOSA.

2009 Competitive Events

Health Science Events

- Dental Spelling
- Dental Terminology
- Medical Spelling
- Medical Terminology
- Medical Math
- Knowledge Tests
- Nutrition
- Pathophysiology
- Human Growth and Development
- Pharmacology
- Concepts of Health Care

Health Professions Events

- Administrative Medical Assisting
- Biotechnology
- Clinical Nursing
- Clinical Specialty
- Dental Assisting
- Home Health Aide
- Medical Assisting – Clinical
- Medical Laboratory Assisting
- Nursing Assisting
- *Personal Care
- Physical Therapy
- Practical Nursing
- Sports Medicine
- Veterinary Assisting

Emergency Preparedness Events

- CPR/First Aid
- Emergency Medical Technician
- *First Aid/Rescue Breathing
- CERT
- Epidemiology
- Public Health Emergency Preparedness
- *Only for students certified as special needs students.**

Leadership Events

- Extemporaneous Health Poster
- Extemporaneous Speaking
- Extemporaneous Writing
- Job Seeking Skills
- Medical Photography
- Prepared Speaking
- Researched Persuasive Speaking
- *Interviewing Skills
- *Speaking Skills

Teamwork Events

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

Recognition

- Barbara James Service Award
- Chapter Newsletter
- HOSA Week
- Kaiser Permanente Healthcare Issues Exam
- National Recognition Program
- National Service Project
- Outstanding Alumni Member
- Outstanding HOSA Chapter
- Outstanding State Officer

About HOSA Competitive Events...

HOSA members can choose to participate in a HOSA competitive event. State winners have the opportunity to compete with their peers at the HOSA National Leadership Conference. The events encourage learning and reward achievement.

- HOSA competitive events support the development of **basic skills**. (Medical Reading, Extemporaneous Writing, Medical Math)
- HOSA events support **accountability** testing. (In many events, HOSA members must meet a qualifying standard on a written test to advance to the skill round of competition.)
- HOSA serves students with **special needs** by offering four events exclusively for students classified by the Individuals with Disabilities Act of 1992.
- HOSA promotes **teamwork**. 43% of all national competitors participate in team events.
- HOSA promotes **critical thinking and problem-solving**. All tests include 25% higher order thinking questions. Twenty-two events involve a problem-solving scenario.
- HOSA promotes **service learning** through events in Community Awareness, Health Education, National Service Project, National Recognition program, and the Barbara James Service Award.

NLC Program Advertising

RATE SCHEDULE

| Dimension | Cost | Copy Deadline |
|----------------------------|----------|---|
| Full Page 8.5 x 11 | \$750.00 | May 1st |
| One-Half Page 8.5 x 5.5 | \$500.00 | Circulation |
| One-Quarter Page 4.5 x 5.5 | \$350.00 | 6,000 delegates plus all local chapters |

GENERAL INFORMATION

All ads should be black and white, camera-ready copy. Halftones and art are charged at the prevailing rate. No liquor, beer, tobacco, or firearms advertising will be accepted. The publishers reserve the right to accept or reject advertising of any kind. The program is size is 8.5 x 11"

2009 National Leadership Conference –
offers special events, new conference activities, and will produce a record-setting attendance.

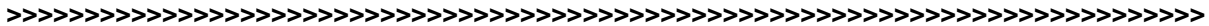
Advertise and...

- Reach over 6,000 consumers of your products
- Increase your school's enrollment
- Recruit employees for your company

Simply fill out the form below and return it with your payment by May 1 to:

HOSA NLC Advertising
6021 Morriss Road, Suite 111 • Flower Mound, TX 75028

Detach and mail completed form with check made payable to HOSA



ORDER FORM

Yes, I would like to reserve advertising space in the 31st Annual National Leadership Conference Program

Full Page One-Half Page One-Quarter Page

Contact Name _____

Company Name _____

Address _____

City, State, Zip _____

Telephone and E-mail _____

My check in the amount of \$ _____ is enclosed.

HOSA • 6021 Morriss Road, Suite 111 • Flower Mound, TX 75028
(972) 874-0062 ☎ (972) 874-0063