**HOSA-Future Health Professionals** is a global student-led organization providing unique classroom experiences and opportunities in the health professions with enhanced leadership development and recognition opportunities for career-minded students in middle school, high school, postsecondary and collegiate institutions.

The highlight of every year for HOSA members is the Annual HOSA International Leadership Conference (ILC) held in June in different cities across the nation. HOSA’s ILC attracts approximately 12,000 members and includes exciting general sessions, leadership activities, 100 exhibits, 76 International Competitive Events, 100 Educational Symposia, and a great opportunity to network with people internationally with similar career goals.

### HOSA-Future Health Professionals Vital Statistics

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>States, Territories, and Country Associations</td>
<td>54</td>
</tr>
<tr>
<td>HOSA Chapters</td>
<td>5,200</td>
</tr>
<tr>
<td>Attending Washington Leadership Academy &amp; SAM</td>
<td>450</td>
</tr>
<tr>
<td>HOSA Members</td>
<td>250,000</td>
</tr>
<tr>
<td>International Leadership Conference Attendance (June)</td>
<td>12,000</td>
</tr>
<tr>
<td>National Affiliation Fee</td>
<td>$10</td>
</tr>
<tr>
<td>State Affiliation Fee (contact your local or state advisor)</td>
<td>VARIES</td>
</tr>
<tr>
<td>HOSA Alumni Affiliation Fee</td>
<td>FREE!</td>
</tr>
</tbody>
</table>

**Conference Opportunities**
- International Leadership Conference
- Fall Leadership Conferences
- Spring Leadership Conferences
- Washington Leadership Academy
- Regional Leadership Conferences
- State Leadership Conferences

**Member Leadership Opportunities**
- HOSA University (ILC)
- Committee Chair
- Chapter Officer
- Association Officer
- Executive Council Officer
- HOSA, Inc. Board of Directors

### HOSA is for Future Health Professionals

<table>
<thead>
<tr>
<th>ETHNICITY &amp; DIVERSITY</th>
<th>55%</th>
</tr>
</thead>
</table>

Visit HOSA.org to learn more about preparing for a career in the health professions.
COMPETITIVE EVENT SPONSORSHIP

COMPETITIVE EVENT PRICING - $7,500 PER EVENT

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

EVENTS AVAILABLE FOR SPONSORSHIP

HEALTH SCIENCE EVENTS
- Behavioral Health
- Cultural Diversities & Disparities
- Dental Terminology
- Health Informatics
- Human Growth & Development
- Medical Law & Ethics
- Medical Math
- Medical Reading
- Medical Spelling
- Medical Terminology
- Nutrition
- Pathophysiology
- Pharmacology

HEALTH PROFESSIONS EVENTS
- 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

LEADERSHIP EVENTS
- Extemporaneous Health Poster
- Extemporaneous Writing
- Health Career Photography
- Healthy Lifestyle
- Interviewing Skills
- Job Seeking Skills
- Organizational Leadership
- Prepared Speaking
- Researched Persuasive Writing & Speaking
- Research Poster
- Speaking Skills

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

MIDDLE SCHOOL EVENTS
- Dynamic Decisions
- Exploring Medical Innovation
- Extemporaneous Health Poster
- Foundations of Medical Terminology
- Health Career Display
- Health Career Exploration
- Health Career Preparation
- Health Education
- Life Threatening Situations
- Math for Health Careers
- Medical Reading
- Nutrition
- Public Health
- Speaking Skills

EMERGENCY PREPAREDNESS EVENTS
- CERT Skills
- CPR/First Aid
- Emergency Medical Technician
- Epidemiology
- Life Support Skills
- MRC Partnership
- Public Health
Help 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 or association to provide a customized entertainment package for any event.

<table>
<thead>
<tr>
<th>ITEM</th>
<th>COST</th>
<th>REACH</th>
<th>DEADLINE</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAME BADGE</td>
<td>$8,000</td>
<td>12,000+</td>
<td>April 1, 2021</td>
<td>Sponsor logo and key information can be printed on the backside of name badge.</td>
</tr>
<tr>
<td>LANYARD</td>
<td>$10,000</td>
<td>12,000+</td>
<td>February 1, 2021</td>
<td>Customized lanyard showcases your name and logo.</td>
</tr>
<tr>
<td>PEN OR PENCIL</td>
<td>$6,000</td>
<td>12,000+</td>
<td>April 1, 2021</td>
<td>Sponsor ILC pens or pencils for ILC delegates so everyone is writing with your logo in their hand.</td>
</tr>
<tr>
<td>STUDENT SWAG BAGS</td>
<td>$20,000</td>
<td>12,000+</td>
<td>April 1, 2021</td>
<td>Customize a souvenir for ILC delegate with your logo and sponsor information.</td>
</tr>
<tr>
<td>HOSA, INC. GIFT</td>
<td>$5,000</td>
<td>60</td>
<td>April 1, 2021</td>
<td>Recognize HOSA Corporate Members from state, territorial, and country associations at the annual HOSA, Inc. Corporate Body Meeting.</td>
</tr>
<tr>
<td>LOCAL ADVISOR GIFT</td>
<td>$10,000</td>
<td>1,700</td>
<td>April 1, 2021</td>
<td>HOSA Advisors deserve recognition for their hard work throughout the year developing and preparing HOSA members to be future health professionals.</td>
</tr>
<tr>
<td>STATE ADVISOR GIFT</td>
<td>$2,500</td>
<td>75</td>
<td>April 1, 2021</td>
<td>Recognize the key decision-makers and leaders for each state, territorial, and country associations at the State Advisor Dinner.</td>
</tr>
<tr>
<td>STUDENT ENTERTAINMENT</td>
<td>$5,000</td>
<td>5,000</td>
<td>April 1, 2021</td>
<td>Help 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 or association to provide a customized entertainment package for any event!</td>
</tr>
</tbody>
</table>
**HYBRID SPONSORSHIPS**

**DIGITAL SCAVENGER HUNT SPONSOR**
Virtual attendees are encouraged to explore the showroom floor and visit or interact with virtual booths to find specific clues or items. The first attendee to find all items can win a grand prize package from one or multiple sponsors, or all successful participants can be entered into a drawing for a grand prize. A virtual scavenger hunt benefits everyone. It provides attendees with a bit of entertainment, highlights sponsors, and provides vendors and exhibitors with additional lead generation opportunities.

$8,000

**GAME LOUNGE SPONSOR**
Sponsor’s branded logo will be featured on the game lounge page. Game lounges are becoming increasingly popular. They encourage networking and socializing among attendees and give sponsors the opportunity to have participants’ attention for a good amount of time.

$7,500

**VIRTUAL WAITING ROOM SPONSOR**
Before a general session, live workshop, or competitive event begins, the audience needs a place to wait. This digital space provides an opportunity to feature a sponsor’s logo and messaging.

Consider branding the session landing page as well. Each participant will visit the landing page and sit in the waiting room so you and your sponsors both know that the space will be viewed by most of the audience at one point or another.

$2,500

**ROOM SPONSOR**
Room sponsor’s branded logo will be featured on the registration page. Rooms available for sponsorship include Lobby, Classroom, Exhibit Hall, Competitive Event and Recognition Room.

$5,000

**PHOTOBOOTH SPONSOR (SNAPBAR)**
A virtual photo booth is a fun way for HOSA Partners to engage and connect with HOSA members and Advisors. The online photo booth works without an app can be branded and customized.

$7,500

**GAMIFICATION SPONSOR**
Sponsor the Leadership Board for Gamification. Add as an upgrade.

$5,000

**VIRTUAL MEETUP SPONSOR**
Sponsor a virtual breakout meeting room. Virtual meeting rooms are a way to facilitate networking while also giving corporate sponsors an opportunity to give visibility to their name.

$2,500

**GENERAL SESSION SPONSOR**
Sponsor a commercial spot before and after one of the general sessions. Commercials can be a sponsor’s short video ad or recorded message (60-90 seconds).

$1,500

**LOGIN SCREEN SPONSOR**
Login screen sponsor’s branded logo will be featured on the login page.

$5,000

**SOCIAL MEDIA SMART WALL SPONSOR**
These eye-catching interactive walls are perfect for integrating social media with a digital display. There are so many ways to utilize these enticing screens, while attracting thousands of views. Research shows they are successful by providing a real-time interactive experience for viewers, encouraging them to engage with the signage. Create a social hub that connects the event’s guest via social media and create a hashtag specific to the event.

$3,000

**WEBINAR SPONSOR**
There are three Key Purposes of Webinars: Traffic, Brand Building, and Lead Engagement. HOSA provides industry partners’ opportunities to promote their products and services to HOSA membership through webinar sponsorship. Sponsor benefits: time to provide introduction about company or association; access to attendee registration list; part of educational recorded content—forever; social media; and more.

$2,500
MEAL FUNCTIONS

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

Deadline: April 25, 2021

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:

<table>
<thead>
<tr>
<th>Function</th>
<th>Cost</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Advisor Dinner</td>
<td>$10,000</td>
<td>150</td>
</tr>
<tr>
<td>HOSA, Inc. Corporate Meeting</td>
<td>$5,000</td>
<td>75</td>
</tr>
<tr>
<td>Competitive Events Luncheon</td>
<td>$5,000</td>
<td>65</td>
</tr>
<tr>
<td>Competitive Events Reception</td>
<td>$3,500</td>
<td>65</td>
</tr>
<tr>
<td>Alumni Reception</td>
<td>$2,500</td>
<td>75</td>
</tr>
</tbody>
</table>

Deadline: April 15, 2021
ENGAGEMENT OPPORTUNITIES

SCHOLARSHIP DONATION
$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 INCLUDED:

- Plaque and check presented to the recipient at the VIP Scholarship Reception at the ILC
- One invitation to the VIP Scholarship Reception for each $1,000 scholarship
- Sponsor logo in the ILC program
- Recognition provided on the HOSA Scholarship web page
- Donors listed at Opening General Session

Deadline to be a Scholarship Sponsor is April 1, 2021.

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 hosa.org/judges

EDUCATIONAL WORKSHOPS

HOSA invites partners to submit a workshop proposal for the International Leadership Conference. Virtual workshops will be held on Thursday-Friday of the conference. Submit your proposal by April 15.

SUGGESTED WORKSHOP CATEGORIES:

- Classroom instruction and educational resources
- Guidance and career awareness
- Community service & volunteerism
- Postsecondary/collegiate institutions and opportunities
- Fundraising
- Chapter and classroom activities
- Leadership development
- Health, wellness, medical topics
- Emerging technologies and workforce needs
- Partnerships

Learn more at hosa.org/workshops

For more information visit hosa.org/partner
EXPO BOOTHs - $550

Exhibit Pricing includes one booth due to size limitation at Disney’s Coronado Springs Resort and Convention Center with the exception of Premier and Elite sponsors.

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

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.

Note: Space is limited, reserve your space early. Deadline to reserve space: May 1, 2021

HYBRID SPONSORSHIPS

Exhibitor Gold Package $2,500
- Your logo on the HOSA website linked to your website
- Gold Exhibitor Package with Recognition as Gold Sponsor and Priority Sponsor Placement at the Virtual Exhibit Hall
- Affiliation Ad in HOSA’s 2021-2022 affiliation packet
- One eBlast sent to Advisors
- Your logo on the gamification leadership board

Exhibitor Silver Package $1,500
- Your logo on the HOSA website linked to your website
- Silver Exhibitor Package with Recognition as Silver Sponsor and Silver Sponsor Placement at the Virtual Exhibit Hall
- One eBlast sent to Advisors
- Your logo on the gamification leadership board

Exhibitor Bronze Package $1,000
- Your logo on the HOSA website linked to your website
- Bronze Exhibitor Package with Recognition as Bronze Sponsor and Bronze Sponsor Placement at the Virtual Exhibit Hall
- Your logo on the gamification leadership board

Exhibitor Package $550
- Exhibit in Virtual Hall
- Your logo on the HOSA website linked to your website
CONFERENCE ADVERTISING

INTERNATIONAL LEADERSHIP CONFERENCE PROGRAM ADS

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$5,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$4,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$4,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,000</td>
</tr>
<tr>
<td>Half-Page Horizontal</td>
<td>$1,500</td>
</tr>
<tr>
<td>Half-Page Vertical</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

Deadline: April 1, 2021

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, 2021

CONFERENCE APP

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, 2021. After April 1, 2021, individual screens may be purchased at the following rates:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitive Event Screen</td>
<td>$9,000</td>
</tr>
<tr>
<td>Exhibitor Screen</td>
<td>$6,000</td>
</tr>
<tr>
<td>Social Feed Screen</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

Deadline: April 1, 2021
PREMIER SPONSOR

$25,000

INTERNATIONAL LEADERSHIP CONFERENCE

- Logo placement on slides before and after four General Sessions (Opening and five Awards Sessions)
- Acknowledgment on the ILC App and one push notification
- Prime exhibit space
- Full-page ad in the ILC Program
- Educational Symposium participation
- Two (1) invitations to the VIP Scholarship Reception

HOSA MEDIA

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

STATE ADVISORS MANAGEMENT CONFERENCE (SAM)

- Distribution of print information at the 2021 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
- Opportunities to participate in HOSA-100 National Advisory Council Projects
- Invitation to attend special events
ELITE SPONSOR

$10,000

INTERNATIONAL LEADERSHIP CONFERENCE

- Acknowledgment on the ILC App and one push notification
- Prime exhibit space
- Half-page ad in the ILC Program
- Logo will be displayed on the media screens during Opening and General Session at The ILC
- Educational Symposium workshop participation
- One (1) invitation to the VIP Scholarship Reception

HOSA MEDIA

- Full-page ad for the HOSA Affiliation Packet
- Sponsor’s logo and link on the HOSA website
- Placement of one article on the HOSA website and eMagazine
- One (1) eBlast per year to HOSA advisors

STATE ADVISORS MANAGEMENT CONFERENCE (SAM)

- Distribution of print information at the 2021 SAM Conference

Listed packages serve as a starting point. Customized packages can be designed to accommodate Premier and Elite Sponsors. Contact HOSA at angie.hudson@hosa.org to discuss a customized sponsorship.
ADVERTISE

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 prior to printing at hosa.org/posters.

Reach: 250,000 members in 5,500 schools
Deadline: April 1, 2021

2021-2022 AFFILIATION PACKET

$1,500
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, 2021

2021-2022 MONTHLY HOSA eMAGAZINE

UNDER $1,000
One page article or ad as part of HOSA’s eMagazine is a great source of news and information for members, alumni, and advisors.

eMagazines are sent out every three months during the school year. Contact HOSA for production deadlines.
HOSAFUTURE HEALTH PROFESSIONALS looks forward to strengthening the pipeline of future health professionals with your support.

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

Angie Hudson, Director, Partner Services
800-321-4672
angie.hudson@hosa.org

or

HOSA International Headquarters
800-321-4672
info@hosa.org