2016-2017 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP PACKAGES

Supporting the Pathway for Future Health Professionals

Sponsors that support HOSA include corporations, foundations and associations wanting to promote *future health professionals* as the pathway for young people who will be successful leaders in their schools, communities and health professions and are interested in the pursuit of careers in health.

See the ways to get involved as HOSA sponsors are recognized for financial commitments or in-kind donations at a variety of giving levels.

SPONSORSHIP PACKAGES

Premier Sponsor
$25,000

HOSA-Advisory Council Invitation

International Leadership Conference

- Full page ad in the guide and program
- Exhibit space
- Educational Symposium participation
- Invitation to the VIP Dinner

Affiliation Packet

- Full page ad for 2016-2017 School Year

HOSA Media

- Link on the HOSA Homepage
- Listing on website
- Opportunity to submit articles for HOSA E-Magazine
- Two emails per year to HOSA members and advisors
- Recognition of partner on HOSA media
- Opportunity to speak at a sponsored meal function

Elite Sponsor
$10,000

HOSA-Advisory Council Invitation

International Leadership Conference

- Full page ad in the guide and program
- Exhibit space
- Educational Symposium participation
- Invitation to the VIP Dinner

Affiliation Packet

- Half page ad for 2016-2017 School Year

HOSA Media

- Listing on the HOSA website
- Opportunity to submit articles for HOSA E-Magazine

Listed are sample packages as a point of reference. A customized package can be created to best suit each business or individual.

Contact HOSA at hosa@hosa.org to discuss a customized pacakge for your business.

CONFERFENCE SPONSORSHIPS

International Leadership Conference | June 21-24, 2017 | Orlando, FL

HOSA members may pursue recognition through the competitive events program by demonstrating their knowledge and skills in key areas of the health science curriculum. HOSA chapters select delegates to attend their state conference and top placements are invited to the international conference to compete for international recognition.

Approximately 10,000 delegates represent the over 225,000 members at HOSA's annual International Leadership Conference. HOSA members are provided extraordinary opportunities for personal, leadership and career development. Those who take full advantage of the classroom, chapter, conference and clinical opportunities have a head start in becoming America's *future health professionals.*

CONFERENCE OPPORTUNITES

International Leadership Conference | June 21-24, 2017 | Orlando, FL

Competitive Events Sponsor
$7,500

- Half page ad in the conference program
- 2- $1,000 scholarships for event winners (1st place for secondary division and 1st place for postsecondary/collegiate division)
- 1st, 2nd, and 3rd place winner medallions for middle school, secondary, and postsecondary/collegiate division
- Logo displayed on screen during award presentation
- Logo printed on participant certificates

Available events for sponsorship:

- Biomedical Debate
- Biomedical Laboratory Science
- Clinical Specialty
- Community Awareness
- CPR/First Aid
- Creative Problem Solving
- Dental Science
- Dental Terminology
- Epidemiology
- Extemporaneous Health Poster
- Extemporaneous Writing
- Forensic Medicine
- Health Career Display
- Health Career Photography
- Health Education
- Healthy Lifestyle
- Home Health Aide
- HOSA Bowl
- Human Growth & Development
- Interviewing Skills
- Job Seeking Skills
- Life Support Skills
- Medical Assisting
- Medical Innovation
- Medical Law & Ethics
- Medical Math
- Medical Reading
- Medical Spelling
- Medical Terminology (SOLD)
- Nutrition
- Pathophysiology
- Personal Care
- Physical Therapy
- Public Service Announcement
- Prepared Speaking
- Researched Persuasive Writing and Speaking
- Speaking Skills
- Transcultural Health Care
- Veterinary Science

Scholarship Donor
$1,000

The HOSA Scholarship Program allows sponsors to contribute $1,000 per award to recognize students' academic excellence.

- Scholarship recognition at the International Leadership Conference
- Invitiation to the Scholarship Dinner
- Listing in the conference program
- Recognition included on HOSA website scholarship page
- One plaque presented to scholarship recipient
- Logo displayed on screen during scholarship presentation

Competitive Event Judges

Plan to volunteer as a competitive events judge at the International Leadership Conference. HOSA needs over 300 professionals to judge and evaluate over 6,600 student competitors. Learn more at ilc.hosa.org.

Educational Symposia Presenters

Partners are invited to deliver educational workshops about current topics in health and leadership throughout the conference. Sessions are well attended by students and advisors. Learn more at ilc.hosa.org.

CONFERENCE OPPORTUNITES

International Leadership Conference | June 21-24, 2017 | Orlando, FL

Meal Functions
$1,500 - $5,000

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

- Invitation and opportunity to speak at the meal function
- Recognition in the conference program as sponsor

Available functions for sponsorship:

- Judge Meals - $10,000
- State Advisor Dinner - $10,000
- HOSA, Inc. Corporate Board Meeting - $5,000
- Competitive Events Luncheon - $5,000
- Competitive Events Reception - $5,000

Exhibitor
$500

HOSA invites you to exhibit—a fantastic opportunity to network, market and initiate new relationships. Exhibitor booths will be located in a large ballroom convenient and easily accessible by conference attendees. The HOSA Exposition hours are: Wednesday (1-5 p.m.), Thursday (9 a.m.-3 p.m). and Friday (9 a.m.-1 p.m.). Exhibitor registration is Wednesday from 10 a.m.-1 p.m.

$500 per space includes:

- 1-10x10 exhibit space including a six foot draped table and two chairs.
- Company name and contact listing in conference program.
- Conference registration fees for up to two representatives.
- Security during the hours the exhibit area is closed.
- Electricity and WiFi are not included but may be purchased through hotel at an additional cost.
- Exhibitors are responsible for all shipping costs before and after the conference.

Two tables - $700 • Three tables - $900 • Four tables - $1,000

Deadline to reserve exhibit booth space is May 15, 2017.

CONFERENCE MATERIALS

International Leadership Conference | June 21-24, 2017 | Orlando, FL

Badge Holders
$5,000

Conference attendees are required to wear name badges. Sponsor logo and company information can be printed on the backside of each name badge. **Reach: 10,000+**
Deadline: April 1, 2017

SOLD

Lanyards
$10,000

Add your company logo and see it around the necks of over 10,000 attendees. Customized lanyards will show your company logo and name.
Reach: 10,000+
Deadline: March 1, 2017

SOLD

Conference Pen
$4,000

HOSA members will be taking notes throughout the conference. Consider donating pens for all attendees so that everyone at the conference is using a pen with your brand.
Reach: 10,000+
Deadline: April 1, 2017

Judge Gifts
$3,000

HOSA depends on volunteers to help judge 57 competitive events for over 6,600 competitors. Help recognize judges with a nice gift.
Reach: 3,000
Deadline: April 1, 2017

Local Advisor Gift
$5,000

Recognize the HOSA Local Advisors at the Local and State Advisor Orientation.
Reach: 2,000
Deadline: April 1, 2017

State Advisor Gift
$2,000

State advisors are the key decision makers for each state. Recognize the HOSA State Advisors as special guests at the State Advisor Dinner.
Reach: 50-65
Deadline: April 1, 2017

SOLD

HOSA, Inc. Gift
$2,000

Recognize the HOSA, Inc. Board and it's corporate members from each state with a nice gift at the HOSA, Inc. Board Meeting.
Reach: 60
Deadline: April 1, 2017

Delegate Gift
$10,000

Customize a gift for each conference delegate in attendance at the International Leadership Conference with your logo and company information. Gift ideas include notebooks, bags, hand sanitizers, etc.
Reach: 10,000+
Deadline: April 1, 2017

CONFERENCE ADVERTISING

International Leadership Conference | June 21-24, 2017 | Orlando, FL

The International Leadership Conference is the largest membership event of the year. Connect with over 10,000 highly-engaged conference delegates by advertising in the conference program.

SPACE	AD SIZE	RATE
Back Cover	8.5“ x 11“	$5,000
Inside Front Cover	8.5“ x 11“	$4,000
Inside Back Cover	8.5“ x 11“	$4,000
Full Page	8.5“ x 11“	$3,000
Half Page Horizontal	7.5“ x 4.75“	$1,000
Half Page Vertical	3.5“ x 10“	$1,000
Quarter Page	3.5“ x 4.75“	$800

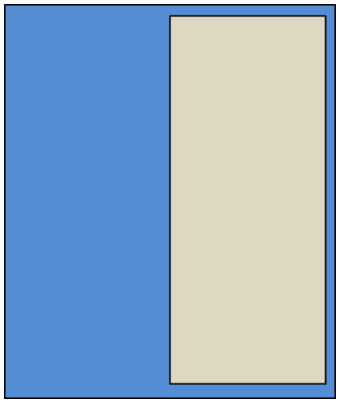
SOLD

Ad Space Reservation Deadline: April 1, 2017
Artwork Deadline: May 1, 2017

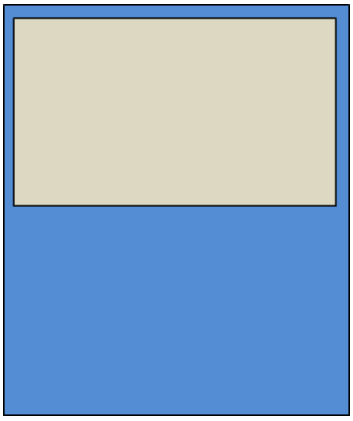
Art Submission Guidelines:

- Digital photos and logos must be at least 300 dpi minimum to be printed. We cannot accept Web or Internet images.
- All ads must be sent electronically and press ready. Acceptable file formats for photography and electronic art are:
  - Adobe Acrobat .PDF files
  - Adobe Photoshop files (.PSD, .JPG, .EPS or .TIF)
  - Adobe Illustrator .EPS files
  - Adobe InDesign file
- Ads must be produced to specific page sizes per ad dimensions. Check that full page or cover ads that bleed have added 1/8” to each edge of the 8 1/2” x 11” trim size.
- All art, fonts, printer fonts, photos and graphics must be included. All color, including photos, must be CMYK.
- All crop and registration marks should be removed from ad.
- HOSA is not responsible for errors in key numbers or changes made after deadlines.

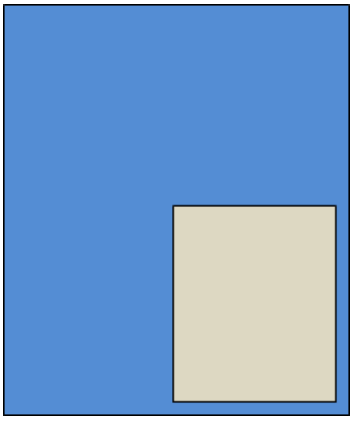
Ad Layouts



Half Page Vertical



Half Page Horizontal



Quarter Page

Washington Leadership Academy

September 17-20, 2017 |Washington, D.C.

Title Sponsorship $25,000

The Washington Leadership Academy (WLA) is the premiere leadership development event for HOSA-Future Health Professionals held in Washington, D.C. annually. During the four-day event, attendees are exposed to various leadership activities that help members better understand themselves and others, gain confidence from the interaction with team members from other states and learn new skills and programs that members can take back to their state to implement.

Title sponsorship includes sponsor information/logo printed on the badge holders, lanyards, conference gift ($20 value per delegate), signage at registration and general session and a full page ad in conference materials.

Custom package available upon request.

CLASSROOM ADVERTISING

Classroom Poster
$9,000

Sponsorship includes design, printing, mailing, and postage. HOSA will develop poster copy and design using professional design staff. The concept and design is submitted to sponsor for approval at least seven days prior to press date.
Reach: 225,000+ members
Deadline: April 1, 2017

Affiliation Packet
$1,000

The HOSA Affiliaion Packet is a year-long electronic resource for all of HOSA's activities, including the competitive events program. All ads are full page (8.5" x 11") and can include hyperlinks.
Reach: 225,000+ members
Deadline: July 1, 2017

E-Magazine
$600-$3,000

The official HOSA E-Magazine is a great source for members, advisors and partners. The E-Magazine is produced three times a year features member and alumni spotlights, health related articles written by our partners and information about upcoming HOSA events. Discount rates available for multiple ad runs if reserved at the same time.

SPACE	1 issue	2 issues	3 issues
Inside Front Cover	$3,000	$2,800	$2,500
Inside Back Cover	$3,000	$2,800	$2,500
Full Page	$2,000	$1,800	$1,500
Half Page Horizontal	$800	$700	$600
Half Page Vertical	$800	$700	$600

Production Deadlines:

November/December	**Oct. 1, 2016**
February/March	**Jan. 1, 2017**
April/May	**March 1, 2017**

E-Newsletters
$1,500-$5,000

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.**

SPACE	1 email	6 emails
Banner (300 x 250 px)	$1,500	$5,000
Sidebar (150 x 600 px)	$1,500	$5,000

***Please note that HOSA does not grant access to or distribute any email or mailing lists to third-party marketers.**