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 preparing to be a future health professional.

Sponsors have access to nearly 250,000 members of HOSA-Future Health Professionals in 5,000 middle schools, high schools, community colleges, 4-year colleges and universities in 54 states, territories and countries; more than 40,000 registered HOSA alumni; and 12,000 International Leadership Conference delegates.

Review the 2021-2022 Sponsorship Opportunities and let us know which opportunities work best for you.

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

Jim Koeninger, Ph.D.
Executive Director
HOSA-Future Health Professionals
jim.koeninger@hosa.org
Tel: 972.874.0062
Vital Statistics

54 States, Territories, and Country Associations
54% Ethnicity and Racial Diversity
4,500 HOSA Chapters
250 Attending Washington Leadership Academy and State Advisor’s Management Conference
250,000 HOSA Members
12,000 International Leadership Conference Attendance
$10 International Affiliation Fee
Varies State Affiliation Fee (Contact your State Advisor)

FREE HOSA Alumni Affiliation Fee

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

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

Member Benefits
- Knowledge, Skills and Attitude Conferences
- Travel
- Networking
- Elected Office
- Internships and Clinicals
- Recommendations
- Endorsements

Career Interests
- 40% Medicine
- 5% Dentistry
- 3% Pharmacy
- 28% Other
- 18% Nursing
- 6% Physical Therapy

HOSA SPONSORSHIP OPPORTUNITIES 2021-22
Engage with 12,000 advisors and members with a career focus at the 45th Annual International Leadership Conference in Nashville, Tennessee.

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 karen.koeninger@hosa.org to discuss a customized sponsorship opportunity.
Premier Level
$25,000 SPONSORSHIP

INTERNATIONAL LEADERSHIP CONFERENCE
• Logo placement on slides before and after 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 workshop participation
• Two (2) 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
• Photo op with Executive Council
• Photo op with Executive Director
• Photo op with Board Chair

STATE ADVISORS MANAGEMENT CONFERENCE (SAM)
• Distribution of print information at the 2022 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

SPONSOR THE ILC YOUR WAY
Customized packages can be designed to accommodate HOSA Premier and Elite Sponsors. Contact Karen Koeninger at karen.koeninger@hosa.org to discuss a customized sponsorship.
Elite Level
$10,000 SPONSORSHIP

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
• 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 2022 SAM Conference
• Listed packages serve as a starting point.

SPONSOR THE ILC YOUR WAY
Customized packages can be designed to accommodate HOSA Premier and Elite Sponsors. Contact Karen Koeninger at karen.koeninger@hosa.org to discuss a customized sponsorship.
Competitive Event Sponsorship

$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

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
Foundations of Medical Reading
Foundations of Nutrition
Prepared Speaking
Public Health
Speaking Skills

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
Prepared Speaking
Researched Persuasive Writing and Speaking
Research Poster
Speaking Skills*

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

EMERGENCY PREPAREDNESS EVENTS
CERT Skills
CPR/First Aid
Emergency Medical Technician
Epidemiology
Life Support Skills*
MRC Partnership
Public Health

*IDEA Qualified Events

COMPETITIVE EVENT JUDGES
Plan to volunteer as a competitive event judge at the 2021-22 HOSA International Leadership Conference. Over 450 judges are needed to judge and evaluate the 10,000 competitors. Learn more at ilc.hosa.org.
Conference Opportunities

EXPOSITION BOOTHS AND SCHOLARSHIP SPONSORSHIP

HOSA Expo: $650–$1,300

Exhibit Pricing
- One Space: $650
- Two Spaces: $900
- Three Spaces: $1,150
- Four Spaces: $1,300

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 access. Additional furnishings, electricity and internet will be available for purchase in the exhibitor packet.

Deadline to reserve Expo space: May 1, 2022

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 during the VIP Scholarship Dinner at the ILC
- One invitation 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, 2022
<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITY</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, 2022</td>
<td>Sponsor logo and key information can be printed on the back of name badge.</td>
</tr>
<tr>
<td>Lanyard</td>
<td>$10,000</td>
<td>12,000+</td>
<td>Feb. 1, 2022</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, 2022</td>
<td>Sponsor ILC pens or pencils for ILC delegates so everyone is writing with your logo in their hand. 10,000 competitors take a written test during HOSA's ILC and require a pencil.</td>
</tr>
<tr>
<td>Student Swag Bags</td>
<td>$20,000</td>
<td>12,000+</td>
<td>April 1, 2022</td>
<td>Customize a souvenir for ILC delegates with your logo and sponsor information.</td>
</tr>
<tr>
<td>HOSA, Inc. Gift</td>
<td>$5,000</td>
<td>60</td>
<td>April 1, 2022</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, 2022</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, 2022</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>5000</td>
<td>April 1, 2022</td>
<td>Help host one of three student events during the ILC. Events include a Thursday night Senior class celebration party to discuss Alumni opportunities, 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>
ILC Advertising Opportunities

ILC PROGRAM AD RATES
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, 2022

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, 2022

ILC MOBILE APP ADVERTISING
Exclusive ILC App pricing is available for $12,000 and includes ads on the four main screens: App Home, Competitive Events, Exhibitor, and Social Feed until April 1, 2022. After April 1, 2022, 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, 2022

ADVERTISING EXAMPLES

Full Page
Half Page
Quarter Page
(Page grayed out to highlight ad space.)
Washington Leadership Academy

$25,000 TITLE SPONSORSHIP

The Washington Leadership Academy (WLA), conducted annually in September 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.

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

PHOTO OPPORTUNITY WITH:
- WLA Participants
- International Executive Council
- HOSA, Inc. Board Chair
- HOSA Executive Director
Sponsorship: $10,000  
Reach: 250,000 members in 5,000 schools  
Deadline: April 1, 2022  
Advertise your organization, school or program with your brand, career track and custom URL on HOSA’s Health Professions Poster Series with immense display reach through 5,000 schools to inspire a quarter million members. Sponsorship includes design, printing, mailing, and postage. HOSA develops poster copy and design using a professional designer. Sponsors may also elect to supply their own photo or poster. Poster concept and design proofs will be submitted to sponsors at hosa.org/posters prior to printing.
HOSA Engagement Opportunities

HOSA Podcast Sponsor
$2,000
HOSA has launched a podcast called HOSA Speaks Healthcare. The podcast will feature interviews with healthcare leaders and discuss all things healthcare and leadership.

Alumni Spotlight Sponsorship
$300-$1,000
The HOSA Alumni Spotlight is a newsletter that reaches over 40,000 HOSA Alumni quarterly. There are opportunities to place quarter, half or full page ads in the newsletter.

HOSA Webinar Series
$1,000
HOSA hosts webinars for our members, these feature speakers or panel discussions on important healthcare topics. Partners have the opportunity to share their message by presenting their topic in a webinar.

HOSA Mini-Lesson Series – $1,000
What started as resources for advisors during Covid 19 will continue. Pre-recorded videos and lessons are available “on-demand” for local HOSA advisors/health science instructors and HOSA members for classroom instruction and competition support! These are a free resource being made available by HOSA-Future Health Professionals to help HOSA advisors cope in the virtual world of teaching with HOSA activities. Lessons have been updated to align with new 2021-2022 topics. This is an opportunity to share your information and topic with over 5,000 classrooms and nearly 250,000 members.
Together, Strengthening the Pipeline of Future Health Professionals!

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 partnership package, please contact: Karen Koeninger at 800-321-4673 or karen.koeninger@hosa.org, or hosa@hosa.org.