



SPONSORSHIP OPPORTUNITIES

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JANUARY 2024

VITAL STATISTICS

HOSA-Future Health Professionals

55

States, Territories, and
Country Associations



Ethnicity and
Racial Diversity

265,000

HOSA
Members

5,600

HOSA
Chapters

FREE

HOSA Alumni
Affiliation Fee

450

Attending Washington Leadership
Academy and State Advisor's
Management Conference

12,500

International Leadership
Conference Attendance

\$10

International
Affiliation Fee

Varies

State Affiliation Fee
(Contact your State Advisor)

Conference Opportunities

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

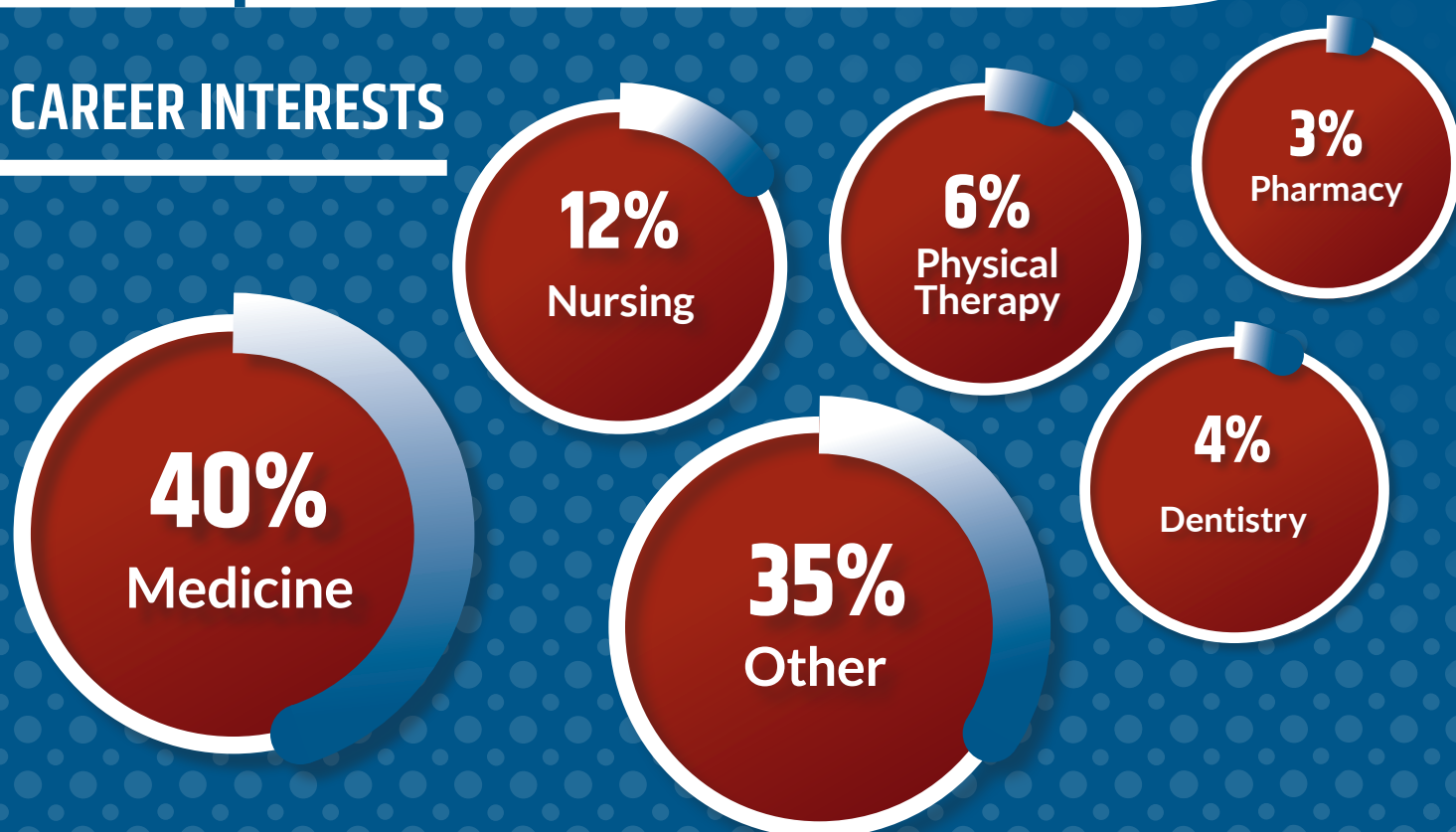
Member Leadership Opportunities

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



47th INTERNATIONAL LEADERSHIP CONFERENCE

June 26-29, 2024 | Houston, Texas

Engage with 12,500 health and biomedical HOSA advisors and HOSA student members with a health career focus at the 47th Annual International Leadership Conference in Houston, Texas.

Conference sponsors have an exceptional opportunity to network, market, initiate and sustain new and existing relationships.

From **exhibitors** and **scholarships** to **competitive events**, a **meal** or **delegate gift sponsorship**, the HOSA International Leadership Conference provides greater opportunities to showcase and share your brand.

We invite you to collaborate with HOSA 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.



HOSA PARTNERSHIP OPPORTUNITIES



HOSA is extremely grateful to its Platinum, Premier, and Elite level partners for their continued support in building the pipeline of future health professionals. HOSA partners share a mission: to bring valuable resources, opportunities, and experiences to HOSA members and advisors.

The benefits of the HOSA partnership levels are shown below. Customized packages are developed for all partners. The information below represents a starting point for a partnership with HOSA-Future Health Professionals.

PARTNERSHIP OPPORTUNITIES AND BENEFITS

International Leadership Conference

Logo placement during General Sessions

Acknowledgement on the ILC App

Push notification

Prime exhibit space

Ad in the ILC Program

Invitation to conduct workshops

Invitation to the VIP Scholarship Dinner

HOSA Media

Full-page ad in the HOSA Affiliation Packet

Sponsor's Logo on HOSA website

Annual e-blasts

Co-branded webinar

State Advisor Meeting (SAM)

Distribution of printed materials

Invitation to speak or share video

Special Functions

Invitation to HOSA ideas meeting

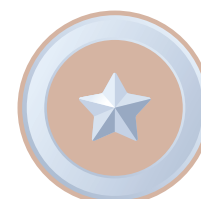
Opportunities to join in HOSA 100 Advisory Council projects



PLATINUM
\$35,000



PREMIER
\$25,000



ELITE
\$10,000

COMPETITIVE EVENT SPONSORSHIP

\$7,500 PER EVENT



BENEFITS OF SPONSORSHIP

- 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, & 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

✓ Sponsorship is taken for checkmarked events

Health Science Events

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

Health Professions Events

✓ Biotechnology
✓ Clinical Laboratory Science
✓ Clinical Nursing
✓ Clinical Specialty
✓ Dental Science
✓ Family Medicine Physician
Home Health Aide
✓ Medical Assisting
✓ Nursing Assisting
Personal Care
✓ Pharmacy Science
✓ Phlebotomy
✓ Physical Therapy
✓ Respiratory Therapy
✓ Sports Medicine
✓ Veterinary Science

Emergency Preparedness Events

CERT Skills
✓ CPR/First Aid
✓ Emergency Medical Technician
Epidemiology
Life Support Skills
✓ Mental Health Promotion
✓ MRC Partnership
✓ Public Health

Leadership Events

Extemporaneous Writing-Health Policy
Health Career Photography
✓ Healthy Living
✓ Interviewing Skills
✓ Job Seeking Skills
Organizational Leadership
Prepared Speaking
Researched Persuasive Writing & Speaking
Research Poster
Speaking Skills

Competitive Event Judges

Plan to volunteer as a competitive event judge at the HOSA International Leadership Conference. Over 600 judges are needed to judge and evaluate the 10,000 competitors. Learn more at ilc.hosa.org.

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

Middle School

Dynamic Decisions
Extemporaneous Health Poster
Exploring Medical Innovation
Foundations of HOSA Bowl
Foundations of Medical Reading
Foundations of Medical Terminology
Foundations of Nutrition
Foundations of Veterinary Science
Health Career Exploration
Health Career Preparation
Life Threatening Situations
Math for Health Careers

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
- Two complimentary booth staff registrations

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, 2024

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 May 1, 2024



ILC SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITY	COST	REACH	DEADLINE	DESCRIPTION
Name Badge	\$8,000	12,000+	April 1, 2024	Sponsor logo and key information can be printed on the back of name badge.
Lanyard	\$10,000	12,000+	Feb. 1, 2024	Customized lanyard showcases your name and logo.
Pen or Pencil	\$6,000	12,000+	April 1, 2024	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.
Student Swag Bags	\$20,000	12,000+	April 1, 2024	Customize a souvenir for ILC delegates with your logo and sponsor information.
HOSA, Inc. Gift	\$5,000	60	April 1, 2024	Recognize HOSA Corporate Members from state, territorial, and country associations at the annual HOSA, Inc. Corporate Body Meeting.
Local Advisor Gift	\$10,000	1,700	April 1, 2024	HOSA Advisors deserve recognition for their hard work throughout the year developing and preparing HOSA members to be future health professionals.
State Advisor Gift	\$2,500	75	April 1, 2024	Recognize the key decision-makers and leaders for each state, territorial, and country associations at the State Advisor Dinner.
Student Entertainment	\$5,000	5000	April 1, 2024	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!

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, 2024	

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, 2024

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, 2024. After April 1, 2024, individual screens may be purchased at the following rates:

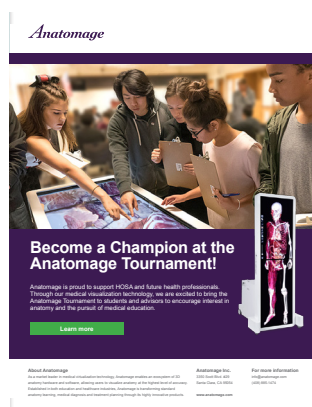
Competitive Event Screen	\$9,000
Exhibitor Screen	\$6,000
Social Feed Screen	\$3,000
Deadline: April 1, 2024	

DIGITAL MEDIA BANNER

Place an ad for your company or association on the HOSA website for maximum exposure to HOSA's 265,000 members and viewers. The HOSA website receives over 4 million views per year. Contact us for more details. Banner rates are:

Digital Media Banner	\$3,000 annually
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ADVERTISING EXAMPLES



Full Page



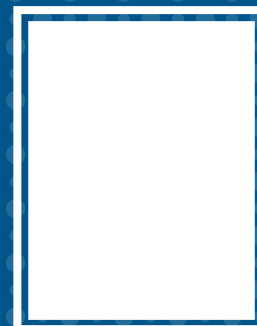
Half Page

(Page grayed out to highlight ad space.)



Quarter Page

ILC PROGRAM AD DIMENSIONS



Full Page
8.5" x 11"



Half Page Horizontal
7.5" x 4.75"



Half Page Vertical
3.5" x 10"



Quarter Page
3.5" x 4.75"

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.

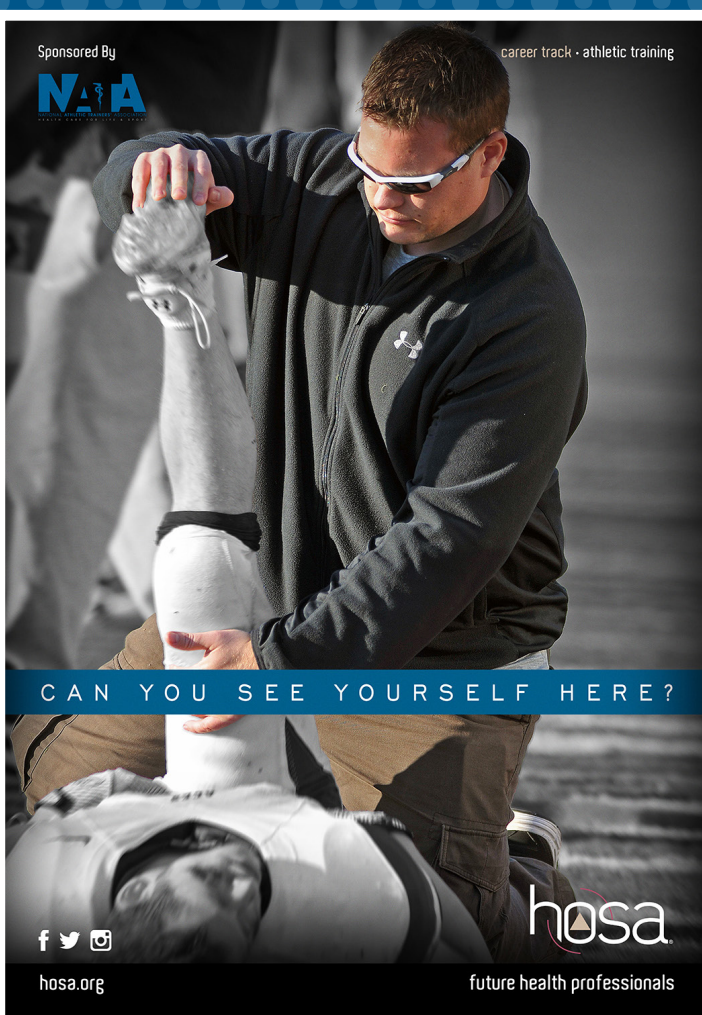
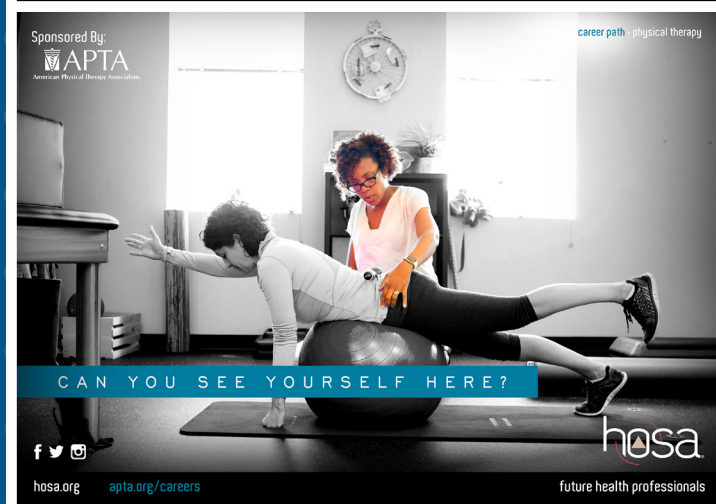
Sponsorship Includes:

- 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





HEALTH PROFESSIONS POSTER SERIES

SPONSORSHIP OPPORTUNITY

Sponsorship: \$10,000

Reach: 265,000 members in 5,600 schools

Deadline: April 1, 2024

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 5,600 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.

e-Blasts

\$1,500

Send a message through the HOSA network advertising your company or association, a special initiative, or an upcoming event. These messages reach 265,000 active members.

HOSA Webinar Series

\$2,000

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 — \$1,500

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. This is an opportunity to share your information and topic with over 5,600 classrooms and nearly 265,000 members.





TOGETHER, STRENGTHENING THE PREMIER ORGANIZATION OF FUTURE HEALTH PROFESSIONALS!

HOSA-FUTURE HEALTH PROFESSIONALS looks forward to strengthening the premier organization 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 bobby.crandall@hosa.org.



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