SPONSORSHIP OPPORTUNITIES
**VITAL STATISTICS**

- **55** States, Territories, and Country Associations
- **58%** Ethnicity and Racial Diversity
- **12,500** International Leadership Conference Attendance
- **265,000** HOSA Members
- **5,600** HOSA Chapters
- **$10** International Affiliation Fee
- **FREE** HOSA Alumni Affiliation Fee
- **450** Attending Washington Leadership Academy and State Advisor’s Management Conference
- **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**

- **40%** Medicine
- **12%** Nursing
- **35%** Other
- **3%** Pharmacy
- **6%** Physical Therapy
- **4%** Dentistry
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**

<table>
<thead>
<tr>
<th>Health Science Events</th>
<th>Emergency Preparedness Events</th>
<th>Teamwork Events</th>
<th>Leadership Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavioral Health</td>
<td>CERT Skills</td>
<td>Biomedical Debate</td>
<td>Extemporaneous Writing-Health Policy</td>
</tr>
<tr>
<td>Cultural Diversities &amp; Disparities in Healthcare</td>
<td>CPR/First Aid</td>
<td>Community Awareness</td>
<td>Healthy Career Photography</td>
</tr>
<tr>
<td>✔ Dental Terminology</td>
<td>Emergency Medical Technician</td>
<td>Creative Problem Solving</td>
<td>Healthy Living</td>
</tr>
<tr>
<td>✔ Health Informatics</td>
<td>Epidemiology</td>
<td>✔ Forensic Science</td>
<td>Interviewing Skills</td>
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<tr>
<td>Human Growth &amp; Development</td>
<td>Life Support Skills</td>
<td>Health Career Display</td>
<td>Job Seeking Skills</td>
</tr>
<tr>
<td>Medical Law and Ethics</td>
<td>✔ Mental Health Promotion</td>
<td>Health Education</td>
<td>Organizational Leadership</td>
</tr>
<tr>
<td>Medical Math</td>
<td>✔ MRC Partnership</td>
<td>HOSA Bowl</td>
<td>Prepared Speaking</td>
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<tr>
<td>Medical Reading</td>
<td>✔ Public Health</td>
<td>Medical Innovation</td>
<td>Researched Persuasive Writing &amp; Speaking</td>
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<tr>
<td>Medical Spelling</td>
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<td>✔ Parliamentary Procedure</td>
<td>Researched Poster</td>
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<tr>
<td>✔ Medical Terminology</td>
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<td>Public Service Announcement</td>
<td>Speaking Skills</td>
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<tr>
<td>Nutrition</td>
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<tr>
<td>Pathophysiology</td>
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<tr>
<td>Pharmacology</td>
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<tr>
<td>Health Professions Events</td>
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<tr>
<td>✔ Biotechnology</td>
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<tr>
<td>✔ Clinical Laboratory Science</td>
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<td>✔ Clinical Nursing</td>
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<tr>
<td>✔ Clinical Specialty</td>
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<td>✔ Dental Science</td>
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<tr>
<td>✔ Family Medicine Physician</td>
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<tr>
<td>Home Health Aide</td>
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<tr>
<td>✔ Medical Assisting</td>
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<tr>
<td>✔ Nursing Assisting</td>
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<tr>
<td>Personal Care</td>
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<tr>
<td>✔ Pharmacy Science</td>
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<tr>
<td>✔ Phlebotomy</td>
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<td>✔ Physical Therapy</td>
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<tr>
<td>✔ Respiratory Therapy</td>
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<tr>
<td>✔ Sports Medicine</td>
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<tr>
<td>✔ Veterinary Science</td>
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</table>

**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

**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](http://ilc.hosa.org).
CONFFERENCE 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

<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, 2024</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, 2024</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, 2024</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, 2024</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, 2024</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, 2024</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, 2024</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, 2024</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

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</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, 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

## Advertising Examples

- **Full Page**
- **Half Page**
- **Quarter Page**

*(Page grayed out to highlight ad space.)*
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: 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.
HOSAFUTURE 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.