

**hosa**  
future health professionals



2025-2026

# SPONSORSHIP OPPORTUNITIES

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@hosafhp



# HOSA is a Pipeline Preparing Youth to Overcome the Challenges of a Global Healthcare Shortage Crisis

The world faces an extraordinary crisis of shortage in the healthcare workforce, directly impacting current and future patient care in a growing population. Over the next 15 years, The National Center for Health Workforce Analysis projects shortages across the spectrum of healthcare occupations.

HOSA-Future Health Professionals is a career and technical student organization (CTSO) serving over 350,000 student members currently enrolled in health and biomedical science courses from middle school through four-year colleges and universities. HOSA is responsible for recruiting, preparing, and motivating student members to enter and remain in the health professions, offering opportunities to learn, grow, and connect with healthcare professional mentors. This promotes the development of soft skills, learning and experience, to train hard skills, test and compete and gain certifications and leadership confidence to propel members to high degrees of sustainable success in future healthcare roles.

## 50 Years of Future Health Professionals

As HOSA prepares for its 50th Anniversary Celebration in 2026, global healthcare needs continue to grow. We expect to have over half a million members by 2030, and potentially one million student members preparing to enter professional service by 2040.

HOSA is committed to helping students learn to face common professional challenges like stress and burnout, emotional exhaustion, and mental health needs without stigma. We stress a healthy work-life balance and coping skills to work through traumatic experiences of patients suffering life-threatening illnesses that often result in death despite best efforts to heal and preserve life. We help prepare students to build adequate resources for workplace support systems fostering a solid base from which high levels of patient care may be provided. HOSA is committed to helping future healthcare professionals understand and address these challenges, so they can build sustainable and enduring careers that lift the next generation as they rise.



### Projected Healthcare Staffing Shortages 2024–2040

**-139,940**  
Physicians

**-68,020**  
Primary Care Physicians

**-337,970**  
Registered Nurses (RNs)

**-99,070**  
Licensed Practical Nurses (LPNs)

**-310,340**  
Counselors, Psychologists, & Psychiatrists

**-23,320**  
Dental Hygienists

**-8,790**  
General Dentists

**-73,310**  
Allied Health Occupations—  
Opticians, Respiratory Therapists,  
Physical Therapists, & Pharmacists

**1,060,760**  
Total New Healthcare  
Providers Needed!



## Why Choose HOSA-Future Health Professionals?

### 10 Reasons Why Companies Work With HOSA Members:

1. Motivated & Have Initiative
2. Professional
3. Great Organizational Skills
4. Communication Skills
5. Receive Feedback Well
6. Have Relevant Work Experience
7. Good Critical Thinking Skills
8. Have Technical Skills
9. Good Work Ethic
10. Work Well in a Team Setting

**Have influence** with a lasting impact by getting involved.

**Internships** offer hands-on experience.

**Mentorships** provide advice and guidance from seasoned professionals.

**Job Shadowing** is a chance to learn what a day is like in the life of a healthcare worker.

**Volunteering** helps others and shows impact firsthand.

Partnering with HOSA-Future Health Professionals offers organizations a unique opportunity to connect with talented future healthcare professionals, enhance their brand visibility, and contribute to the development of the healthcare workforce.

In 2026, partners and sponsors will have access to over 350,000 HOSA members, 6,300 HOSA chapters, and 9,500 HOSA Advisors.

**HOSA is building a pipeline of future health professionals who are prepared to excel and succeed in service.**

### Connect with HOSA-Future Health Professionals Today!

HOSA is a 501 (c)(3) non-profit corporation. Its revenue comes from membership fees, conference registration fees, partnership donations, sponsorship contracts, project fees, and advertising fees.

For more information about becoming a health industry partner or sponsor of HOSA-Future Health Professionals, please contact:

**Karen Koeninger**, Director  
karen.koeninger@hosa.org

**Bobby Crandall**, Deputy Director,  
Partnerships & Sponsorships  
Department  
bobby.crandall@hosa.org

1.800.321.HOSA (4672)  
www.hosa.org

**By partnering with HOSA, organizations and corporations demonstrate their commitment to supporting the future of healthcare and investing in the next generation of healthcare professionals.**

# VITAL STATISTICS

**61**

State, Territory, and Country Chartered Associations

**350,000+**

HOSA Members: Secondary, Middle School, Postsecondary, and Collegiate

**FREE**

HOSA International Alumni Affiliation

**58%**

Ethnicity and Racial Diversity

**6,300**

HOSA Chapters

**15,000**

International Leadership Conference Delegates

**\$10.00**

International Affiliation Fee

**515**

Attending Washington Leadership Academy and State Advisor's Management Conference

**Varies**

State Affiliation Fee

## Conference Opportunities

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

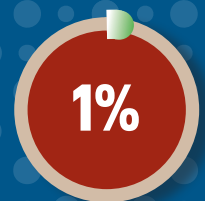
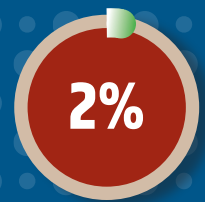
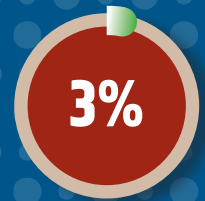
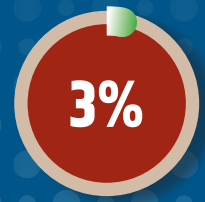
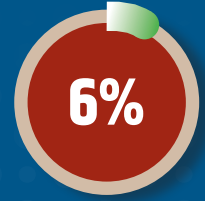
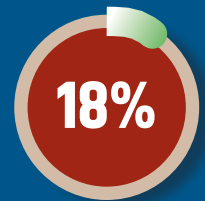
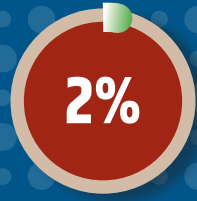
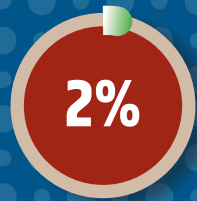
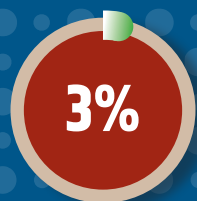
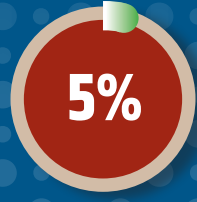
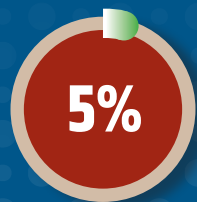
## Member Leadership Opportunities

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

## Member Benefits

- Knowledge, Skills and Attitude
- Leadership Development
- Conference Participation
- Fundraising
- Community Service Projects
- Networking
- Medical Simulations
- Elected Office
- Committee Service
- Internships and Clinicals
- Competitive Events

## CAREER INTERESTS



# 49th INTERNATIONAL LEADERSHIP CONFERENCE

June 17-20, 2026 | Indianapolis, Indiana

Engage with 15,000 health and biomedical HOSA advisors and HOSA student members with a healthcare career focus at the 49th Annual International Leadership Conference in Indianapolis, Indiana.

Conference sponsors have an exceptional opportunity to network, market, initiate and maintain new and existing relationships. From **exhibitors** and **scholarships** to sponsor **competitive events**, a **meal** or **delegate gift**, the HOSA International Leadership Conference provides greater opportunities to showcase your brand.

We invite you to collaborate with HOSA staff to select a sponsorship within your budget. Listed opportunities are suggestions only. Contact HOSA at [karen.koeninger@hosa.org](mailto:karen.koeninger@hosa.org) to discuss a customized sponsorship opportunity.



# COMPETITIVE EVENT SPONSORSHIP



## 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
- ✔ Biomedical Equipment Technician
- ✔ Dental Terminology
- ✔ Health Informatics
- Healthcare Administration
- Human Growth & Development
- Medical Law and Ethics
- Medical Math
- Medical Reading
- Medical Spelling
- ✔ Medical Terminology
- Nutrition
- ✔ Pathophysiology
- Pharmacology
- World Health and Disparities

### Health Professions Events

- ✔ Biotechnology
- ✔ Clinical Laboratory Science
- ✔ Clinical Nursing
- ✔ Clinical Specialty
- ✔ Dental Science
- ✔ Family Medicine Physician
- Home Health Aide
- ✔ Medical Assisting
- ✔ Nursing Assisting
- ✔ Occupational Therapy
- ✔ Patient Care Technician
- Personal Care
- ✔ Pharmacy Science
- ✔ Phlebotomy
- ✔ Physical Therapy
- ✔ Respiratory Therapy
- ✔ Sports Medicine
- ✔ Surgical Technologist
- ✔ 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



### 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
- ✔ First Step Career Skills
- ✔ Foundations of Healthy Living
- 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 700 judges are needed to judge and evaluate the 10,000 competitors. Learn more at [ilc.hosa.org](http://ilc.hosa.org).



# ILC 2026 OPPORTUNITIES

## EXPOSITION BOOTHS & SCHOLARSHIP SPONSORSHIPS

### HOSA Expo: \$800–\$1,500

#### Exhibit Pricing

One Space:	\$800
Two Spaces:	\$1,100
Three Spaces:	\$1,300
Four Spaces:	\$1,400

Register online for the HOSA Expo at [hosa.org/expo](https://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: April 15, 2026*

### HOSA Scholarship Award: \$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 Event at the ILC
- One invitation to the VIP Scholarship Event 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 April 15, 2026*





# ILC SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES	COST	REACH	DEADLINE	DESCRIPTION
Name Badges <b>SOLD</b>	\$10,000	15,000+	April 1, 2026	Sponsor logo and key information can be printed on the back of name badge.
Lanyards <b>SOLD</b>	\$10,000	12,000+	Feb. 1, 2026	Customized lanyard showcases your name and logo.
Pens or Pencils	\$7,500	12,000+	April 1, 2026	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, 2026	Customize a souvenir for ILC delegates with your logo and sponsor information.
HOSA, Inc. Gifts	\$5,000	75	April 1, 2026	Recognize HOSA Corporate Members from state, territorial, and country associations at the annual HOSA, Inc. Corporate Body Meeting.
Local Advisor Gifts	\$10,000	2,000	April 1, 2026	HOSA Advisors deserve recognition for their hard work throughout the year developing and preparing HOSA members to be future health professionals.
State Advisor Gifts	\$2,500	75	April 1, 2026	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, 2026	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
Quarter Page	\$1,000

Deadline: April 1, 2026

## 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, 2026*

## ILC MOBILE APP ADVERTISING

During the ILC, Mobile App Adoption has been 80% historically. There is an excellent opportunity to sponsor a banner ad on the main page or the popular competitive events page of the app.

Main App Page:	\$10,000
Competitive Events Page:	\$5,000
Social Feed Screen	\$3,000

Deadline: April 1, 2026

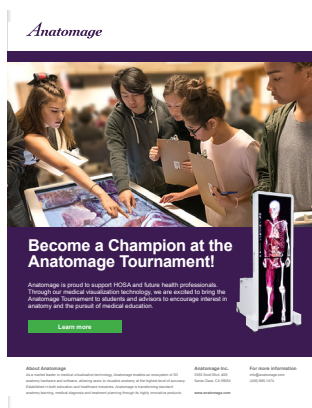
## DIGITAL MEDIA BANNER

Place an ad for your company or association on the HOSA website for maximum exposure to HOSA's 350,000 members, advisors and other viewers. The HOSA website receives over 10 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

SEPTEMBER 2026

\$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 advocate on Capitol Hill and visit some of Washington's historic landmarks including Arlington Cemetery and the National Mall.

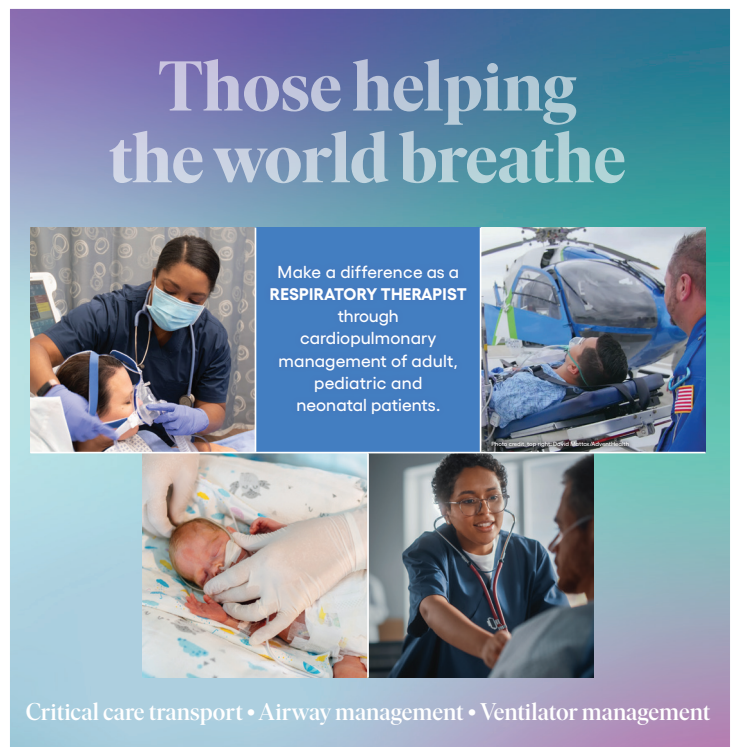
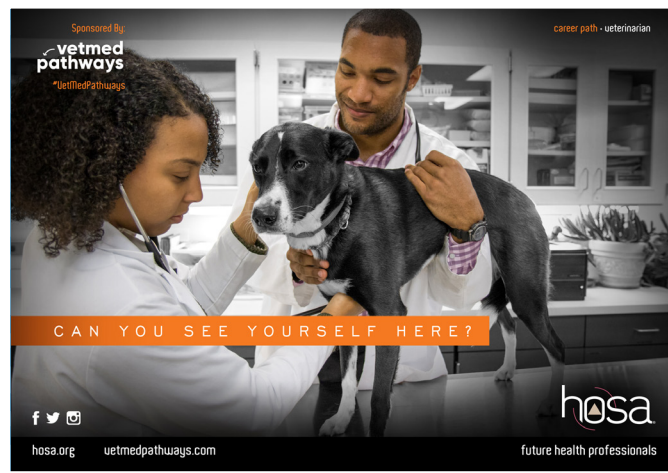
## Sponsorship Includes:

- 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: \$15,000**

**Reach: 6,300 chapters to inspire over 350,000 members and advisors**

**Deadline: April 1, 2026**

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 6,300 schools to inspire over 350,000 members. Sponsorship includes design, printing, mailing, and postage. HOSA will develop poster copy and design using a professional designer. Sponsor may also supply the photo or poster. Poster concept and design proofs will be submitted to sponsors at [hosa.org/posters](https://hosa.org/posters) prior to printing.



# HOSA ENGAGEMENT OPPORTUNITIES

## e-Blasts — \$2,500

Send a message via the HOSA international network advertising your company or association, a special initiative, or an upcoming event. These messages can reach 350,000 active members and advisors.

## HOSA Webinar Series — \$2,500

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

Great resources for the classroom! Pre-recorded videos and lessons are available “on-demand” for HOSA chapter 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 6,300 classrooms and 350,000 members.



# SPECIAL THANKS

HOSA would like to say a special thank you to our financial and in-kind sponsors. Please be sure to thank them for their valuable support.

## PLATINUM PARTNERS



## PREMIER PARTNERS



## ELITE PARTNERS



## SUPPORTERS





# COLLECTIVELY STRENGTHENING OPPORTUNITIES TO PREPARE, LEARN, LEAD, AND MOTIVATE STUDENTS COMMITTED TO BECOMING FUTURE HEALTH PROFESSIONALS!

HOSA-FUTURE HEALTH PROFESSIONALS invites the health industry to work collectively to attract students to a career in the health professions. If you are interested in strengthening the pipeline, contact Karen Koeninger - [karen.koeninger@hosa.org](mailto:karen.koeninger@hosa.org) or Bobby Crandall - [bobby.crandall@hosa.org](mailto:bobby.crandall@hosa.org).



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