



## Meet the Future Healthcare Leaders!

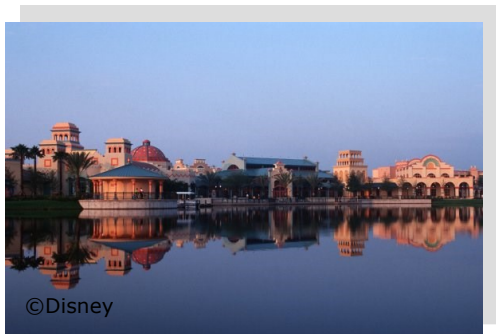
**SLC 2015: March 26-29**

**Disney's Coronado Springs Resort  
Lake Buena Vista**

**Florida HOSA has promoted careers in the health professions for 37 years!** As a Florida HOSA partner at the 2015 State Leadership Conference (SLC) your organization will have the opportunity to reach out to and network with over 3,200 **middle school, high school and postsecondary/collegiate members, healthcare professionals, friends of HOSA and alumni.** Our members will join together for three days of competition, leadership training, team-building, education, and fun! At no other meeting in Florida will you find as many health science educators and future healthcare professionals gathered under one roof.

A variety opportunities for partnerships are described. Please let us know if you would like to get involved with this premier student organization in any other way.

Come and meet our HOSA members—the future health professionals and leaders who soon will become your employees, customers or members during our **Expo, Career Fair and Demonstration Event on Friday, March 27 at 9:00 AM until 4:00 PM!**



### About HOSA

HOSA is a national student organization endorsed by the U.S. Department of Education and the Association for Career and Technical Education. Our members operate in secondary and postsecondary level as an integral part of the Health Science Education. We are a part of the **healthcare worker pipeline.**

#### HOSA Facts

- We have: 165,822 members nationwide interested in a career in the healthcare field; over 3,700 chapters sponsored by local instructors; 49 state associations led by State Health Science Directors or State Advisors.

- **International presence: HOSA Canada and Naples, Italy**

#### Student Member Profile

- Over 90% of our members continue pursuing a health profession after high school
- HOSA's demographics reflect that 40% of student members are classified as minority

### Florida HOSA

We want to make a **difference and ease some of the healthcare worker shortages** we currently have, which are projected to increase.

We have **close to 14,000 members** stretching from Pensacola to Miami. Florida was the first state to start a **middle school division** in 1995. We are the **second largest state** association nationwide. Florida HOSA consists of 12 regions, each of which has its own regional conferences.

We have 500 middle school members; over 12,000 secondary and nearly 1,000 postsecondary members.

#### Advisor/Teacher Profile

- Many of our Advisors have certifications as an RN, EMT, etc.
- Advisors spend countless hours preparing the youth for careers in the health field and facilitate clinical practicum at local medical facilities.

The Florida HOSA Foundation gives several thousand dollars in scholarships to students each year. In addition, the Health Occupations Educators Association of Florida (HOEAF) gives several scholarships to health science students.

We are also endorsed by the Florida Department of Education and the Florida Association of Career and Technical Education (FACTE).

# Sponsorship Opportunities 2014-2015

Florida HOSA's goal is to bring business leaders in healthcare, education, and training to give our 3,200 attendees a hands-on career exploration opportunity.\*

☐ **Event Title Sponsor - \$7,000 (Sponsor of activities: Keynote, Entertainment & Expo)**

- Company logo in title position on: the member giveaway and all event marketing materials (meaning: website, and a full page ad in program) and signage
- Logo displayed on large screens during all general sessions
- 2 booths at Expo; - Article and/or ad in our newsletter
- Up to 6 Advisors' Breakfast and 6 Reception tickets
- Opportunity to provide judges for our competitive events

☐ **Keynote Speaker Sponsor - \$3,000**

**Everyone remembers the motivating keynote!**

- Company logo on large screens during opening session and announcement by emcee
- Logo in all event marketing materials
- 2 booths at Expo; - Article and/or ad in our newsletter
- Up to 5 Advisors' Breakfast and 5 Reception tickets;
- Opportunity to provide judges for our competitive events

☐ **Opening Session Entertainment - 2,000 3 person iPad Band!**

- Energize 3,200 members and be seen via a live broadcast!
- Logo in all event marketing materials
- 2 booths at Expo; - Article and/or ad in our newsletter
- Up to 2 Advisors' breakfast and 2 Reception tickets
- Opportunity to provide judges for our competitive events

☐ **Expo Lunch Sponsor - 1,200**

- Logo in Expo marketing materials, website, and signage
- 1 booth at Expo; - Full page ad
- Up to 2 Advisors' breakfast and 2 Reception tickets
- Article and/or ad in our newsletter
- Opportunity to provide judges for our competitive events

☐ **Sponsor of Specific Items/Samples**

- provide all attendees with item costing in excess of \$3,200 or
- provide all advisors with item costing in excess of \$1,000
- exhibitor fee will be waived; -above amounts are approximate; we will work with sponsors on a case by case basis

☐ **Advisor Breakfast Sponsor - \$1,200**

- Address 130 Florida advisors during the breakfast
- Logo on website and a full page ad in program
- 1 booth at Expo on Friday, March 27
- Up to 2 Advisors' Breakfast and 2 Reception tickets
- Article and/or ad in our newsletter
- Opportunity to provide judges for our competitive events

☐ **Exhibit Entertainment Sponsor - \$800**  
**Sponsor an exciting magician or balloon artist!**

- Logo in Expo marketing materials and signage
- 1 booth at Expo
- Up to 2 Advisors' breakfast and 2 Reception tickets
- Full page ad
- Opportunity to provide judges for our competitive events

☐ **Sponsor of Career Expo & Passport Student Gift \$600**

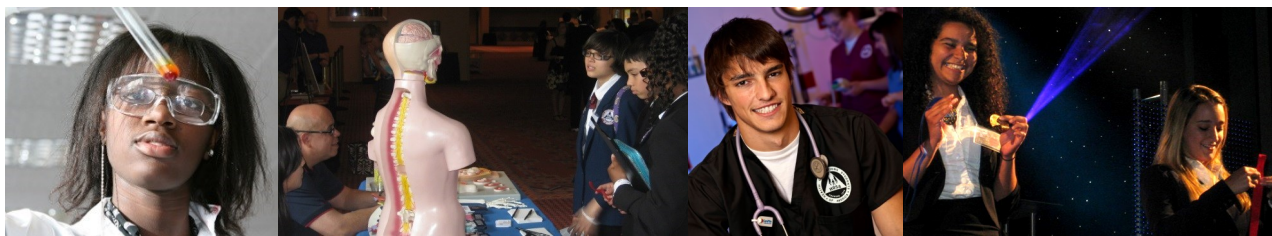
- Your logo will be in the hands of our student members
- 1 booth at Expo
- Up to 2 Advisors' breakfast and 2 Reception tickets
- Full page ad in program
- Opportunity to provide judges for our competitive events

☐ **Exhibitor - \$200**

- 1 booth at Expo on Friday, March 27
- Up to 2 Advisors' breakfast and 2 Reception tickets
- Full page ad in program
- Network with over 140 advisors and reach over 3,000 members
- Opportunity to provide judges for our competitive events

\*The Expo, Career Fair and Demonstrations will take place Friday, March 27<sup>th</sup> from 9:00 AM until 4:00 PM. Students will bring their "passports" to your booth to engage in health career exploration. Please bring a **cool "prompt"** from your profession (e.g. lab equipment) for demonstrations.





A highlight of our conference is the National Competitive Events Program with over 50 events! Partners may select one or more events to sponsor. Consider giving a scholarship named after your organization. Let us know about your institution's scholarships for our HOSA members.

### ☐ **Competitive Event Scholarships**

- \$250 scholarships each for 1<sup>st</sup> place event winners in middle school, secondary, and postsecondary
- presentation of medals to winners at Awards Session on Saturday, March 28
- 1 booth at Expo on Friday, March 27
- up to 2 Advisors' Breakfast and 2 Reception tickets
- logos displayed on screen during winners' presentation
- logos in program under specific event
- competitive event room signage



### **Competitive Event Sponsorship—\$150/per event**

- presentation of medals to winners at Awards Session on Saturday, March 28
- logos displayed on screen during winners presentation
- logos in program under specific event
- signage by event room
- up to 2 Advisors' Breakfast and 2 Reception tickets

### **Events Available for Sponsorship or Scholarships are:**

#### **Secondary/Postsecondary Events:**

**Health Science Events:** Dental Terminology • Medical Reading • Medical Spelling • Medical Terminology • Medical Math • Medical Reading; Human Growth & Development • Nutrition • Medical Law & Ethics • Pathophysiology • Pharmacology • Transcultural Healthcare

**Health Professions Events:** Biomedical Laboratory Science • Clinical Nursing • Clinical Specialty • Dental Science • Home Health Aide • Medical Assisting • Nursing Assisting • Personal Care • Physical Therapy • Sports Medicine • Veterinary Science

**Emergency Preparedness Events:** Community Emergency Response Team (CERT) Skills; CPR/First Aid • Emergency Medical Technician • Epidemiology • Life Support Skills • Medical Reserve Corps (MRC) Partnership • Public Health

**Leadership Events:** Extemporaneous Health Poster • Extemporaneous Writing • Healthy Lifestyle • Interviewing Skills • Job Seeking Skills • Medical Photography • Prepared Speaking • Researched Persuasive Speaking • Speaking Skills

**Teamwork Events:** Biomedical Debate • Health Career Display • Community Awareness • Creative Problem Solving • Forensic Medicine • Health Education • HOSA Bowl • Medical Innovation • Parliamentary Procedure • Public Service Announcement

**Pilot Events:** Massage Therapy and Family Medicine

**Middle School Events:** Creed Contest; Extemporaneous Health Poster; Extemporaneous Writing; First Aid/Rescue Breathing; Health Awareness Project; Health Career Display; History, Health Science & HOSA Knowledge Test; Job Seeking Skills; Medical Reading; Medical Spelling; Medical Terminology; Prepared Speaking; Researched Persuasive Speaking



## Florida HOSA Exhibitor Contract & Partner Application

Date: \_\_\_\_\_

Organization: \_\_\_\_\_

Company Representative: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Company website: \_\_\_\_\_

Special booth needs\* (e.g. electricity): \_\_\_\_\_

\*We will provide 1 table (6ft long) and 2 chairs, unless requested otherwise above.

Please print names for exhibitor badges: \_\_\_\_\_

\_\_\_\_\_

☐ I will exhibit & bring the following equipment, prompts for demonstrations & exhibiting: \_\_\_\_\_

☐ I am interested in being involved in other ways. For example, \_\_\_\_\_

☐ I am interested in another sponsorship: \_\_\_\_\_

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Sponsorship check should be made payable to "Florida HOSA" and sent with the application by February 28, 2015 to: 13570 NW 101<sup>st</sup> Dr., Suite 200, Alachua, FL 32615. **Please email your ad (in black & white) and logo (in color) by February 28 to [kroberts@flhosa.org](mailto:kroberts@flhosa.org) to be included in our program. Acceptable formats are: pdf, EPS, MS Word or Publisher or jpg. Ad size should be 8.5" vertical and 5.5" horizontal. Ad will be printed in black and white.**

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Please email, fax or mail **this application** to Kristina Ivanova Roberts at: [kroberts@flhosa.org](mailto:kroberts@flhosa.org); (386) 518-6875. Please contact **reservations at (407) 939-4686 or (407) 939-1000 to book your room** at our Florida HOSA SLC 2015 rate of \$165.00/night by February 23, 2015 at Disney's Coronado Springs Resort 1000 West Buena Vista Drive, Lake Buena Vista, FL 32380 or visit <http://www.mydisneymeetings.com/flahosa>.

**Note:** We will gladly customize a sponsorship package according to your needs. Contact us today at (386) 462-4672. Partnerships are valid for 12 months starting from the date of receipt of funds. This **exhibitor contract** when properly executed by exhibitor and accepted by Florida HOSA, shall be considered a binding agreement subject to all our Policies and Exhibitor Rules and Regulations. Full payment must be made by February 28, 2015, otherwise exhibitor will be subject to contract cancellation.

### HOSA Use Only:

Date Received: \_\_\_\_\_ Received ad: \_\_\_\_\_

Paid: \_\_\_\_\_ Received logo: \_\_\_\_\_

Check #: \_\_\_\_\_

# SLC 2015 Exhibitor Rules and Regulations

**PURPOSE:** The SLC is conducted for educational and informational purposes to disseminate knowledge and ideas, encourage communication, promote relevant products, and offer hands-on career exploration and activities.

**ELIGIBLE EXHIBITS:** HOSA reserves the right to determine the eligibility of any exhibitor. No exhibitor shall sublet or share space. Exhibitors must promote only goods manufactured and services provided in their regular course of business. All promotional activities must be confined to the limits of the exhibit booth space.

**EXHIBIT EQUIPMENT PROVIDED BY FLORIDA HOSA:** HOSA will provide a draped table(s) and chairs. Access to an electrical outlet can be made available with prior arrangement.

**PAYMENT FOR SPACE:** You may pay a deposit of one-half the booth rental with the application or pay in full. Failure to make full payment by February 28, 2015, will subject the exhibitor to cancellation of contract and forfeiture of deposit. Full payment is due on all applications received after February 28, 2015 based on availability.

**SHIPPING:** Items may be shipped to 1000 West Buena Vista Drive, Lake Buena Vista, FL, 32830, put to your attention, Florida HOSA SLC Exhibitor, March 26-29, 2015. All shipments must arrive prepaid and not earlier than three days prior to the conference. Please confirm this with resort in advance by calling (407) 939-3883. Collect shipments will not be accepted.

**Exhibitors will be responsible for all incoming box charges.** The exhibitor is responsible for shipping after the conference.

**INSTALLATION AND REMOVAL OF EXHIBITS:** Exhibitors may begin installation Thursday evening, March 26 with prior arrangement. Displays should be ready by 8:30am on Friday, March 27. Exhibits may start to be dismantled at 4:00pm that same day.

**SECURITY:** The exhibitor is solely responsible for his/her own material and should insure the exhibit against loss or damage. If you have any specific items that might be sensitive to be left overnight unattended please contact us in advance and we will make sure they are locked and secured. All property is understood to remain in the exhibitor's control in transit to and from the confines of the exhibit area. Florida HOSA assumes no liability of any kind.

**OFFICIAL HOURS:** The exhibits shall be open for viewing by those attending the conference and must be properly staffed during the following hours: Friday from 9:00am until 4:00pm.

**EXHIBITOR REGISTRATION & BADGES:** All exhibitors must register and pick up their conference packets at Conference Headquarters. Exhibit personnel must have SLC exhibitor badges. You must advise us of the names by February 28, 2015 so that badges can be prepared in advance.

**CANCELLATION:** This contract may be canceled in writing prior to February 13, 2015, in which case 50% of the rental fee will be retained by Florida HOSA. Cancellation after this date obligates the exhibitor to full payment. If space is not occupied by 9:00am on Friday, March 27, 2015, Florida HOSA shall have the right to use such space as it sees fit.

**INSURANCE DEFACING OF PROPERTY:** 1) Fire and theft insurance, if so desired, must be taken out by each exhibitor at his/her own expense. 2) Exhibitors are liable for any damage caused to the building, building fixtures, walls or floors.

**FIRE, SAFETY, & HEALTH:** The exhibitor agrees to accept full responsibility for compliance with local, city, and state Fire, Safety, and Health Ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accident to spectators. Only fireproof materials should be used in displays and the necessary fire precautions will be a responsibility of the exhibitor.

**RESTRICTIONS:** Florida HOSA reserves the right to restrict exhibits, which, for any reason, become objectionable and HOSA may evict any exhibitor which, in the opinion of HOSA, detracts from the general character of the exhibit. HOSA will not be liable for any refunds or other expenses in this instance.

**AUDIO-VISUAL:** The use of devices for mechanical reproduction of sound is prohibited. Sound of any kind must not be projected outside of the booth. Motion pictures, slide demonstrations, fashion shows, etc., are subject to prior approval by Florida HOSA. Consideration of surrounding exhibitors will be a factor.

**INABILITY TO PERFORM:** In the event the exhibit is not held for any reason beyond Florida HOSA's control, Florida HOSA reserves the right to retain part of the rental fee as shall be required to compensate for expenses incurred up to that time.

**CLARIFICATION OF RULES:** All matters or questions not covered by these Rules and Regulations shall be subject solely to the decision of Florida HOSA. These rules and regulations may be changed at any time by Florida HOSA and all shall be binding to the exhibitor.

**LIABILITY:** Neither Florida HOSA, nor their agents, or representatives, will be responsible for any injury, loss, or damage that may occur to exhibit or personnel. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save Florida HOSA and its employees and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines, and attorney's fees arising out of or caused by exhibitor's installation, removal maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of Florida HOSA. Florida HOSA and its employees, agents, and representatives do not maintain insurance covering exhibitor's property and it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor. The exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims.