

FUTURE BUSINESS LEADERS OF AMERICA - PHI BETA LAMBDA

PBL • JUNE 24 - 27

FBLA • JUNE 29 - JULY 2

THE 2012  
**NATIONAL**  
LEADERSHIP  
**CONFERENCE**



**GATEWAY**

TO

**GREATNESS**

★ EXHIBITOR PROSPECTUS ★

# WHY EXHIBIT



## REACH THE DECISION MAKERS

The FBLA-PBL National Leadership Conference (NLC) brings together thousands of decision makers, administrators, teachers, and student members. FBLA-PBL members and advisers initiate projects and programs, solicit bids, and are prepared to make purchasing and fund-raising decisions based on what they see at the exhibit hall. Student members are reviewing colleges and universities, looking at chapter advancement opportunities, and seeking internships and employment. Join FBLA-PBL for the 2012 NLC in San Antonio, Texas—it's the place for your *Gateway to Greatness!*

Attendees visit the exhibit hall throughout the conference. Student participation and student campaign booths on the show floor attract additional traffic to the exhibit hall.

The exhibit hall is for anyone who wants to reach over 1,500 (FBLA) and 300 (PBL) business educators—key decision makers who directly influence the purchase of hundreds of products and services. These state and local educators:

- shorten the buying process by working with you face-to-face,
- see products demonstrated firsthand, and
- compare your products with other suppliers.

You also will reach 6,500 (FBLA) and 1,500 (PBL) premier business students representing each state, as well as Puerto Rico, U.S. Virgin Islands, and Department of Defense Dependent Schools in Europe.

**Bring your products, service, and message to FBLA-PBL. Our teachers, state and local officers, and top students will spread the word to local schools and communities throughout the United States and abroad.**

## WHO WE ARE

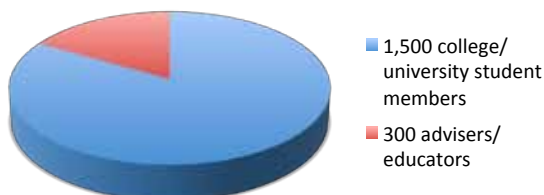
Future Business Leaders of America-Phi Beta Lambda (FBLA-PBL) is the oldest and largest national student business association with over 250,000 middle school, high school, and college members interested in pursuing a career in business. More than 6,500 chapters are chartered across the country. FBLA-PBL's mission is to bring business and education together in a positive working relationship through innovative leadership development programs. Proven results of FBLA-PBL membership are leadership, fund-raising experience, good citizenship, and proficiency in business.

Each year the best and brightest of FBLA-PBL convene to compete in leadership and business events, attend leadership development workshops, share their successes, and discover new ideas to shape their career future.

**FBLA NLC Attendance**



**PBL NLC Attendance**



## RESERVE YOUR SPACE TODAY

### FBLA Exhibits

FBLA exhibit space is available June 29–July 1, in the Salon A-F, Grand Ballroom at the Marriott Rivercenter and is only \$795, which includes:

- 8' x 10' standard booth with 8' back drape and 3' side drape, carpeted ballroom
- 6' draped table and two chairs per booth
- Identification sign
- Wastebasket
- Security during closed exhibit hours
- Complimentary conference registration

### PBL Tabletop Exhibits

PBL Tabletop Exhibit space is available June 25–26 in the Grand Ballroom Foyer at the Marriott Rivercenter and is only \$300, which includes:

- 6' draped table and two chairs per booth
- Wastebasket
- Security during closed exhibit hours
- Complimentary conference registration



## SPONSORSHIP & ADVERTISING OPPORTUNITIES

In addition to exhibiting and advertising, sponsorship packages are available to help you make the right number of impressions in this lucrative market.

### Sponsorship

FBLA-PBL sponsors are recognized as leaders in promoting business education in thousands of schools across the country. We invite you to join the companies that are sponsors of our 100-plus competitive events providing trophies and cash awards for the top NLC student competitors.

FBLA NLC sponsors receive a \$100 discount and preference when selecting space on the exhibit floor. Competitive events and other sponsorship opportunities, such as receptions, social functions, or hospitality rooms are available by contacting our Programs Coordinator at [ProgramsCoordinator@fbla.org](mailto:ProgramsCoordinator@fbla.org).

### Advertising

Place your message in the hands of every conference attendee by advertising in the conference programs. Space reservation deadline is May 11, 2012. See the application form to reserve your space.

	<u>FBLA NLC</u>	<u>PBL NLC</u>
Back Cover	\$1,850	\$975
Inside Front & Back Cover	\$1,550	\$825
Full page	\$1,150	\$725
2/3 page	\$850	\$575
1/2 page	\$650	\$425

## FOR MORE INFORMATION

Future Business Leaders of America-Phi Beta Lambda  
1912 Association Dr. | Reston, VA 20191 | [www.fbla-pbl.org](http://www.fbla-pbl.org)

Robert Smothers, Conference Manager  
[ConferenceMgr@fbla.org](mailto:ConferenceMgr@fbla.org) | P 703.860.3334 ext. 121 | F 866.500.5610

# RULES AND REGULATIONS

## ASSIGNMENT OF EXHIBIT SPACE

Assignment from the exhibit space floor plan will be made according to the date and time the application is received by FBLA-PBL. FBLA NLC partners and sponsors will receive a \$100 discount and space preference. The exhibit space floor plan is subject to change without notice. Therefore, all assignment of space and the right to reassign exhibit space is expressly reserved by FBLA-PBL. We will attempt to assign each exhibitor to its preferred location. Reservations for space will only be accepted upon receipt of the application form. The PBL NLC exhibit space layout and assignment will be determined by FBLA-PBL, Inc. at a later date.

## CONTRACT FOR EXHIBIT SPACE

The enclosed application for space and the full payment of rental charges together constitute the entire contract between parties. Applications and payments are due by May 11, 2012. After that date, application for exhibit space will be accepted if space is available.

## INSTALLATION, EXHIBIT HOURS, AND DISMANTLING EXHIBIT SPACE

### PBL NLC—Marriott Rivercenter, Grand Ballroom Foyer

#### Monday, June 25

Exhibit Setup	7:00 a.m.–9:00 a.m.
Exhibits Open	9:00 a.m.–4:00 p.m.

#### Tuesday, June 26

Exhibits Open	9:00 a.m.–2:00 p.m.
Exhibit Dismantle	2:00 p.m.–4:00 p.m.

### FBLA NLC—Marriott Rivercenter, Salon A-F, Grand Ballroom

#### Friday, June 29

Exhibit Setup	10:00 a.m.–2:00 p.m.
Exhibits Open	2:00 p.m.–5:00 p.m.

#### Saturday, June 30

Exhibits Open	9:00 a.m.–4:00 p.m.
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#### Sunday, July 1

Exhibits Open	9:00 a.m.–2:00 p.m.
Exhibit Dismantle	2:00 p.m.–6:00 p.m.

## TRAFFIC FLOW

Students running for national office will have campaign booths in the exhibit area. This major conference activity promotes additional traffic.

## FBLA EXHIBITOR SERVICES

Furniture, labor, drayage, electrical outlets, and other furnishings will be available from the official decorator. Complete details will be forwarded to each exhibitor following confirmation and assignment of booth space. Setting up and dismantling may be arranged through the official contractor. A service desk will be maintained by the official decorator in the exhibit area during setup, move in, and dismantle.

## HOTEL ACCOMMODATIONS/REGISTRATION

FBLA-PBL conference headquarters will be at the Marriott Rivercenter. Exhibitors will be sent hotel reservation information with their exhibit confirmation.

## CONFERENCE REGISTRATION

The booth rental price includes complimentary conference registrations and name badges, which exhibitors are required to wear at all times. This covers all conference programs the exhibitor chooses to attend.

## LIABILITY INSURANCE

Exhibitor agrees to carry adequate liability and/or other insurance protecting itself against any claims arising from exhibitor activities conducted in the facility during the event. A Certificate of Insurance will be provided to the Association or hotel upon request. The certificate will state the amount of liability insurance exhibitor carries as well as the policy renewal dates. In no event shall the Association be liable to the hotel for any personal or property damage, injury, or loss caused by, arising from, or due to any action by the exhibitor.

## CANCELLATION

Exhibit space may be cancelled up to 60 days prior to the opening date of the conference without penalty. A cancellation charge equal to one-half the price of the space will be made by FBLA-PBL for space cancelled 30–60 days prior to the opening date of the conference. In case the conference cannot be held, for any reason whatsoever, at the sole discretion of FBLA-PBL, this contract shall be considered void. The sole liability of FBLA-PBL is limited to a refund of the amount previously paid under the contract.

# RULES AND REGULATIONS

## USE OF EXHIBIT SPACE

- In the event the exhibitor fails to install its display within the time limit set for opening of the conference, or fails to comply with any provisions of this contract concerning the use of display space, FBLA-PBL shall have the right to take possession, remove exhibitor's possessions from the space, and reassign any part thereof.
- All demonstrations and distribution of circulars and promotion materials must be confined to the limits of the exhibitor's booth.
- No exhibitor shall assign, sublet, or share the space assigned without the consent of FBLA-PBL.
- In the event the exhibitor engages in on-site sales transactions, the exhibitor will be responsible for complying with all federal, state, and local laws that may pertain to such sales.
- Exhibitors must display goods manufactured or handled by them in their regular course of business, unless otherwise approved by FBLA-PBL. T-shirts or sweatshirts may not be sold. All sales items must be in good taste.
- Exhibits that include the operation of musical equipment, radios, video equipment, public address systems, or any noisemaking machines must be operated so that the noise resulting therefrom will not annoy or disturb adjacent exhibitors or their patrons, and must be approved by FBLA-PBL.
- Exhibitors are required to keep their exhibit space neat and orderly at all times.
- An attendant must be present for each display during the exhibit hours and must be in business attire.
- The FBLA-PBL NLC is a nonsmoking event. Smoking on the exhibit floor is strictly prohibited.
- Food service exhibitors may distribute food samples in the authorized exhibit space only.

## FIRE PROTECTION

All display material must be flameproof and subject to inspection by the Fire Department. No flammable fluids or substances may be used or shown in booths.

## SAMPLE GUIDELINE

Exhibitors may exhibit only merchandise that they normally serve or produce in the ordinary course of their business and may only distribute such quantities that are reasonable regarding the purpose of promoting the merchandise.

## FOOD

The hotel will not assess charges for small samples of product to be given out at individual booths in the Salon A-F, Grand Ballroom during the trade show. Should you have any questions please contact Jeannie Cortez, CMP, senior event manager, at the Marriott Rivercenter, 210.554.6016 or by e-mail at [jeannie.cortez@marriott.com](mailto:jeannie.cortez@marriott.com). Please feel free to contact her and be assured of her complete cooperation in making this event an outstanding success.

## LIABILITY

The exhibitor understands and agrees that FBLA-PBL, its officers, agents, or employees shall not in any manner be responsible for the loss or damage to any of the goods, ware, chattels, or equipment exhibited upon the exhibitor's allotted space or placed thereon, or while in transit to or from the building. The exhibit of the exhibitor and all of its personal property situated upon the allotted space remains thereon at the sole risk of the exhibitor.

The exhibitor shall be fully responsible to pay for any and all damages to property owned by the hotel, its owners or managers that results from any exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless, the hotel, its owners, managers, officers or directors, agents, employees, subsidiaries, and affiliates from any damages or charges resulting in the exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invites that arise from or out of exhibitor's occupancy and use of the exhibition premises, the hotel, or any part thereof.

The exhibitor specifically agrees that it will exhibit in such a manner as not to cause injury to the public, visitors, guests, employees, or any other persons on the premises or any property exhibited thereon. The exhibitor agrees to indemnify and hold harmless FBLA-PBL, its officers, agents, and employees from any claim or claims of any nature whatsoever arising by reason of any damage sustained by any person, or to any property, upon said premises.

# RULES AND REGULATIONS

## TRADEMARK/SERVICE MARK POLICY

FBLA-PBL, Inc. has a number of trademarks and service marks registered with the United States Patent and Trademark Office. These marks are protected, and their use is restricted as follows:

Commercial vendors are not permitted the use of FBLA-PBL trademarks, service marks, or trade names on any merchandise offered for sale or otherwise, without the explicit written permission of FBLA-PBL, Inc. For further information, contact FBLA-PBL, Inc., Communications Manager ([communications@fbla.org](mailto:communications@fbla.org)), and have ready to present a description of the product/item(s) to be sold and the trademarks/service marks intended to be used therewith.

Acronyms—FBLA, PBL, FBLA-PBL, FBLA-PBL, Inc.

The below are a sampling of the trademarks/marks owned by FBLA-PBL, Inc. Contact [Communications@fbla.org](mailto:Communications@fbla.org), if you plan to use these or any other marks to ensure compliance.

### Logos and Shields:



Service Marks—*Tomorrow's Business Leader*, *FBLA Advisers' Hotline*, *PBL Business Leader*, *PBL Advisers' Hotline*, *FBLA-Middle Level Advisers' Hotline*, *Professional Edge*.

Trade Names—Future Business Leaders of America, Phi Beta Lambda, or Future Business Leaders of America-Phi Beta Lambda.

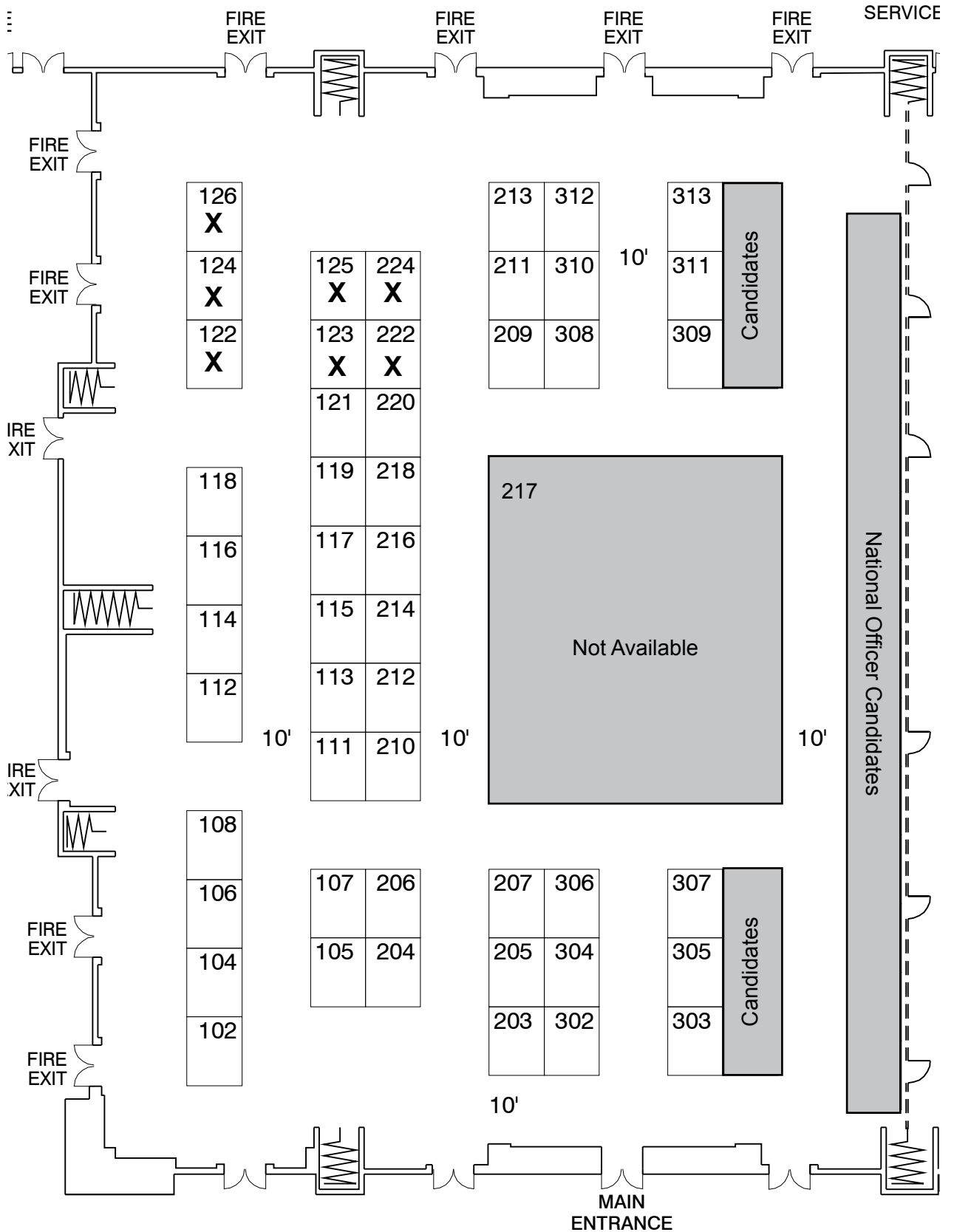
These regulations become a part of the contract between the exhibitor and FBLA-PBL. All points not covered in the rules and regulations are subject to the decision of FBLA-PBL.

## PAST EXHIBITORS

American Management Association  
Anderson's Prom & Party  
Army Recruiting  
Certiport  
Country Meats  
DeVry University  
Education: Get Real!!!  
Ellsworth Publishing Company  
Entertainment Publications  
Federal Deposit Insurance Corporation  
Florida A&M University—Business & Technology Education  
Glencoe/McGraw-Hill  
Goodheart-Willcox Publishing  
Johnson & Wales University  
Kaplan Test Prep and Admissions  
Knowledge @ Wharton High School  
Knowledge Matters, Inc.  
March of Dimes  
MBA Research and Curriculum Center  
Men's Wearhouse  
National Business Education Association  
National Technical Honor Society  
Nova Southeastern University  
Otis Spunkmeyer  
Ozark Delight Candy Company  
Phi Beta Lambda  
Prom Nite  
Residential Direct Marketing  
South-Western, a part of Cengage Learning  
StyleOwner  
Technological Fluency Institute (TFI)  
The Art Institutes  
The Cartridge Connection  
The Princeton Review  
University of Georgia  
University of Illinois College of Business  
University of the Sciences  
Webber International University

# LAYOUT

## MARRIOTT RIVERCENTER BALLROOM SAN ANTONIO, TEXAS





# 2012 NLC EXHIBIT APPLICATION

Complete this form in full and mail a copy of this page along with full payment by May 11, 2012 to:

FBLA-PBL Exhibits  
1912 Association Drive  
Reston, VA 20191  
P 703.860.3334 ext. 121  
F 866.500.5610

Additional questions and sponsorship inquiries:  
Robert Smothers, Conference Manager  
P 703.860.3334 ext. 121  
*ConferenceMgr@fbla.org*

## EXHIBITOR INFORMATION

Company Name \_\_\_\_\_

Key Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax Number \_\_\_\_\_

E-mail Address \_\_\_\_\_ Web Site URL \_\_\_\_\_

Name Badge information:

Do you plan to hold a drawing or raffle?  Yes  No

1. \_\_\_\_\_

Please list top prize(s): \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

Description of company's products or services (23 words or less) to appear in conference program. Must be received no later than May 11, 2012, for inclusion in the program. \_\_\_\_\_

## EXHIBIT AND ADVERTISING SELECTIONS

### Exhibit

FBLA NLC Marriott Rivercenter

June 29–July 1, 2012

Booth # \_\_\_\_\_ 1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_

FBLA \_\_\_\_\_ booths(s) @ \$795 each = \$ \_\_\_\_\_

PBL NLC Marriott Rivercenter

June 25–26, 2012

PBL \_\_\_\_\_ tabletop booths(s) @ \$300 each = \$ \_\_\_\_\_

### Advertising

Conference Program(s)  FBLA  PBL  Both

	FBLA NLC	PBL NLC
Back Cover	<input type="checkbox"/> \$1,850	<input type="checkbox"/> \$975
Inside Front & Back Cover	<input type="checkbox"/> \$1,550	<input type="checkbox"/> \$825
Full page	<input type="checkbox"/> \$1,150	<input type="checkbox"/> \$725
2/3 page	<input type="checkbox"/> \$850	<input type="checkbox"/> \$575
1/2 page	<input type="checkbox"/> \$650	<input type="checkbox"/> \$425

## PAYMENT

Check (enclosed) Credit Card:  Visa  MasterCard Card Number \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_

Name as it appears on card \_\_\_\_\_ Signature \_\_\_\_\_

This application for exhibit space, when executed by FBLA-PBL, and full payment of rental charges together constitute a contract between parties. In applying for exhibit space, we agree to abide by the rules and regulations. Please copy this form and return the original to the address shown above. Keep a copy for your files.

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

For FBLA-PBL use only. Approved for exhibit at the 2012 National Leadership Conference

\_\_\_\_\_ FBLA booths reserved \_\_\_\_\_ PBL booths reserved \_\_\_\_\_ advertising reserved

PAID \$ \_\_\_\_\_ Confirmation \_\_\_\_/\_\_\_\_/\_\_\_\_ Badge \_\_\_\_/\_\_\_\_/\_\_\_\_ for FBLA-PBL \_\_\_\_\_