



PARTNERSHIP GUIDE

Invest in students. Invest in our work.

2024 NATIONAL LEADERSHIP CONFERENCE

May 10-14, 2024 • Chicago, Illinois



WE ARE BPA

Business Professionals of America (BPA) is a career and technical student organization with the mission to develop and empower student leaders to discover their passion and change the world by creating unmatched opportunities in learning, professional growth, and service.

Established in 1966, Business Professionals of America is an organization that is laser-focused on the professional development and future of our youth, providing the tools, skills and experiences students need to compete, succeed, and thrive in the business world. We provide student growth opportunities through career exploration, competitive events, leadership development, and community service.

Our rapidly growing membership consists of over 50,000 middle school, high school, and college/university students and educators in over 1,500 chapters across the United States and in Canada, China, Puerto Rico, and South Korea.

BPA MEMBERS

48,000+
Students

2,000+
Educators

MEMBERS BY DIVISION

4%
Middle School

93%
High School

3%
College/University

MEMBERS BY GENDER

49% **47%** **4%**
Female Male Other

MEMBERS BY ETHNICITY

41% **26%** **19%** **9%** **5%**
Caucasian Asian Hispanic African American Other

Gender and ethnicity statistics reflect voluntary reported data by student members.

BUSINESS PROFESSIONALS OF AMERICA

Steven J. Mitchell • Executive Director/CEO • smitchell@bpa.org



PARTNER WITH BPA

By forging collaborative relationships with the many businesses and organizations across the country, Business Professionals of America is able to strengthen and grow the educational programs offered to the members that make up the heart of our organization.

Our partners' contributions are more than financial. The volunteer power, in-kind support, ideas, and collaboration that our partners bring to the table all help encourage BPA members to unlock their full potential and become tomorrow's business professionals.

From sponsorships and scholarships to workshops, competition judging, and exhibitor opportunities, businesses and organizations can help shape and support our future business professionals through a variety of programs and services conducted throughout the year. Each engagement opportunity helps motivate students toward real-world career paths whether government, public, private, or nonprofit.

The success of Business Professionals of America is rooted in its many experiential programs which provide our students with an innovative approach to learning. Businesses and organizations that partner with BPA have a unique opportunity to participate in and influence these programs every day. We recognize the value and benefits these relationships bring to our student members, educators, and our organization. It is through the support of our partners that BPA is able to continue developing programs which enhance leadership skills and offer educational enrichment, preparing our students for promising careers.

**Invest in students. Invest in our work.
We look forward to partnering with you!**

BUSINESS PROFESSIONALS OF AMERICA

Kristina Kerns • Director of Development and Marketing Communications • kkerns@bpa.org



NATIONAL LEADERSHIP CONFERENCE

May 10-14, 2024 • Chicago, Illinois

Business Professionals of America's National Leadership Conference is the culmination of a year's work for students and chapter advisors and a celebration of member achievements.

Student attendees are among the most motivated and accomplished young scholars and have qualified for national-level, business-related competitions. During the conference, they will vie for top honors in competitive events, attend leadership and professional development workshops, acquire industry certifications, receive awards for individual and chapter achievements, participate in community service activities, and network with industry professionals. Advisors accompanying students are exceptional teachers, deeply committed to career and technical education.

You will want to meet these students and educators. Please join us as an exhibitor, sponsor, or partner!

CONFERENCE VENUE

Hilton Chicago

720 South Michigan Avenue, Chicago, Illinois 60605



CONFERENCE ATTENDANCE

7,000+

2024 estimate

COMPETITIVE EVENTS

110

Competitions

INDUSTRY CERTIFICATIONS

1500+

Certifications Earned at NLC

EVENT CATEGORIES

Business Administration;
Digital Communication & Design; Finance;
Health Administration; Management
Information Systems; Management,
Marketing & Communication

BUSINESS PROFESSIONALS OF AMERICA

Jonathan Smith • Director of Strategic Programs and Experiences • jsmith@bpa.org



SPONSORSHIP OPPORTUNITIES

When you partner with BPA, you help us create educational opportunities for thousands of students each year, equipping them with skills to succeed in the competitive global economy.

There are various levels of sponsorship available, offering numerous benefits with each sponsorship level, including an assortment of amenities. All BPA sponsorship packages offer year-round promotion and recognition through online resources, as well as direct access to students and advisors during the BPA National Leadership Conference. In addition to year-round sponsorship packages, BPA also offers a la carte sponsorship opportunities on a first-come, first-serve basis for our annual National Leadership Conference. From networking events, meal functions, and workshop sessions, to merchandise branding and student competitions, consider customizing a package to best fit your goals and interests.

For more information, email kkerns@bpa.org.

SPONSORSHIP TIERS	
Presenting ¹	\$50,000
Premier ¹	\$25,000
Diamond ¹	\$15,000
Platinum ¹	\$10,000
Gold ²	\$5,000
Silver ³	\$3,500
Bronze	\$1,500

1 Includes a double or single exhibit booth with power and Wi-Fi
 2 Includes a single exhibit booth with power and Wi-Fi
 3 Includes a single exhibit booth

Sponsor advertisements must be submitted by February 9, 2024, to be included in the conference preview guide.



EXHIBITOR SHOWCASE

The Exhibitor Showcase is a hub of excitement during the BPA National Leadership Conference as attendees from across the country come seeking inspiration and information to help their programs advance to the next level.

Held during the middle of the conference each year, the Exhibitor Showcase offers excellent visibility and provides an opportunity for you to reach many future customers, potential employees, or prospective students – all in one place!

Inclusion in the annual NLC scavenger hunt is available for an additional \$250. The scavenger hunt is an opportunity to increase traffic to your booth and increase lead generation.

EXHIBITOR SCHEDULE

Friday, May 10, 2024

6:00 p.m. – 8:00 p.m. Setup

Saturday, May 11, 2024

7:00 a.m. – 9:00 a.m. Setup

9:00 a.m. – 5:00 p.m. Exhibitor Showcase

Sunday, May 12, 2024

9:00 a.m. – 5:00 p.m. Exhibitor Showcase

5:00 p.m. – 7:00 p.m. Move out

PREMIUM BOOTH

All Standard Booth amenities listed below, along with electricity and Wi-Fi.

Price: \$1,200

STANDARD BOOTH

8 x 10 ft. space

1 booth identification sign

1 table

2 chairs

8 ft. draped back wall

33 in. draped divider rail

2 complimentary conference registrations

2 exhibitor badges

Logo and profile in conference mobile app

Price: \$750

Booth space is not confirmed until payment is received.

**Space is limited.
Register today:**



bit.ly/bpa-exhibit

BUSINESS PROFESSIONALS OF AMERICA

Kristina Kerns • Director of Development and Marketing Communications • kkerns@bpa.org



FACILITATE A STUDENT OR ADVISOR WORKSHOP

Do you have a recipe for success? Best practice or case study? Knowledge worth passing along to the next generation of leaders? Share your knowledge and ideas with student leaders and advisors from across the country at NLC!

Conference workshops allow attendees to grow professionally, learn best practices, and explore new content areas. You are invited to submit a proposal to share your experience and expertise at the National Leadership Conference in May 2024. Others will benefit from your experience while you make a valuable contribution to the profession. Our goal is for students and educators to experience educational, informative, inspirational, and entertaining professional development.

Workshops designed for students should aim to enhance their skills in various areas, including but not limited to leadership development, critical thinking, interpersonal communication, character development, as well as college and career preparation. Similarly, advisor workshops should offer educators fresh ideas and activities to incorporate into their classrooms and chapters.

Past topics encompassed aspects such as career readiness, personal branding, engagement on social media, Internet safety, industry certifications aligned with the workforce, and trends in education.

Workshops will take place Saturday, May 11 and 12, from 9 a.m. to 5 p.m. in 55-minute increments. **Proposals are due March 1, 2024, and should be submitted to jsmith@bpa.org.**



WORKPLACE SKILLS ASSESSMENT PROGRAM

Business Professionals of America is looking for industry professionals to assist with competitive event judging at this year's National Leadership Conference.

Competition judges evaluate and score student presentations based on various evaluation criteria. Not only is this a great opportunity to volunteer in the community, but judges help inspire the next generation of business professionals. Over 400 judges are needed to make NLC a success. With on-site judge training, all judges are asked to fulfill a five-hour time commitment, according to the schedule below. Parking, orientation, and a meal will be provided.

JUDGING SCHEDULE

Saturday, May 11, 2024

8:00 a.m. – 1:00 p.m.	Preliminaries
1:00 p.m. – 6:00 p.m.	Preliminaries

Sunday, May 12, 2024

8:00 a.m. – 1:00 p.m.	Finals
1:00 p.m. – 6:00 p.m.	Finals

COMPETITION AREAS

Business Administration

Digital Communication & Design

Finance

Health Administration

Management Information Systems

Management, Marketing & Communication

To learn more about competition judging at NLC, email smorris@bpa.org.

Register today to volunteer as a judge:



judge.bpa.org

BUSINESS PROFESSIONALS OF AMERICA

Sheila K. Morris • Director of Education and Professional Learning • smorris@bpa.org



NATIONAL SHOWCASE AND BUSINESS PANEL

The National Showcase is the culmination of months of hard work for students who participated in BPA's National Virtual Events. Prior to the showcase is the business panel, an interactive discussion where industry leaders share professional stories, experiences, and insights with the student attendees, providing them with valuable real-world perspectives.

The business panel offers students a unique learning opportunity where they can engage with and learn from successful professionals in their fields of interest. This interaction can be highly beneficial for students, as it not only broadens their understanding of the industry but also provides networking opportunities and career guidance. During the panel, students have the chance to ask questions and hear advice directly from experienced professionals, which can be instrumental in shaping their future career paths.

The panel precedes the National Showcase where the top 10 competitors in each virtual event will display their final projects. People attending can vote for Best in Show honors, an award separate from the judged competition rankings. Topics include 2D animation, cybersecurity, financial portfolio management, photography, social media marketing, software engineering, start-up enterprise, virtual multimedia and promotion, virtual branding, and web and mobile applications.

If you are interested in serving on the business panel, email pschultz@bpa.org.



It is the policy of Business Professionals of America that no person on the basis of race, color, religion, national origin or ancestry, age, sex, marital status, sexual orientation, or disability shall be discriminated against, excluded from participation in, denied the benefits of, or otherwise subjected to discrimination in any program or activity for which it is responsible.