

2024 Oregon FBLA eXpo Packet



Even the
brightest futures
need a guiding light
to be found

April 5, 2024
Portland,
Oregon



The FBLA mission statement is, "FBLA-PBL inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experience."

The eXpo was created with this entire mission in mind. However, there are two words specifically that are a prominent part of the eXpo's purpose: "prepare" and "inspire." The inaugural eXpo was held in April 2022. Due to the coronavirus, this was the first in-person state conference since 2019; furthermore, it was the first time our members had united in one place for three years. In a time dictated by the uncertainty of the future, we hoped this event would help attendees with something they could prepare for: their future. Deciding what career path to pursue is an immense, stressful task, especially knowing that every passing day brings us closer to a future we may not feel prepared for. The eXpo is made available to provide members with glimpses of possible futures, and insight into different career and life paths, in hopes of making this strenuous task less daunting.

The "inspire" part of the eXpo's meaning only became clear after the inaugural event. More than providing members with information to prepare for the future, the eXpo was connecting them to a plethora of colleges, companies, and the unique people associated with them. These components did more than just prepare attendees for their future, but inspired them to become stronger leaders, control their future, and decide towards a more successful college and career future.

We hope this packet answers any questions you may have about this exciting event. For those unable to attend the eXpo, but who would still like to support these leaders, may purchase an additional sponsorship opportunity. On behalf of all Oregon FBLA, thank you. Your interest in this event will prepare and inspire the next generation of leaders. We hope to see you in April.

Best Regards,
Cayman Campbell
State VP of
Development



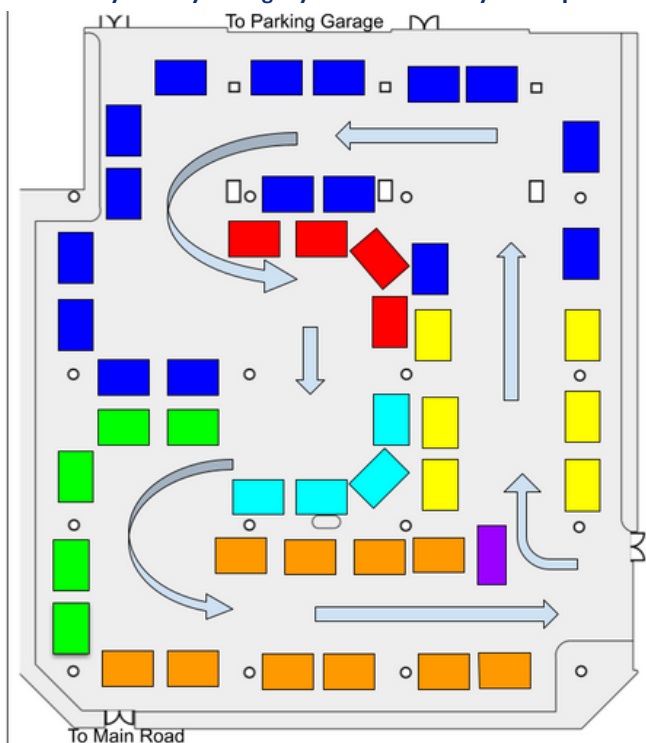
Event Information

The eXpo will be held on April 5 at the DoubleTree by Hilton at 1000 NE Multnomah Street in Portland, Oregon. The eXpo will run from 10:00 am - 3:00 pm, with setup from 8:00-10:00 am. All exhibitors will be gone by 4:00 pm. Upon arrival, exhibitors will be provided with one parking pass for the hotel parking garage. During setup, a coffee and pastry bar will also be available. Box lunches will be distributed in the afternoon. It is a priority of ours that exhibitors are full of food and energy!

The event will take place inside the hotel's exhibit hall, the entrance of which may be seen in the photo to the right. The layout of the room will look similar to the layout below:



This is a sample of a past eXpo booth layout; the layout may be slightly different at this year's eXpo



Please note that while the overall layout depicted above will remain the same, the specific number of tables and their exact location may differ. Regardless of location, every booth will be visible and accessible to all attendees. Attendees will enter at the main entrance at the triangle, where they will be greeted by Oregon FBLA State Officers at the purple table. Following the direction of the arrows, they will be able to visit every booth before exiting where they came in.

Attendees will walk through six categories of exhibitors, each represented by a different colored area in the layout above. Yellow tables represent adviser opportunities; dark blue are reserved for higher education institutions; red are for college groups; turquoise for military branches; green for special interest groups and organizations; and orange for career opportunities.

The location of an exhibitor's booth is determined by the booth selection process associated with the package they purchase. A detailed breakdown of each package may be found below.

Exhibitor Packages

Basic \$400

- Booth location randomly selected by eXpo staff prior to event
- Booth decorations limited to advertisements (like small posters and flyers)
- Booth restricted to the table area (no big games or activities)

Premium \$700

- Select booth location after general deadline
- Logo is highlighted in eXpo slideshows
- Logo appears on eXpo promotional material
- One representative invited to serve as a panelist on our Preparing for College Admissions Workshop
- Booth restricted to the table area (no big games or activities)

Deluxe \$1,100

- Select booth location after priority deadline
- Can purchase one additional table for \$100
- Logo is highlighted in eXpo slideshows
- Logo appears on eXpo promotional material
- One representative invited to serve as a panelist on our Preparing for College Admissions Workshop
- Donated items distributed to every eXpo attendee
- Able to request power
- Booth restricted to the table area (no big games or activities)

Ultimate \$1,600

- Select booth location immediately after payment
- Can purchase up to 3 additional tables, \$100 each
- Logo is highlighted in eXpo slideshows
- Logo appears on eXpo promotional material
- One representative invited to serve as a panelist on our Preparing for College Admissions Workshop
- Representative receives plaque and recognition on stage during opening general session, with complimentary conference reservation
- Donated items distributed to every conference attendee
- Able to request power
- No booth restrictions, aim for the stars!

****Every exhibitor will have access to a coffee and pastry bar, as well as a box lunch. Each organization will receive one free parking pass.**

Item Donations

Different packages include different logo distribution opportunities. Based on the package you purchase, your logo can appear on eXpo promotional material that either eXpo attendees or all conference attendees will receive. It can also appear and be highlighted on slideshows that will be shown during the eXpo and general sessions. You will have the opportunity to attach the branding you would like used to the registration form.

As an additional opportunity for exhibitors to get their logo in the hands of student leaders from across Oregon, we are asking for donations of drawstring bags, as well as any small items to go inside the bags. These items, including but not limited to pens, lanyards, and chapstick, will serve as mementos of the exciting opportunities available to attendees. Only those who purchase the Ultimate package will have the opportunity to donate drawstring bags. Those with the Deluxe or Ultimate package may offer smaller items to go in the bags. These drawstring bags will be given on a first come first served basis.

Ultimate Exhibitors



In addition to receiving these bags and items, attendees will be able to win larger prizes through a raffle. We ask that exhibitors also provide these items, and anyone who is willing to donate can, regardless of their selected package. If you are willing to donate, any contributions would be greatly appreciated.

We are open to any and all additional sponsorship opportunities, giveaways, and conference exposure opportunities. If you have a special request, reach out to us, and we will consider it appropriately.

Registration

[Click here to
register for
the eXpo!](#)

You may also register on
www.oregonfbla.org/expo

After paying, you will receive an invoice and a confirmation that payment has been received. You will receive a link for booth selection at the time associated with your selected package, which may be immediately after payment, after the priority deadline, or after the general deadline. This link will only be sent to you once both registration and payment have been finalized. Those with the Basic package will not receive the link, as booth selection for this package is random.

Priority Deadline: February 15

Applying before this date will waive the \$50 registration fee

General Deadline: March 15

**No applications will be accepted
after 11:59 PM on this date**

***No physical registration forms will be accepted**

Additional Sponsorship Opportunities

In addition to exhibiting at the eXpo, those interested in sponsoring the 2024 State Business Leadership Conference have the ability to select any of the additional sponsorship opportunities below. These may be purchased with or without registering for the eXpo.

<p>Opening General Session Distribution (1 available at \$1200) *Must provide prior to conference</p>	<p>Provide a flier, postcard, or other approved collateral promotion item that will be placed on every chair before the opening session that every conference attendee will receive (all parents, students, advisers, and guests).</p>
<p>Competitive Events (98 available at \$600. \$2,400 depending on event)</p>	<p>Choose a competitive event to sponsor. Organization name will appear alongside event name at all times, including on presentation and announcements at the awards session. Your sponsorship will provide \$200 per finalist towards going to the national conference. If you would like to expand your competitive event amount, please let us know.</p>
<p>Raffle Prizes at Awards Reception (Gift Basket or item valued at \$100)</p>	<p>You may donate an item to be raffled off at the general awards session. Your organization name and logo will appear on the raffle item.</p>
<p>Conference Mobile App (2 spots available at \$200)</p>	<p>Logo appears on the home page of the conference phone app used by all attendees.</p>
<p>Pre-conference Broadcast Email (1 available at \$300)</p>	<p>Your organization can provide content for a broadcast email message for attendees before the conference. Encourage attendees to visit your expo booth and promote your organization. Content must be delivered by September 16.</p>

Frequently Asked Questions

What is the focus of the eXpo?

The focus of the eXpo is to connect the student leaders and instructors of FBLA to the wide variety of opportunities that surround them. Businesses, colleges, organizations, special interest groups, military branches, and other areas that can benefit and be benefitted by these leaders of the future are invited to help reach this goal.

How many high school and middle school students will be present?

Our members will be coming from across the entire state of Oregon, with most of our chapters coming from the coastal side of the state, mirroring our population. We will have about 300 Middle Schoolers, 200 Freshmen, 400 Sophomores, 600 Juniors, and 450 Seniors.

How many people can be in our booth?

There should be at least one representative within the designated area at all times. This will ensure all eXpo attendees have the opportunity to learn about you! As long as there is one representative at the booth, any number of additional representatives may be present, given they stay within their booth's area, which is defined in the package options above.

Will we need to provide our own setup?

A standard table and generic white table cloth will be provided to each exhibitor. Everything else is yours to provide! We encourage exhibitors to bring any branded materials that make their booth representative of their group. Let us know if you have any specific requests and we can see what we can do!

When and where should I send my item donations?

At any given time, items may be sent to Extra Space Storage ATTN: Oregon FBLA, Unit 2074, 989 NE 61st Ave Portland, OR 97213.

If you have any questions, please do not hesitate to email expo@oregonfbla.org. You can also access an FAQ at [this link](#). Any questions submitted to [this](#) google form or emailed directly to us will also be added to the FAQ for other exhibitors to refer to.

**Thank you for your support in Oregon
FBLA through the 2024 eXpo!**

For any questions, please email expo@oregonfbla.org