Reserve a front row exhibit space at the nation’s largest hands-on workforce development showcase, attended by 12,000 CTE students and educators from every state.

JOIN US!

NATIONAL LEADERSHIP & SKILLS CONFERENCE

SkillsUSA TECHSPO
Held as part of the 2022 SkillsUSA National Leadership and Skills Conference

Largest Career And Technical Education Exposition in the U.S.
Establish your brand with more than 12,000 of the nation’s top technical education leaders!

SkillsUSA’s National Leadership and Skills Conference comes to Atlanta! With the move to the Georgia World Congress Center, SkillsUSA TECHSPO will be held across three competition floors in the midst of the annual SkillsUSA Championships. More than 6,400 outstanding career and technical education students — all state contest winners — compete hands-on in over 100 different trade, technical and leadership fields. Contests are run with the help of industry, trade associations and labor organizations, testing competencies that are set by industry.

What is SkillsUSA?

SkillsUSA is a partnership of students, teachers and industry working together to ensure our nation has a skilled workforce. SkillsUSA helps each student excel. The national, nonprofit organization serves teachers as well as high school and college students who are preparing for careers in trade, technical and skilled service occupations, including health occupations.

What is SkillsUSA TECHSPO?

As a CTE destination, SkillsUSA TECHSPO showcases the latest technology and its application by our future workforce, teachers and experts. Over 200 exhibitors at SkillsUSA TECHSPO are placed alongside national career competitions and leadership sessions that are shaping and celebrating our nation’s career ready students. Across three exhibition floors, interactive experiences inspire participants while industry connections are forged to enhance classrooms and develop the country’s talent pipeline.

More exposure and sales opportunities than ever!

All exhibits are on or adjacent to the competition floor. Put your products in the hands of teachers and students who will share them with their peers in schools and colleges in 53 state and territorial associations. You will meet key decision-makers in career- and-technical and school-to-work education as well as business and industry leaders.

Better targeting of the top career and technical students

SkillsUSA TECHSPO is held in conjunction with the SkillsUSA Championships. Select an exhibit location near a career cluster that’s right for you. Check out the floor map for more details. For a list of all the events that will take place, visit: https://www.skillsusa.org/events-training/national-leadership-and-skills-conference/agenda/.
Why SkillsUSA TECHSPO?

If your company provides products and services to the following fields within career and technical education, SkillsUSA TECHSPO attendees are looking for you!

A/C, Heating and Refrigeration Technicians • Maintenance/Aircraft Pilots • Automotive Technicians • Collision Repair Technicians • Computer Engineers • Computer Programmers • Computer Repair Technicians • Construction Employees • Cosmetologists/Stylists • Dental Hygienists • Diesel Technicians • Emergency Medical Technicians • Engineering Technicians • Equipment Installers and Repairers • Graphic Artists and Designers • Health Technicians • Hospitality Employees • Landscaping and Turf Management Employees • Machinists • Marine Technicians • Medical/Dental Assistants • Medical/Dental • Motorcycle Technicians • Nurses • Occupational Therapists • Plumbers and Pipefitters • Printing Operators • Retailing Sales • School Teachers • Science Technicians • Utility Plant Operators • Welders

Additional Benefits

Marketing Opportunities. Maximize your exposure and make sure your sales efforts add up by making other SkillsUSA NLSC sponsorship opportunities part of your marketing equation.

Advertising Opportunities. Reach attendees and all SkillsUSA members before, during and after the convention by advertising on the SkillsUSA Champions digital hub or in other digital or print publications. Check with your SkillsUSA partnership manager for the latest opportunities or click here for the rate sheet.

General sessions, advisor sessions and other special events. Capture specific audiences of SkillsUSA students and/or instructors. To learn more about all conference events and related recognition or marketing opportunities, contact: BPD@skillsusa.org.

NLSC Mobile App. The NLSC Mobile App is used by all attendees for conference navigation and scheduling. SkillsUSA offers enhanced listings, push notifications and rotating banners that drive users to your listing or events. The SkillsUSA NLSC 2022 Mobile app is available from the Apple Store or the Google Play Store.

Additional Opportunities. Many additional opportunities for exhibitors will be shared as we get closer to NLSC.
**Dates and Pricing**

**Dates**
June 21–23, 2022

**Location**
Georgia World Congress Center
285 Andrew Young International Blvd NW, Atlanta, GA 30313

**Website**
www.skillsusa.org/events-training/techspo-trade-show/

**RESERVING SPACE**

**Contact**
Julie Dufour
Senior Manager, SkillsUSA TECHSPO
Email: jdufour@skillsusa.org
Office: 703-737-0603
Mobile: 702-806-1089

**PAYMENTS**
All payments must be made online unless other arrangements have been made. The payment link will be provided when you book space.

**BOOTH PRICING**

Exhibit opportunities include 10’x10’, 10’x20’ or larger custom booths. Tabletop displays may be available, space permitting. Exhibits can include demonstrations, interactive games, show cars or product displays, tractor trailers and more. Contact SkillsUSA for booth availability and to book your space.

**Product Sales Fee:** Exhibitors who wish to sell product in their booth will be charged an additional $500 sales fee. Items to be sold must be approved in advance by SkillsUSA.

<table>
<thead>
<tr>
<th>Pricing Type</th>
<th>Early Bird Rate</th>
<th>Regular Rate</th>
<th>Late Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’x10’ Booth</td>
<td>$2,600 (Thru 1/31/22)</td>
<td>$2,800 (2/1/22–3/31/22)</td>
<td>$3,000 (4/1/22–5/31/22)</td>
</tr>
<tr>
<td>Standard</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Official Partner*</td>
<td>$2,300</td>
<td>$2,500</td>
<td>$2,700</td>
</tr>
<tr>
<td>Nonprofit**</td>
<td>$750</td>
<td>$950</td>
<td>$1,150</td>
</tr>
</tbody>
</table>

* For a list of SkillsUSA Official National Partners, go to: https://www.skillsusa.org/about/partners/

** Check with SkillsUSA to see if your organization qualifies for the nonprofit rate before registering in this category.

What’s Included with Your TECHSPO Booth?

Each booth includes:
- Pipe and drape.
- Booth ID sign (7” x 44”).
- Two attendee conference registrations.*
- Organization listing in conference publications.

* Registrations a retail value of $195 each.

Booth furniture and enhancements are available separately through the conference vendor.
**Housing**

Exhibitors will be notified in January by the SkillsUSA TECHSPO show lead when it is time to book hotel rooms through SkillsUSA. If you need multiple rooms or have questions, contact BPD@skillsusa.org.

**Decorator**

Fern Exposition and Event Services

Representative: Sheila Pannell
Phone: 816-701-1003 | Email: spannell@fernexpo.com

For the contract and Terms and Conditions for the show, visit:
https://skillsusa.egnyte.com/fl/goaEbzCApF
TECHSPO exhibit booths run down the center of each competition hall, guaranteeing you steady floor traffic all day.
SkillsUSA Membership

394,400 Members*

*Five year average membership. There are an average of 17,500 sections (classrooms) spread across 4,100 SkillsUSA chapters (schools), with all 50 states, Washington, D.C., Puerto Rico and the U.S. Virgin Islands represented.

Nearly half (44%) of the students in SkillsUSA are from historically underrepresented groups by race and ethnicity (among those reporting).

CAREER CLUSTERS

In 2020-21, SkillsUSA had a least 1,000 member students in 14 of the 16 career clusters defined by the State Directors of Career and Technical Education:

<table>
<thead>
<tr>
<th>Career Cluster</th>
<th>Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, Food and Natural Resources</td>
<td>2,564</td>
</tr>
<tr>
<td>Architecture and Construction</td>
<td>64,613</td>
</tr>
<tr>
<td>Arts, A/V Tech and Communications</td>
<td>32,880</td>
</tr>
<tr>
<td>Business, Management and Administration</td>
<td>1,627</td>
</tr>
<tr>
<td>Education and Training</td>
<td>5,378</td>
</tr>
<tr>
<td>Health Science</td>
<td>25,073</td>
</tr>
<tr>
<td>Hospitality and Tourism</td>
<td>15,398</td>
</tr>
<tr>
<td>Human Services</td>
<td>24,972</td>
</tr>
<tr>
<td>Information Technology</td>
<td>14,656</td>
</tr>
<tr>
<td>Law, Public Safety and Corrections</td>
<td>20,464</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>16,463</td>
</tr>
<tr>
<td>Marketing, Sales and Service</td>
<td>3,886</td>
</tr>
<tr>
<td>STEM</td>
<td>18,240</td>
</tr>
<tr>
<td>Transportation and Distribution Logistics</td>
<td>42,163</td>
</tr>
</tbody>
</table>

Estimated 2022 attendance of 12,000 to include:
- More than 6,200 student competitors in over 100 leadership and hands-on occupational skills contests.
- Thousands of additional students serving as voting delegates, observers and Courtesy Corps helpers.
- 62 percent male, 37 percent female.
- 72 percent high school, 26 percent college/postsecondary, 2 percent middle school.
- Hundreds of contest judges from business, industry and education.
- Hundreds of volunteer technical committee members from industry and education who design and manage the national competitions.
- Thousands of SkillsUSA advisors and instructors.
- Hundreds of VIP guests from business, education and government.
- Almost 1,700 SkillsUSA schools represented.

For more about NLSC, go to: https://bit.ly/3d3BWbk