



NATIONAL LEADERSHIP & SKILLS CONFERENCE



**JOIN US!**

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.

# PROSPECTUS



Largest Career and Technical Education Exposition in the U.S.

## SKILLSUSA TECHSPO 2023

**June 20-22, Atlanta**

**Georgia World Congress Center**

# SKILLSUSA TECHSPO

**E**stablish your brand with more than 12,000 of the nation's top technical education leaders!

SkillsUSA's National Leadership and Skills Conference heads once again to Atlanta and 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 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.



## WHO WE SERVE

A nonprofit national education association, SkillsUSA serves middle-school, high-school and college/postsecondary students preparing for careers in trade, technical skilled service 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 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/>.

## SKILLSUSA MEMBERSHIP BY THE NUMBERS

**14.2 MILLION**

Total cumulative members since 1965

**393,357**

2021-2022 membership (including alumni)

**313,118**

student members

**297,666**

high school members

**29,746**

college/postsecondary members

**3,952**

middle school members

**18,246**

teacher members  
(SkillsUSA professionals)

**17,115 Classrooms**

Spread across the country

**4,263 SkillsUSA Schools**

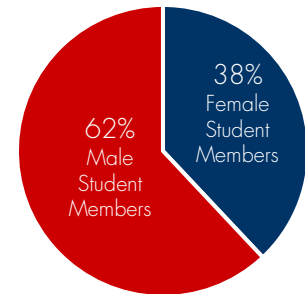
In all 50 states plus Washington, D.C., Puerto Rico and the U.S. Virgin Islands

## DEMOGRAPHICS

**49.6%**

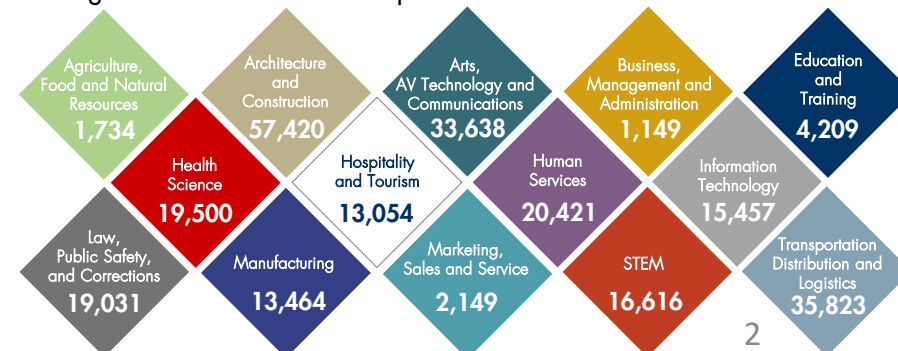
of the students in SkillsUSA are from historically underrepresented groups by race and ethnicity (among those reporting).

\*For the number of SkillsUSA chapters and members by state, go to: [Fact Resource](#)



## CAREER CLUSTERS

The National Career Clusters Framework is an organizing tool for CTE programs, curriculum design and instruction. There are 16 Career Clusters representing 79 Career Pathways to help learners navigate success in college and career. SkillsUSA represents 14 of the 16 career clusters.





# WHY SKILLSUSA TECHSPO?

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



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 marketing opportunities part of your target 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 social, 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](mailto: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 2023 Mobile app will be available closer to NLSC from the Apple Store or the Google Play Store.



## NLSC 2022 By the Numbers

Total attendance of  
**13,664** includes:

**5,177 student competitors** in 108 hands-on or leadership contests.

Over **1,800 students** serve as voting delegates, volunteer or observers

Attendance is  
**55% male**

**40% female**  
(of those reporting)

Of those attending,  
**77%** are high school students, **22%** college/postsecondary students and **1%** are middle school students

Over **850 committee members** from industry help plan and run the competitions. Almost **1,500 chapters** (schools) were represented



NATIONAL LEADERSHIP  
& SKILLS CONFERENCE

# DATES AND PRICING OF TECHSPO

**JUNE 20-22, 2023**



## RESERVING SPACE

### CONTACT:

**Julie Dufour**

Senior Manager, SkillsUSA TECHSPO and Development

Email: [jdufour@skillsusa.org](mailto:jdufour@skillsusa.org)

Office: 703-737-0603

Mobile: 702-806-1089

### LOCATION:

Georgia World Congress Center

285 Andrew Young International Blvd, Atlanta, GA 30313

### WEBSITE:

[www.skillsusa.org/events-training/techspo-trade-show/](http://www.skillsusa.org/events-training/techspo-trade-show/)

Pricing Type (10'x10' space)	Early Bird Rate Thru 12/31/22	Regular Rate 1/1 – 3/31	Late Rate 4/1 – 6/10
Standard	\$2,800	\$3,000	\$3,200
Official Partner *	\$2,300	\$2,500	\$2,700
Nonprofit **	\$1,000	\$1,250	\$1,350

\* 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 for this category.

## PAYMENTS

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

## BOOTH PRICING

Exhibit opportunities include 10'x10', 10'x20' or larger custom booths. 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 products in their booth will be charged an additional \$500 sales fee. Items to be sold must be approved in advance by SkillsUSA.

## INCLUDED WITH YOUR TECHSPO BOOTH

- Pipe and drape (if an inline booth)
- Booth ID sign (7"x44")
- Two attendee full conference registrations / Three full conference registrations for Official Partners\*
- Organization listing in conference publications

\*Registrations  
retail value  
of \$195 each

**NOTE:** Booth furniture (table, chairs, carpet, electrical, etc.) and enhancements are additional and available separately through the conference vendors.

## ADDITIONAL OPPORTUNITIES

Additional options to participate in programs and Advertising and Branding can be found in the [Partnership Opportunities document](#)





# TECHSPO 2023

## AGENDA-AT-A-GLANCE

(SUBJECT TO CHANGE)

### SUNDAY, JUNE 18

12 p.m. – 4 p.m. Trailer/vehicle deliveries  
(notify show manager of all expected deliveries)

### MONDAY, JUNE 19

8 a.m. – 5 p.m. Exhibitor and vendor move-in/setup  
7:30 a.m. – 5 p.m. Registration open

### TUESDAY, JUNE 20

8 a.m. – 5 p.m. Registration open  
8 a.m. – 10 a.m. Exhibitor final setup  
9:30 a.m. – 3:30 p.m. SkillsUSA University  
10 a.m. – 5 p.m. SkillsUSA TECHSPO open  
10 a.m. – 5 p.m. SkillsUSA Championships  
7 p.m. Opening Session (State Farm Arena)

### WEDNESDAY, JUNE 21

8 a.m. – 5 p.m. SkillsUSA TECHSPO open  
8 a.m. – 5 p.m. SkillsUSA Championships  
9:30 a.m. – 3:30 p.m. SkillsUSA University

### THURSDAY, JUNE 22

8 a.m. – 5 p.m. SkillsUSA TECHSPO open  
8 a.m. – 5 p.m. SkillsUSA Championships  
9:30 a.m. – 3:30 p.m. SkillsUSA University  
5 p.m. SkillsUSA TECHSPO move-out  
6 p.m. Champions Festival (Centennial Olympic Park)

### FRIDAY, JUNE 23

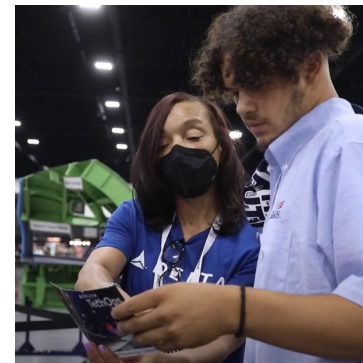
5 p.m. Awards Session (State Farm Arena)

### HOUSING

Exhibitors will be notified in late 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](mailto:BPD@skillsusa.org)

### DECORATOR

Fern Exposition and Event Services  
Representative: Sheila Pannell  
Phone: 816-701-1003 | Email: [s pannell@fernexpo.com](mailto:s pannell@fernexpo.com)



# EXHIBIT FLOOR

## GEORGIA WORLD CONGRESS CENTER

TECHSPO exhibit booths run down the center of each competition hall, guaranteeing you steady flow of traffic all day.

