



NATIONAL LEADERSHIP & SKILLS CONFERENCE



JOIN US!

Reserve a front row exhibit space at the nation's largest hands-on workforce development showcase, attended by over 15,000 CTE students and educators from every state.

PROSPECTUS



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

SKILLSUSA TECHSPO 2024

June 25-27, Atlanta

Georgia World Congress Center

SKILLSUSA TECHSPO

Establish your brand with more than 15,000 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 7,000 outstanding career and technical education students – all state contest winners – compete hands-on in 110 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

SkillsUSA is America's proud champion of the skilled trades. We're a diverse, student-led organization building the future skilled workforce with graduates who are career ready, day one.

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 (coming soon) for more details. For a list of all the events that will take place, visit: [SkillsUSA National Leadership & Skills Conference](#)

SKILLSUSA MEMBERSHIP BY THE NUMBERS

14.6 MILLION

Total cumulative members since 1965

442,723

2022-2023 membership (including alumni)

359,169

student members

319,355

high school members

34,859

college/postsecondary members

4,955

middle school members

21,263

teacher members
(SkillsUSA professionals)

19,718 Classrooms

Spread across the country

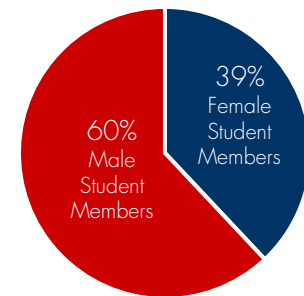
4,709 SkillsUSA Schools

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

DEMOGRAPHICS

49.6%

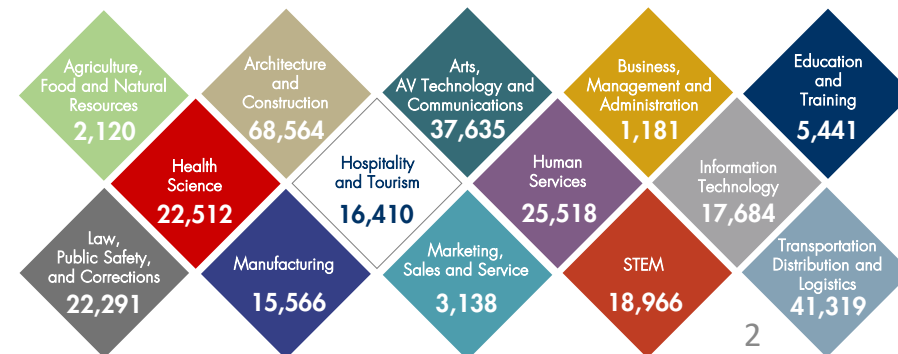
of the students in SkillsUSA are from historically underrepresented groups by race and ethnicity (among those reporting).



*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.



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!



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 event 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](#) to request a copy.

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 and push notifications that drive users to your listing or events. The SkillsUSA NLSC 2024 Mobile app will be available closer to NLSC from the Apple Store or the Google Play Store.



NLSC 2023 By the Numbers

Total attendance of
16,102 includes:

5,992 student competitors in 110 hands-on or leadership contests.

Over **1,000 students** serve as voting delegates, volunteer or observers

Attendance is
59% male

40% female
(of those reporting)

Of those attending, **75%** are high school students, **23%** college/postsecondary students and **2%** are middle school students

Over **850 committee members** from industry help plan and run the competitions. **1,646 chapters** (schools) were represented

DATES AND PRICING OF TECHSPO

JUNE 25-27, 2024



RESERVING SPACE

CONTACT:

Julie Dufour

Associate Director, SkillsUSA TECHSPO and Development

Email: jdufour@skillsusa.org

Mobile: 702-806-1089

LOCATION:

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

WEBSITE:

<https://www.skillsusa.org/support-skillsusa/exhibit-advertise/>

Pricing Type (10'x10' space)	Early Bird Rate Thru 12/31/23	Regular Rate 1/1 – 3/31	Late Rate 4/1 – 6/10
Standard	\$2,850	\$3,050	\$3,250
Official Partner *	\$2,350	\$2,550	\$2,750
Nonprofit **	\$1,050	\$1,300	\$1,400

* For a list of SkillsUSA Official National Partners, go to: [SkillsUSA Official 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.

NEW this year in Atlanta –

- Have a simulation experience? View new space opportunities to showcase them in our [SIM World](#)
- [Try-A-Skill](#) is a new hand-on experience engaging attendees with everyday skills

**NEW
WAYS TO
ENGAGE!**

ADDITIONAL OPPORTUNITIES

Additional options to partner in Programs and Advertising and Branding can be requested through this [link](#)





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TECHSPO 2024 AGENDA-AT-A-GLANCE

(SUBJECT TO CHANGE)



SUNDAY, JUNE 23	12 p.m. – 4 p.m. <i>(notify show manager of all expected deliveries)</i>	Trailer/vehicle deliveries
MONDAY, JUNE 24	8 a.m. – 5 p.m. 7:30 a.m. – 5 p.m.	Exhibitor and vendor move-in/setup Registration open
TUESDAY, JUNE 25	8 a.m. – 5 p.m. 8 a.m. – 10 a.m. 9:30 a.m. – 3:30 p.m. 10 a.m. – 5:30 p.m. 10 a.m. – 5 p.m. 7 p.m.	Registration open Exhibitor final setup SkillsUSA University SkillsUSA TECHSPO open SkillsUSA Championships Opening Session (State Farm Arena)
WEDNESDAY, JUNE 26	8 a.m. – 5:30 p.m. 8 a.m. – 5 p.m. 9:30 a.m. – 3:30 p.m. 6 p.m.	SkillsUSA TECHSPO open SkillsUSA Championships SkillsUSA University Champions Festival (Centennial Olympic Park)
THURSDAY, JUNE 27	8 a.m. – 5 p.m. 8 a.m. – 5 p.m. 9:30 a.m. – 3:30 p.m. 5 p.m.	SkillsUSA TECHSPO open SkillsUSA Championships SkillsUSA University SkillsUSA TECHSPO move-out
FRIDAY, JUNE 28	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

DECORATOR

Fern Exposition and Event Services
Representative: Sheila Pannell
Phone: 816-701-1003 | Email: spannell@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.

