

# **DECA** **SPORTS AND ENTERTAINMENT MARKETING CONFERENCE**

REGISTRATION GUIDE



**JANUARY 31-FEBRUARY 4, 2024**  
**ORLANDO**

LEARN MORE AT [DECA.ORG/SEM](https://deca.org/sem)

 **DECA**



## EXPERIENCE THE ADRENALINE RUSH

From a sell-out crowd of loyal fans waiting for the opening kickoff to a high-profile entertainer eager to take the stage for an encore presentation, sports and entertainment marketing provides a rush for those interested in these career areas.

When it comes to learning from the professionals in these popular industries, DECA's Sports and Entertainment Marketing Conference cannot be rivaled. Known as one of the world's premier locations for family entertainment and home to world-class professional and college sports, Orlando provides the perfect backdrop for this dynamic conference experience. Students will have an insider's perspective as the theme parks become the living classroom to complement the lessons from conference speakers.

## CLASSROOM CONNECTION

This conference will reinforce concepts taught in classes that include sports and entertainment marketing. Universal Orlando® Resort and Florida sports executives will share information with students to help them:

- Describe the nature of target marketing in sports/entertainment marketing
- Describe pricing issues associated with sports/entertainment products
- Explain advertising media used in the sports/entertainment industries
- Explain the use of licensing in sports/entertainment marketing
- Explain career opportunities in sports/entertainment marketing
- Explain the need for sports/entertainment marketing information
- Identify "out-of-the-box" sales promotion ideas for sports/entertainment events
- Identify ways to segment sports/entertainment markets
- Measure economic impact of sports/entertainment events

*National Curriculum Standards for Business Administration*





## EDUCATIONAL PROGRAM

Universal Orlando™ marketing executives pull out all stops to show DECA members the behind-the-scenes activities that it takes to be a leading theme park and resort. Not to be outdone, Florida sports and entertainment executives show their efforts to make Florida a leader in their industries. It's a perfect blend to complement the classroom.

### WEDNESDAY JANUARY 31

6:00 PM - 9:00 PM Registration

### THURSDAY FEBRUARY 1

9:15 AM Sports & Entertainment Marketing presentations by Universal Orlando™ executives and featured guest speakers.

12:30 PM Experience Universal Orlando™ + Marketing Goosechase in the parks (on your own)

### FRIDAY FEBRUARY 2

9:15 AM Sports & Entertainment Marketing presentations by Universal Orlando™ executives and featured guest speakers

12:30 PM Experience Universal Orlando™ + Marketing Goosechase in the parks (on your own)

### SATURDAY FEBRUARY 3

8:00 AM DECA Day at Disney (Shuttles depart at 8:00 AM, return between 7:30 - 11:00 PM)

8:00 AM Experience Universal Orlando™ + Marketing Goosechase in the parks (on your own)

### SUNDAY FEBRUARY 4

Morning

Departure



Visit [decadirect.org](http://decadirect.org) for previews and highlights.

Schedule subject to change. Check [deca.org/sem](http://deca.org/sem) for the latest schedule.



## OPTIONAL TICKETS

### ■ UNIVERSAL STUDIES

Take students beyond the classroom to bring lessons to life with Universal Orlando™'s unforgettable educational programs where their Universe is YOUR classroom. These hands-on experiential learning activities that excite and inspire your students take learning to a new level.

Some programs include:

- Career Exploration & Preparation
- Leadership Skills & Personal Development
- Business Development: People, Process, Product
- Finance
- Marketing Is Universal: Keeping The Guest at Heart
- Food for Thought: A Taste of Careers In the Culinary Arts
- Storytelling: It Starts with a Hero
- Special F/X Tour
- Behind the Adventure Tour

For more information, visit [universalorlandoyouth.com](http://universalorlandoyouth.com) or contact Matt Donovan at [matt.donovan@universalorlando.com](mailto:matt.donovan@universalorlando.com).

### ■ UNIVERSAL'S VOLCANO BAY™

Choose to upgrade your Universal experience to a 3-Park 3-Day Park-to-Park ticket in order to enjoy Universal Orlando™ on a third day. This will allow you to experience Universal's Volcano Bay™, adventure-drenched water theme park like no other. Plus, it's just steps away from Universal's Cabana Bay Beach Resort, your on-site hotel for the conference.

*Cost: \$30 per person upgrade.*

### ■ MEAL VOUCHERS

Cabana Bay Beach Resort breakfast voucher: \$14 per person per meal.

### ■ DISNEY TWO-DAY PARK HOPPER

Choose to upgrade your Disney experience to a two-day "Park Hopper". This ticket allows you to visit Magic Kingdom, Epcot, Animal Kingdom and Hollywood Studios during two days.

*Cost: \$140 per person upgrade. Must purchase the \$415 registration package to be eligible for this upgrade option.*

*\*With the updated Park Hopper® experience, guests must make a Disney Park Pass reservation via the Disney Park reservation system for the first park they plan to visit (reservation requirements are subject to change) AND enter that first park prior to visiting another. After entering that first park, guests will be able to visit the next park starting at 2 p.m. until each park's regularly scheduled closure. At this time a park reservation is not required after the first park, but is subject to the park's capacity limitations.*

### ■ DISNEY TRANSPORTATION

If you wish to use DECA coordinated transportation to and from the Disney's Ticket and Transportation Center (TTC) on both Wednesday and Saturday, you may purchase the additional day at \$20 per person. DECA's conference registration fee of \$415 only provides transportation to Disney on Saturday with an option for transportation to Disney on Wednesday.



# REGISTRATION INFORMATION

Educational Program + Universal Orlando™ Experience + Walt Disney World Experience

Staying at Universal's Cabana Bay Beach Resort, you'll be conveniently located to the conference sessions as well as Universal Orlando's theme parks and Universal CityWalk®. DECA will even provide transportation to and from Disney's Ticket and Transportation Center (TTC) on Wednesday and/or Saturday.

## REGISTRATION

**\$415\* per attendee**

The conference registration fee applies to DECA members, advisors and chaperones and includes the following:

- Professional speakers from the sports and entertainment marketing industry
- 3-Day Park-to-Park Admission to Universal Studios Florida® and Islands of Adventure®
- 1-Day Disney Magic Your Way Park Hopper® Ticket. Visit two theme parks on one day.\*
- Bus transportation to Disney's Ticket and Transportation Center (TTC) on Wednesday OR Saturday (8:00 AM depart, 7:30 - 11:00 PM return)
- Conference backpack
- Conference insurance

**Deadline: December 1, 2023**

When registering, you must select the Disney Park and day attending since park reservations must be made. Unfortunately, no changes can be made once the tickets are purchased. If you wish to reserve your Disney ticket on Wednesday (instead of Saturday), you can also select to use your DECA coordinated transportation on Wednesday.

## ACCOMMODATIONS

**\$165 per room night**  
(Single, Double, Triple, Quad)

**Universal's Cabana Bay Beach Resort**  
6550 Adventure Way  
Orlando, FL 32819  
Phone: (407) 503-4000

**Deadline: December 1, 2023**

*\*With the updated Park Hopper® experience, guests must make a Disney Park Pass reservation via the Disney Park reservation system once registered for the conference (reservation requirements are subject to change). Create a plan for the first park to visit AND enter that first park prior to "hopping" to another. After reserving that first park, Guests will be able to visit another park starting at 2 p.m. until each park's regularly scheduled closure and/or park capacity.*

## AIR TRAVEL

**Orlando International Airport (MCO)**

17 miles from hotel

## AIRPORT SHUTTLE

Airport shuttle service is not provided. DECA recommends contacting Total Transportation Solutions for your airport transfer needs. Information and rates are available at [www.deca.org/sem](http://www.deca.org/sem).



CONFERENCE  
QUESTIONS

**KYLIE KNUDSEN**

DECA INC.

[kylie@deca.org](mailto:kylie@deca.org)





# REGISTRATION INFORMATION

## Educational Program + Universal Orlando™ Experience

Staying at Universal's Cabana Bay Beach Resort, you'll be conveniently located to the conference sessions as well as Universal Orlando's theme parks and Universal CityWalk®.

### REGISTRATION

#### \$220\* per attendee

The conference registration fee applies to DECA members, advisors and chaperones and includes the following:

- Professional speakers from the sports and entertainment marketing industry
- 3-Day Park-to-Park Admission to Universal Studios Florida® and Islands of Adventure®
- Conference backpack
- Conference insurance

**Deadline: December 1, 2023**

### ACCOMMODATIONS

#### \$165 per room night (Single, Double, Triple, Quad)

#### Universal's Cabana Bay Beach Resort

6550 Adventure Way  
Orlando, FL 32819  
Phone: (407) 503-4000

**Deadline: December 1, 2023**

### AIR TRAVEL

#### Orlando International Airport (MCO)

17 miles from hotel

### AIRPORT SHUTTLE

Airport shuttle service is not provided. DECA recommends contacting Total Transportation Solutions for your airport transfer needs. Information and rates are available at [www.deca.org/sem](http://www.deca.org/sem).

### NOTE

This package does **NOT** include any tickets or transportation to Disney parks.

### CONFERENCE QUESTIONS

**KYLIE KNUDSEN**  
DECA INC.  
[kylie@deca.org](mailto:kylie@deca.org)

## REGISTRATION PROCEDURES

REGISTER  
[www.deca.org/register](http://www.deca.org/register)

All student attendees must be on a submitted DECA membership roster to register. Collect the following information from each attendee to complete the registration process:

- First name
- Last name
- Insurance beneficiary information
- T-shirt size
- Check-in/check-out dates
- Disney park selection (if purchased)
- Disney transportation day selection (if purchased)
- Optional meal vouchers
- Optional Disney upgrade
- Optional Universal upgrade

### CONFIRMATION:

If you have not received a registration confirmation email from DECA within two days after submitting your online registration, please email [conferences@deca.org](mailto:conferences@deca.org).

### CHANGES AND SUBSTITUTIONS:

All changes must be submitted to DECA Inc. by e-mailing [conferences@deca.org](mailto:conferences@deca.org).

## HOTEL RESERVATION PROCEDURES

Conference participants must stay at the conference hotel for a minimum of three (3) nights. Hotel policy allows a maximum of four guests in a room with two double beds.

Make your hotel reservations in the online registration system with DECA Inc. As DECA Inc. holds tax-exempt status, DECA Inc. will manage hotel reservations.

## PAYMENT PROCEDURES

To ensure your chapter's attendance, send to DECA Inc. as soon as possible before the deadline date of **December 1**:

- Online registration and housing materials
- Full non-refundable registration fee for each person
- Hotel deposit equal to one night's stay (\$165 per room).

Please send payments to:

**DECA Inc.**  
**Sports & Entertainment**  
**Marketing Conference**  
1908 Association Drive  
Reston, VA 20191

Acceptance of your conference registration and rooming list will be done on a first-come, first-served basis. Registration commits those to attend and obligates them to costs incurred by DECA. Do not book your airfare without notification from DECA that you are registered for the conference.

Upon acceptance of the registration, DECA will invoice you for the total balance of your chapter's registration and hotel costs. Payment in full must be received at DECA by **December 14**. ***Please do not send registration forms or money to the hotel.***

### METHODS OF PAYMENT:

Check or credit card (MasterCard, VISA or American Express) are accepted.

Purchase orders will be accepted in advance of registration deadline as a guarantee of payment, but all funds must be received in full prior to event dates to gain entry to the Conference.

### REGISTRATION CANCELLATION

Conference registration fees and hotel payments are non-refundable. To provide an excellent conference at the best rate and to the most members, DECA makes all arrangements for meeting space, program components and tickets. Many of these costs are non-refundable. Registration commits those to attend and obligates them to costs incurred by DECA.

Registration changes and substitutions will be accepted through January 26.

## SUPERVISION RATIO

A minimum of one advisor for every ten student-delegates (1:10) or portion of ten student-delegates is required for registration. It is the chapter advisor's responsibility to see that your chapter adheres to this ratio. This ratio will be strictly enforced by DECA Inc. Chaperones and spouses must pay the registration fee and be listed on the registration form.

## CONDUCT AND DRESS CODE

Advisors should bring signed copies of the *Conference Delegate Practices and Procedures* and *Dress Code* for each participant. These do not have to be submitted to DECA Inc., but should be kept available by the advisor for reference. You can find the general DECA dress code at [www.deca.org/sem](http://www.deca.org/sem).

### NON-DISCRIMINATION POLICY:

DECA inc. is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation, or socio-economic status are treated equally and respectfully. Any behavior in the form of discrimination, harassment, or bullying will not be tolerated. It is the responsibility of all members to uphold and contribute to this climate.

DECA reserves the right to cancel the conference 35 days prior to the start date if there are less than 100 participants.

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