DECA INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

PARTNER OPPORTUNITIES 2024
The DECA International Career Development Conference (ICDC) is the culmination of the DECA year. More than 20,000 high school students, teacher-advisors, business professionals and alumni gather for several days of DECA excitement. DECA members demonstrate their college and career ready knowledge and skills by participating in DECA’s industry-validated Competitive Events Program, aligned with Career Clusters, National Curriculum Standards and 21st Century Skills in the areas of marketing, finance, hospitality, management and entrepreneurship. These members have qualified to attend based on superior performance at the district and association level.

- 1,000 volunteers from the business industry are recruited to judge the competitions
- 60+ volunteers are recruited to participate in the Executive Mentor Program to provide college and career advice to high school seniors
- 100+ companies showcase their products/services on the exhibit floor
INSTANT BENEFITS

ALL CONFERENCE SPONSORSHIPS INCLUDE:

- Opt-in attendee advisor email list for one-time use
- Recognition in conference program book
- Recognition in conference mobile app (basic profile)
- On-site signage at sponsored activity or event
EXHIBIT
EXHIBITS

MAKE ONE-ON-ONE CONNECTIONS WITH DECA MEMBERS + ADVISORS

Exhibits are specifically designed to be an integral part of the International Career Development Conference, giving you one-on-one access to highly motivated and engaged DECA members and advisors.

- Reach many customers, potential employees and prospective college students — all in one place!
- Interact with our members face-to-face and build the foundation for a lifelong relationship with the next generation of entrepreneurs and business leaders.
- Exhibits are placed in high-traffic areas of the conference to maximize your exposure.

$1,200-$1,500 PER SPACE
NAB partners receive a 25% discount
EXHIBITS

EXHIBIT BOOTH RATES
Standard Booth: $1,200
Premium Booth: $1,500 (Corner/End Location)
Exhibit fee includes a 10’x10’ draped booth space; six-foot table, draped; two chairs; ID sign; and wastebasket. Fee does not include labor, shipping charges, special lighting or electrical connections.

SCHEDULE
Exhibit Set-Up:
Saturday, April 27 – 1:00 p.m. – 5:00 p.m.
Exhibit Hours:
Sunday, April 28 – 8:00 a.m. - 4:00 p.m.
Monday, April 29 – 8:00 p.m. – 4:00 p.m.
Exhibit Move-Out:
Monday, April 29 – 4:00 p.m.

DECORATOR
Freeman Expositions, LLC
(888) 508-5054

HOUSING
Anaheim Marriott
700 W. Convention Way
Anaheim, CA 92802
(714) 750-8000
$249/$259
Reserve Rooms

RESERVATION DEADLINE
February 12, 2024
for listing in conference program

QUESTIONS?
Direct exhibit requests and inquiries to:
P 703-860-5000
E partner@deca.org

DECA INTERNATIONAL CAREER DEVELOPMENT CONFERENCE PARTNER OPPORTUNITIES
Please provide your top six choices when completing the reservation form.

- Available
- Reserved

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RESERVATION DEADLINE
February 12, 2024
for listing in conference program
EXHIBIT INFORMATION + REGULATIONS

PURPOSE
DECA conferences are conducted for educational and informational purposes; to disseminate knowledge and ideas; to encourage communications; to promote product and career information. Under IRS Rulings, sales activities are not permitted for a 501(c)(3) organization (DECA). Exhibitors are encouraged to explain, show or demonstrate products or services.

ELIGIBLE EXHIBITS
DECA reserves the right to determine the eligibility of any Exhibitor. No Exhibitor shall sublet or share space. Exhibitors must show only goods and services used in their regular course of business. All promotional activities must be confined to the limits of the booth.

BOOTH EQUIPMENT
DECA will provide a 10’x10’ draped booth space; six-foot table, draped; two chairs; ID sign; and wastebasket. Fee does not include labor, shipping charges, special lighting or electrical connections.

PAYMENT FOR SPACE
Your deposit of 50% of the exhibit rental must accompany the application. The balance is due 60 days prior to the conference.

AUDIO-VISUAL
The use of devices for mechanical reproduction of sound is prohibited. Sound of any kind must not be projected outside the booth. Motion pictures, slide demonstrations, fashion shows, Karaoke, etc. are subject to prior approval by DECA.

BADGES
Exhibitor personnel will be provided with badges to permit entry to the exhibit area. You must advise DECA of Exhibitor personnel will be provided with badges to badgers are prepared in advance.

SHIPMENT AND STORAGE
Information on shipping methods, storage and rates will be sent to you directly by the decorator. The Exhibitor agrees to ship at its own risk and expense all articles to be exhibited.

RELOCATION OF EXHIBITS
DECA Inc. reserves the right to alter locations of the exhibits as shown on the official floor plan if deemed advisable and in the best interest of the conference.

FIRE, SAFETY AND HEALTH
The Exhibitor agrees to accept full responsibility for compliance with local, city and state fire, safety and health ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accident to spectators. Only fireproof materials should be used in displays, and the necessary fire precautions will be a responsibility of the Exhibitor.

RESTRICTIONS
DECA reserves the right to restrict exhibits which for any reason become objectionable and may also eject any Exhibit which in the opinion of DECA detracts from the general character of the Exhibit. DECA Inc. reserves the right to and will strictly enforce trademark infringements laws. Any product displaying characters and/or names where licensing is necessary (i.e., Disney characters, Hard Rock Cafe, etc.) must submit a copy of the licensing agreement prior to the DECA conference. DECA Inc. also restricts the display of any product (including clothing) that refers to DECA, Marketing Education, The Ultimate DECA Power Trip, Career Development Conference, International Conference, Regional Conference, Collegiate DECA, an Association of Marketing Students or Emerging Leaders and Entrepreneurs. DECA will not be liable for any refunds or other expenses in this instance.

CANCELLATIONS
This contract may be canceled in writing 60 days before the conference, in which case fifty percent (50%) of the rental fee will be retained by DECA. Cancellation after this date obligates the Exhibitor to full payment. The Exhibitor is solely responsible for his/her own exhibit material and should insure his/her exhibit against loss or damage. All property is understood to remain in the Exhibitor’s control in transit to and from the confines of the exhibit area. DECA assumes no liability of any kind.

ABILITY TO PERFORM
In the event the exhibit is not held for any reason beyond its control, DECA reserves the right to retain part of the rental fee as shall be required to compensate for expenses incurred up to that time.

LIABILITY
Neither DECA, nor their agents or representatives, will be responsible for any injury, loss or damage that may occur to exhibit or personnel. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save DECA, and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney’s fees arising out of or caused by Exhibitor’s installation, removal, maintenance, occupancy or use of the exhibition premises. In addition, Exhibitor acknowledges that DECA does not maintain insurance covering Exhibitor’s property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor. The Exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims.

CLARIFICATION OF RULES
DECA has sole authority to interpret and enforce all rules and regulations contained herein. Any amendments thereto and to make such further rules and regulations as shall be necessary for the orderly conduct of the Exhibit Hall.

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ADVERTISE
ADVERTISE IN THE ON-THE-GO GUIDES FOR EVERY ATTENDEE

DECA’s conference programs and apps are attendees’ constant companions for the agenda, maps, exhibitors, speakers and special activities.

- Put your message next to important conference information attendees will read.
- Reach highly engaged, motivated DECA members who are attending the conference.
- Reinforce and promote your participation in ICDC with specific calls to action.

PROGRAM + APP ADVERTISEMENTS

$1,000 MOBILE APP ADVERTISEMENT
NAB partners receive a 25% discount

$1,000-$5,500 PROGRAM ADVERTISEMENT
NAB partners receive a 25% discount
PROGRAM ADVERTISEMENTS

ADVERTISEMENT RATES
- Full Page Back Cover: $5,500
- Full Page Inside Cover: $4,000
- Full Page Ad: $3,000
- Half Page Ad: $2,000

ARTWORK SIZES
- Full Page Ads: 8.5” x 11” (Vertical) + 1/8” Bleed*
- Half Page Ads: 7.5” X 4.75” (Horizontal)

ACCEPTABLE FILE FORMATS
Adobe Acrobat PDF (Preferred)
- *All full-page ads MUST include an 1/8” bleed.
- All crop and registration marks MUST BE REMOVED from ad.

Adobe InDesign file
- Acceptable file formats are .indd, and .idml.
- All files need to be packaged to include links, document fonts and a .pdf file.

Adobe Photoshop Files
- Acceptable file formats are .psd, .jpg, .eps or .tif.
- If a .psd file is submitted, fonts need to be rasterized and images embedded.
- Digital photos must be 300 dpi minimum to be printed.

Adobe Illustrator Files
- Acceptable file formats are .ai and .eps.
- All fonts need to be converted to outlines and all images embedded.

- All color ads must be converted to CMYK. Spot colors must be specified with a Pantone Solid Coated description.
- Ads must be produced to specific page sizes per ad dimensions.
- Camera-ready artwork is press ready. DECA is not responsible for adjustments or alterations to size, color or copy error in the content of camera-ready artwork.
- For production and quality-control purposes, we cannot accept Web or Internet images.

RESERVE BY
February 5, 2024
SUBMIT BY
February 12, 2024

QUESTIONS?
Direct inquiries and advertising materials to:
P 703-860-5000
E partner@deca.org

DOWNLOAD TEMPLATES

Partners receive a 25% discount on DECA conference advertisements
MOBILE APP ADVERTISEMENTS

**MOBILE APP BASIC PROFILE**
Included in your sponsorship/exhibit booth
Profile to be included in the sponsors/exhibitors section of the conference mobile app.
Profile
- Logo/thumbnail image (240 px wide by 240 px tall .jpg or .png)
- Description/bio (250 characters maximum, including spaces; cannot include links). Any websites, email addresses, or social media handles included in the description will be removed.

**MOBILE APP ADVERTISEMENT**
Investment: $1,000
Stand out in the conference mobile app when attendees use their device to review schedules, receive conference updates and more.
- Mobile Banner image (600 px by 110 px .jpg or .png)
- Desktop Banner image (640 px x 640 px .jpg or .png)
- Link (URL)

**MOBILE APP ENHANCED PROFILE**
Investment: $1,000
Profile to be included in the sponsors/exhibitors section of the conference mobile app.
Profile
- Logo/thumbnail image (240 px wide by 240 px tall .jpg or .png)
- Header image (640 px wide by 240 px tall .jpg or .png)
- Description/bio (1,000 characters maximum, including spaces; cannot include links). Any websites, email addresses, or social media handles included in the description will be removed.

Links
- (1) Email Address
- (1) Twitter URL
- (1) Instagram URL
- (1) Custom Link (URL)
- Custom Link Text (25 characters maximum, including spaces)

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ARTWORK DEADLINE
March 8, 2024

DOWNLOAD TEMPLATES

Partners receive a 25% discount on DECA conference advertisements
REGISTRATION INSERTS

PUT YOUR MESSAGE IN THE HANDS OF CONFERENCE ATTENDEES

Include a special message or swag item along with conference materials all attendees receive during on-site check in.

- Get your message directly to every conference attendee.
- Drop a promotional postcard, discount flyer or special offer in the conference registration packet.
- Draw attention to your exhibit booth and remind attendees of your products and/or services.

$1,000 + COST OF PRINTING
NAB partners receive a 25% discount
REGISTRATION INSERTS

ADVERTISEMENT INSERT
Investment: $1,000
- One-page only (artwork on both sides)
- Flyers/postcards must not exceed a folded size of 8.5 x 11 inches.
- DECA is not responsible for errors in the provided printed pieces.
- Upload a PDF of the final insert to DECA Inc.
- Inserts must be bundled in groups of 100.
- Mail 22,000 finished pieces prior to deadline to:
  Fulfillment House, Inc.
  22880 Glenn Drive, Suite 120
  Sterling, VA 20164
  Attn: DECA ICDC Reg | “Company Name”

QUESTIONS?
Direct inquiries and advertising materials to:
P 703-860-5000
E partner@deca.org
ATTENDEE EMAILS

GET YOUR MESSAGE DIRECTLY IN THE INBOXES OF CONFERENCE ATTENDEES

Sponsor daily attendee emails and share a banner image for a succinct and highly-visual message.

- Reach highly-engaged, motivated DECA members and educators who are attending the conference.
- Reinforce and promote your participation in ICDC with specific calls to action.

$500 INCLUDES ONE EMAIL
NAB partners receive a 25% discount
ATTENDEE EMAILS

ATTENDEE DAILY EMAILS
Advertise: $500
Sponsor daily attendee emails and share a banner image for a succinct and highly-visual message. Your image will link to your provided URL.

- Advertisement featured in one (1) email
- Space is limited each day and advertisements are accepted on a first-come basis.
- Banner images must be (1200 x 350 pixels, 72 PPI, .jpg or .png file).
PACKAGES

EXECUTIVE SPONSOR
Investment: $15,000
- Competitive Event-Partial Sponsorship
- One $1,000 scholarship
- Corner/End exhibit booth
- Full page advertisement in conference program
- Mobile app enhanced profile
- One Emerging Leader Series Presentation
- Two Beverage Breaks
- Three invitations for C-level representatives to participate in the Executive Mentor Program
- Opportunity for personnel to judge student competitions

PREMIER SPONSOR
Investment: $10,000
- Competitive Event-Partial Sponsorship
- Two $1,000 scholarships
- Corner/End exhibit booth
- Full page advertisement in conference program
- Mobile app banner advertisement
- Partial volunteer/judge meal function
- Three invitations for C-level representatives to participate in the Executive Mentor Program
- Opportunity for personnel to judge student competitions

BUSINESS SPONSOR
Investment: $7,500
- Competitive Event-Partial Sponsorship
- Corner/End exhibit booth
- Full page advertisement in conference program
- Mobile app banner advertisement
- Two invitations for C-level representatives to participate in the Executive Mentor Program
- Opportunity for personnel to judge student competitions
MEAL FUNCTIONS

SHARE YOUR MESSAGE WITH A CAPTIVE AUDIENCE

Be the premiere sponsor of a meal function or refreshment break during the conference.

- Share a postcard or flyer with all attendees (meal function) or place flyers at the refreshment station.
- Provide a brief greeting and announcement during the meal function.
- Promote your company’s brand with your logo on the agenda of the meal function.

$7,500-$20,000 MEAL FUNCTIONS (BASED ON ACTUAL COST)

$1,000 BEVERAGE STATION
OPPORTUNITIES

CHARTERED ASSOCIATION ADVISOR DINNER
(1) Exclusive Sponsor: $7,500
Meet and greet 75 of DECA’s chartered association advisors during their exclusive welcome dinner.
- Two-minute speaking opportunity at the dinner.
- Opportunity to place promotional materials (flyer, postcard or gift) at each seat/table

LEADERSHIP LUNCHEON
(1) Exclusive Sponsor: $25,000
Honoring our chartered association officers and advisors, this exclusive event is the perfect avenue for promoting your brand to over 400 of our top student leaders and advisors.
- Meet and greet DECA’s chartered association student leaders
- Three to five-minute speaking opportunity at the luncheon
- Opportunity to place promotional materials (flyer, postcard or gift) at each seat/table
- Mobile app banner advertisement

BEVERAGE BREAKS
(12) Sponsors: $1,000 each
Provide morning or afternoon refreshments to a variety of key audiences including high school teacher-advisors, exhibitors or volunteer judges.
- Opportunity to place promotional materials (flyer or postcard) at break station
- Signage by break station

VOLUNTEER JUDGE BREAKFASTS/LUNCHES
(8) Sponsors: $2,500 each
Help thank Anaheim professionals for serving as volunteer judges in DECA’s competitive events program.
- Opportunity to place promotional materials (flyer, postcard or gift) at meal/refreshment stations
ATTENDEE EXPERIENCES

PUT YOUR BRAND IN THE SPOTLIGHT DURING A UNIQUE ATTENDEE EXPERIENCE

Become the exclusive sponsor of a conference attendee experience and place your brand in the middle of the action.

- From content delivery to hosting unique member and educator experiences, numerous opportunities exist to feature your brand during the conference.

COST VARIES
CONTACT US TO LEARN MORE
EMERGING LEADER SERIES PRESENTATION

(5) Sponsors: $5,000
DECA’s Emerging Leader Series is designed to empower DECA members to provide effective leadership through goal setting, consensus building and project implementation. Select from five different academies:

- Aspire: Graduating Seniors (600 students)
- Elevate: Chapter Leaders (450 students)
- Empower: Association Leaders (225 students)
- Ignite: General Members (550 students)
- Thrive: Chapters (1,000 students)

Opportunity to present a 45-minute workshop. (Collaborate with DECA’s Program Team to identify a relevant topic)
Opportunity to place promotional materials (flyer or postcard) at each table

ADVISOR LOUNGE

(1) Exclusive Sponsor: $10,000
Connect with Advisors in an Advisor-only lounge

- Sponsor can select 40’x40’ booth on exhibit show floor or private room based on availability.
- Limited furniture and electricity included
- Opportunity to display collateral and/or provide small gifts
- Opportunity to provide refreshments at sponsor’s expense

EXECUTIVE MENTOR PROGRAM

(1) Exclusive Sponsor: $15,000
600 students and 60 high-profile executives engage in round-table discussions.

- Two-minute speaking opportunity at event
- Signage by break stations for volunteer mentors
- Opportunity to invite three senior level executives to participate as a mentor
- Co-branded gift for volunteer mentors
- Opportunity to place promotional materials (flyer or postcard) at each table

SCHOOL-BASED ENTERPRISE ACADEMY PRESENTATION

(2) Sponsors: $5,000
Present to 550 School-based Enterprise student managers as they engage in professional development sessions.

- Opportunity to present a 45-minute workshop. (Collaborate with DECA’s Program Team to identify a relevant topic)
- Opportunity to place promotional materials (flyer or postcard) at each table
- Opportunity to provide volunteer judges to evaluate student presentations
PROMOTE CAREER READINESS THROUGH DECA’S FLAGSHIP PROGRAM

Motivate DECA members to learn valuable 21st Century Skills as well as industry-validated knowledge and skills necessary for career success.

- Your company name or logo will appear in the ICDC registration guide, ICDC program, ICDC mobile app, ICDC on-site signage, ICDC general sessions and more.
- Recognize top performers on stage during the ICDC Grand Awards Session with a trophy with your company name, as well as with cash awards. Photographs will be taken with top performers.
- Provide volunteer judges to evaluate competitors.

$5,000 PER COMPETITIVE EVENT
HIGH SCHOOL COMPETITIVE EVENTS

BUSINESS MANAGEMENT + ADMINISTRATION
- Business Law and Ethics Team Decision Making
- Business Services Operations Research
- Business Solutions Project
- Career Development Project
- Community Awareness Project
- Community Giving Project
- Financial Literacy Project
- Human Resources Management Series
- Principles of Business Management and Administration
- Sales Project

ENTREPRENEURSHIP
- Business Growth Plan
- Entrepreneurship Series
- Entrepreneurship Team Decision Making
- Franchise Business Plan
- Independent Business Plan
- Innovation Plan
- International Business Plan
- Start-up Business Plan
- Virtual Business Challenge – Entrepreneurship

FINANCE
- Accounting Applications Series
- Business Finance Series
- Finance Operations Research
- Financial Consulting
- Financial Services Team Decision Making
- Principles of Finance
- Stock Market Game
- Virtual Business Challenge – Accounting

HOSPITALITY
- Hospitality Services Team Decision Making
- Hospitality and Tourism Operations Research
- Hospitality and Tourism Professional Selling
- Hotel and Lodging Management Series
- Principles of Hospitality and Tourism
- Quick Serve Restaurant Management Series
- Restaurant and Food Service Management Series
- Travel and Tourism Team Decision Making
- Virtual Business Challenge – Hotel Management
- Virtual Business Challenge – Restaurant

PERSONAL FINANCIAL LITERACY
- Personal Financial Literacy
- Virtual Business Challenge – Personal Finance

MARKETING
- Apparel and Accessories Marketing Series
- Automotive Services Marketing Series
- Business Services Marketing Series
- Buying and Merchandising Operations Research
- Buying and Merchandising Team Decision Making
- Food Marketing Series
- Integrated Marketing Campaign-Event
- Integrated Marketing Campaign-Product
- Integrated Marketing Campaign-Service
- Marketing Communications Series
- Marketing Management Team Decision Making
- Principles of Marketing
- Professional Selling
- Retail Merchandising Series
- Sports and Entertainment Marketing Operations Research
- Sports and Entertainment Marketing Series
- Sports and Entertainment Marketing Team Decision Making
- Virtual Business Challenge – Fashion
- Virtual Business Challenge – Retail
- Virtual Business Challenge – Sports

Light gray events are no longer available
VOLUNTEER
COMPETITIVE EVENTS JUDGE

INSPIRE EMERGING LEADERS AND ENTREPRENEURS

You’ll be so impressed you’ll forget they are only in high school. The opportunity is priceless.

- Evaluate high-achieving, business-minded students participating in DECA’s Competitive Events Program as they present projects to industry professionals or engage in business simulations.
- If you can’t join us in-person in Anaheim, evaluate our members’ written entries — including strategic plan proposals, business plans and project management plans.

SIGN UP TO VOLUNTEER

VIRTUAL
APRIL 12-18, 2024
From Your Home/Office

ANAHEIM, CA
APRIL 28-30, 2024
Anaheim Convention Center
SHARE YOUR BUSINESS EXPERTISE

Don’t you wish you had a mentor when you were in high school? Now’s your chance to share everything you learned and wished you would have known with some of the savviest emerging leaders.

- C-Level and upper management leaders are invited to serve as executive mentors to share your career experiences through interactive, roundtable discussions.

SIGN UP TO VOLUNTEER

ANAHEIM, CA
APRIL 28, 2024
Anaheim Convention Center
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.