



SPORTS + ENTERTAINMENT
MARKETING CONFERENCE

FEBRUARY 1-5, 2012
ORLANDO, FLORIDA

SPORTS + ENTERTAINMENT MARKETING

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. 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 Studios, Disney 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



For questions regarding conference programming, please contact
Shirlee Kyle, DECA Inc., at Shirlee_Kyle@deca.org or (703) 860-5000 ext. 220.

TENTATIVE AGENDA

WEDNESDAY, FEBRUARY 1, 2012

- 1:00 - 2:00 p.m. Pick up conference registration at Disney All-Star Sports Resort
- 3:00 - 5:00 p.m. Entertainment Marketing Presentations at Walt Disney World*
Presented by Walt Disney World marketing executives
- 5:00 - 6:00 p.m. Pick up conference registration at Disney All-Star Sports Resort

THURSDAY, FEBRUARY 2, 2012 FOCUS ON ENTERTAINMENT MARKETING

- 8:15 a.m. Shuttle from the Disney All-Star Sports Resort to Universal Orlando
Please be at the bus no later than 8:15 a.m. All buses will leave by 8:30 a.m.
Dress code will be enforced.
- 9:00 a.m. Entertainment Marketing Presentations at Universal Orlando*
Presented by Universal Studios marketing executives
- 12:00 p.m. Team Building Marketing Challenge Description
- 12:30 p.m. Lunch on your own
Team Building Marketing Challenge in theme parks
- 9:15 - 11:00 p.m. Shuttle from Universal Orlando to the Disney All-Star Sports Resort
- 12:00 a.m. Curfew (in own room)

FRIDAY, FEBRUARY 3, 2012 FOCUS ON SPORTS MARKETING

- 8:15 a.m. Shuttle from the Disney All-Star Sports Resort to Universal Orlando
Please be at the bus no later than 8:15 a.m. All buses will leave by 8:30 a.m.
Dress code will be enforced.
- 9:00 a.m. Sports Marketing Presentations at Universal Orlando*
Presented by Orlando sports marketing executives
- Participants will submit Team Building Marketing Challenge written projects via e-mail.

SATURDAY, FEBRUARY 4, 2012

Shuttle to Disney World transportation center for DECA Day at Walt Disney World

SUNDAY, FEBRUARY 5, 2012

DEPARTURE

Entertainment activity to be announced for Thursday or Friday evening.

***The use of electronic equipment will NOT be allowed during the workshops. Cell phones must be in the off position. Advisors/chaperones are requested to sit with your students.**

REGISTRATION INFORMATION

CONTACT INFORMATION

For questions regarding hotel and conference programming, please contact:
Shirlee Kyle, DECA Inc.
Phone: (703) 860-5000 ext. 220
Shirlee_Kyle@deca.org

For questions regarding online registration/housing, please contact:
Ayanle Samantar, DECA Inc.
Phone: (703) 860-5000
Ayanle_Samantar@deca.org

REGISTRATION FEE

The conference registration fee is **\$325 per person** and includes:

- professional speakers from the sports and entertainment marketing industry
- bus transportation to Universal Studios
- two-day ticket to Universal Studios and Islands of Adventure
- entertainment activity
- a one-park, one-day Disney ticket
- conference materials designed by DECA Images

Optional: An upgrade of the Dinsey ticket to a two-day park hopper is available for an additional \$100.

Conference participants have the option to purchase meal vouchers for Planet Hollywood (\$17), for Universal Theme Park food outlets (\$14), and for Walt Disney World Resort (\$10 breakfast, \$15 lunch/dinner). These meal vouchers are good on Tuesday, January 31, through Sunday, February 5.

HOTEL ACCOMMODATIONS

Conference participants must stay at the conference hotel:

Disney's All-Star Sports Resort
1701 West Buena Vista Drive
Lake Buena Vista, FL 32830
Phone: (407) 824-2222

The room rate for the conference is **\$81 per room per night** for a single, double, triple or quad. The All-Star Resort allows a maximum of four (4) guests in a room with two (2) double beds. A minimum of three nights lodging is required for this conference. The hotel provides perfect amenities including:

- **free shuttle service** for your group on Disney's Magical Express to and from the airport
- **sports-themed food court** featuring unique dining shops and markets; in-room pizza delivery
- **two pools, guest laundry, arcade and gift store**
- **free transportation** to all Disney parks and Downtown Disney

REGISTRATION PROCEDURES

Deadline: November 23, 2011

Registration and housing for this conference will take place online at <http://www.deca.org/events/sem/>

All student attendees must be on a submitted DECA roster to register.

Due to the popularity of this conference, attendance may be limited. To ensure your chapter's attendance, please complete by November 23, 2011, the on-line conference registration process and send a \$250 **non-refundable** deposit for each person to:

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

The deposit is transferable and will be credited toward the total registration fees. Also due with the registration deposit is a hotel deposit equal to one night's stay per room. *PLEASE do not send registration forms or money to the hotel. Registrations will not be held without a deposit.*

Do not book your airfare prior to notification from DECA that you are registered for the conference.

For the online registration process, collect the following information from each attendee:

- name
- rooming list (arrival and departure dates)
- meal ticket preference (optional)

As DECA Inc. holds tax-exempt status and is providing the hotel reservation service to all conference registrants, there will be a fee of \$5 per reservation included in the hotel payment. In other words, if you were registering ten rooms, you would pay an additional \$50 while saving 16% tax.

Hotel space is at a premium. Acceptance of your hotel and conference deposit will be done on a first-come, first-served basis. Once the hotel block has been filled, attendance for the conference will be closed. DECA reserves the right to cancel the conference 45 days prior to the conference date if there are less than 100 participants.

Once your registration deposit and housing payment are accepted, you will be responsible for that number of registrants and hotel rooms.

REGISTRATION INFORMATION

Any changes to the original conference registration and/or hotel reservations **MUST BE IN WRITING** by fax at (703) 860-4013 or via email to Ayanle Samantar at ayanle_samantar@deca.org.

Upon acceptance of your conference registration, DECA will invoice you for the balance of your school's registration and hotel. The **balance must be received by December 15, 2011** at:

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

Methods of Payment: Check, purchase order, or credit card (only MasterCard or VISA) is accepted. A 4% fee will be charged for any charged amount.

CHAPERONES/SPOUSES

A minimum of one advisor for every ten student-delegates 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.

AIRPORT SHUTTLE

Disney's Magical Express is a complimentary shuttle and luggage delivery service that conveniently takes you from the airport directly to your Walt Disney World Resort hotel. In order to use the complete service, you must be able to give the Magical Express service representative your itinerary **30 days in advance** of your arrival. If you are later than 30 days out, you can still ride the shuttle with a reservation, but will have to handle your own luggage. DECA will provide information for you to access the reservation form for this service.

CONDUCT/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 turned in to conference coordinators but should be kept available by the advisor for reference. You can find the general DECA dress code at <http://www.deca.org/events/sem/>

