

# Sports & Entertainment Marketing

Sports & Entertainment Marketing Conference  
February 6 - 10, 2008  
Regal Sun Resort  
in the Walt Disney World Resort  
formerly Grosvenor Resort  
Orlando, Florida

Take your game to the next level at DECA's Sports & Entertainment Marketing Conference. 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 prospective as the theme parks become the living classroom to complement the lessons from the conference speakers who focus on concepts such as brand marketing, advertising, corporate promotions and partnerships, marketing through media and marketing to niche groups. These concepts will come alive through the stories, examples and presentation materials of the experienced speakers, as well as through the students' own explorations.

## Conference Registration

**\$280**

The conference registration fee is \$280 per person and includes the following:

- conference educational sessions from the world of sports and entertainment marketing
- bus transportation to all conference activities
- two meals and the option to purchase additional meal vouchers for use at Universal or Disney properties
- a two-day ticket to Universal Studios and Islands of Adventure
- a one-day ticket to any **one** Disney park
- a ticket to the Orlando Magic basketball game on Friday evening
- gifts designed by DECA Images

## Hotel Accommodations

**\$80**

Conference participants will be housed during the conference at The Regal Sun Resort (formerly the Grosvenor Resort) in the Walt Disney World Resort, 1850 Hotel Plaza Boulevard, Lake Buena Vista, Florida 32830, phone: 407-828-4444. This Resort is within walking distance of Downtown Disney.

The room rate for the conference is \$80 per room per night for a single, double, triple or quad. The Regal Sun Resort provides year-round outdoor heated swimming pools and water sports and a beach volleyball court. Tennis and basketball courts are available. Guests can enjoy video game action at the Resort game room.

Please plan to arrive no later than 3:00 p.m. on Wednesday, February 6, 2008, and stay until Sunday, February 10, 2008.