

# 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.

## **Registration Procedures and Deposits Required**

Due to the popularity of this conference, attendance may be limited. To ensure your chapter's participation, please send by November 16, 2007, the enclosed Intent to Attend Form and a \$175 **non-refundable** deposit for each person to DECA/Sports and Entertainment Marketing Conference, 1908 Association Drive, Reston, VA 20191. The deposit is transferable and will be credited toward the total registration fees. Also due is a hotel deposit equal to one night's stay per room. PLEASE do not send registration forms or money to the hotel. 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 to be 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. **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 Anne Farrell at [anne\\_farrell@deca.org](mailto:anne_farrell@deca.org). Changes made within seven days of the conference will incur an additional \$10 per change fee.

Upon acceptance of the Intent to Attend Form, DECA will invoice you for the balance of your school's registration and hotel. The **balance must be received** at DECA/Sports & Entertainment Marketing Conference, 1908 Association Drive, Reston, VA 20191 by **December 14, 2007**.

**Before making airline or travel arrangements, please call DECA to confirm your school's registration for the conference and receipt of your deposits.**

### **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.

### **Meal Voucher Registration**

For your convenience DECA Inc. is offering additional meal vouchers for \$12 good at all Disney or Universal parks. Planet Hollywood meal vouchers are available for \$16. These meal vouchers are good on Tuesday, February 5, through Sunday, February 10. Please note your request on the registration form.

## **Airport Shuttle**

Mears Transportation Group, Total Transportation Solutions and Group Travel Planners are official airport shuttle companies for DECA's Sports and Entertainment Marketing Conference. For discount information, contact

- Group Travel Planners, call (800) 521-4097
- Mears Transportation Group, reserve online at [www.mearstransportation.com](http://www.mearstransportation.com)
- Total Transportation Solutions, call (407) 582-0330 or email [mkern@ttsorlando.com](mailto:mkern@ttsorlando.com)

## DEADLINE CHECKLIST

### FORMS FOR SPORTS AND ENTERTAINMENT MARKETING CONFERENCE REGISTRATION

**\*\*FORMS ARE TO BE MAILED TO:**

**DECA/Sports and Entertainment Marketing  
Attn: Anne Farrell  
1908 Association Drive  
Reston, VA 20191-1594**

<b>DESCRIPTION</b>	<b>RECEIVED DEADLINE DATE</b>	<b>DATE MAILED</b>
Intent to Attend Form	November 16, 2007	
\$175 Non-Refundable Deposit Per Participant	November 16, 2007	
1 night's hotel deposit per room	November 16, 2007	
Conference Registration/Hotel Summary Form and Application For Hotel Reservations	November 16, 2007	
Balance of Registration Fees	December 14, 2007	
Balance of Hotel Fees	December 14, 2007	
Accident Insurance Form	December 14, 2007	
Copy of Conference Delegate Conduct Practices and Procedures and Dress Code for each	February 6, 2008	

**INTENT TO ATTEND  
SPORTS AND ENTERTAINMENT MARKETING CONFERENCE  
February 6 – 10, 2008, Regal Sun Resort, Orlando, Florida**

School \_\_\_\_\_

DECA Advisor \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Arrival Date at Hotel \_\_\_\_\_ Departure Date from Hotel \_\_\_\_\_

**REGISTRATION**

No. of advisors/chaperones registering \_\_\_\_\_ @ \$280 = \$ \_\_\_\_\_

No. of students registering \_\_\_\_\_ @ \$280 = \$ \_\_\_\_\_

Total registration fees due December 14, 2007 = \$ \_\_\_\_\_

Less \$175 registration deposit for each due November 16, 2007 = \$ \_\_\_\_\_

**Balance due December 14 for paid in full registration = \$ \_\_\_\_\_**

**HOUSING**

No. of single rooms \_\_\_\_\_ @ \$80 x no. of nights \_\_\_\_\_ = \$ \_\_\_\_\_

No. of double rooms \_\_\_\_\_ @ \$80 x no. of nights \_\_\_\_\_ = \$ \_\_\_\_\_

No. of triple rooms \_\_\_\_\_ @ \$80 x no. of nights \_\_\_\_\_ = \$ \_\_\_\_\_

No. of quad rooms \_\_\_\_\_ @ \$80 x no. of nights \_\_\_\_\_ = \$ \_\_\_\_\_

Total rooms requested \_\_\_\_\_ @ \$5 per room = \$ \_\_\_\_\_

Total hotel fees due December 14, 2007 = \$ \_\_\_\_\_

Less hotel deposit due November 16, 2007 = \$ \_\_\_\_\_

**Balance due December 14 for paid in full housing = \$ \_\_\_\_\_**

**MEAL VOUCHERS**

No. of meal vouchers for use at any Disney park \_\_\_\_\_ @ \$12 = \$ \_\_\_\_\_

No. of meal vouchers for use at Universal Studios \_\_\_\_\_ @ \$12 = \$ \_\_\_\_\_

No. of Planet Hollywood meal vouchers \_\_\_\_\_ @ \$16 = \$ \_\_\_\_\_

**Total meal voucher fees due December 14 = \$ \_\_\_\_\_**

Total balance due to DECA on December 14 for registration/hotel fees/  
meal vouchers and special activity = \$ \_\_\_\_\_

## **Special Event Dinner and Entertainment at Downtown Disney**

- Date** Voucher is good any time between Tuesday, February 5, and Sunday, February 10
- Objective** The objective of this special event is to provide an optional activity for attendees during the Sports & Entertainment Marketing Conference. The package includes a meal voucher for lunch/dinner at Planet Hollywood and a ticket for entertainment at Disney Quest, both of which are within walking distance of the Regal Sun Resort.
- Activity** **Planet Hollywood**  
Attendees will receive a meal voucher for use at Planet Hollywood, located in the heart of Downtown Disney. The meal voucher is good for any sandwich or burger platter on the menu and ice cream for dessert. It also includes unlimited soft drinks, coffee or tea. All meal vouchers come with a VIP Seating Card and include tax and gratuity. Attendees will check in at the Hospitality Desk outside the restaurant in order to receive VIP Seating. Planet Hollywood meal vouchers are also available without the purchase of Disney Quest.
- Disney Quest**  
At Disney Quest Indoor Interactive Theme Park, you can design and ride your own roller coaster in CyberSpace Mountain, then climb aboard a real river raft and shoot the rapids on a Virtual Jungle Cruise. Enjoy five floors of interactive attractions, rides and games that put you in control of your own adventure!
- Cost** **\$42**  
This package will not be sold on site. Please return the enclosed form with a check or money order made payable to DECA Inc. no later than January 18, 2008. The ticket and meal voucher will be distributed during conference registration on Wednesday, February 6. Those who wish to use the voucher on Tuesday, February 5, will need to make special arrangements for pickup. Send an email to [shirlee\\_kyle@deca.org](mailto:shirlee_kyle@deca.org) requesting early distribution.

School \_\_\_\_\_

DECA Advisor \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_

Number of special activity tickets \_\_\_\_\_ @ \$42 = \$ \_\_\_\_\_