

EXHIBIT • SPONSOR • ADVERTISE

Louisville!

**Delta Epsilon Chi's
2010 International Career
Development Conference**

**April 17–20, 2010
Galt House Hotel**



Do you want to fill your company's full-time positions, internship programs and part-time employment needs?

Look no further than the Career Fair at Delta Epsilon Chi's 49th International Career Development Conference.

Delta Epsilon Chi's Career Fair is your opportunity to:

- **Recruit** your company's future managers from among 1,500 professionally minded college students
- **Partner** with colleges represented by more than 200 committed advisors
- By exhibiting at the Career Fair, you will be able to communicate your company's message and have one-on-one access to college students seeking careers in areas such as:

Advertising	Business-to-Business Marketing
Culinary Arts	Design
Fashion Merchandising	Financial Services
Hotel/Motel Management	Human Resource Management
Internet Marketing/Web Design	Retail Management
Marketing	Restaurant Management
Sales	Sports and Entertainment
Travel and Tourism	

What Is the International Career Development Conference?

At Delta Epsilon Chi's International Career Development Conference (ICDC), college students participate in challenging learning activities, receive recognition and awards for their achievements and expand their peer and business-and-industry networks. Attendees include:

- **Event winners** in Delta Epsilon Chi's Competitive Events Program vying for international honors in one of 20 competitive events.
- **200 business and industry representatives** serving as judges for the international competitions.
- Hundreds of students participating in the **National Management Institute, Culinary Management Institute and Entrepreneurship Challenge**—dynamic and interactive learning activities focused on strategic decision-making and effective management.
- DECA's **corporate partners** attending as event sponsors and Career Fair exhibitors seeking to hire the outstanding student leaders of Delta Epsilon Chi.
- **College faculty and administrators** bringing their students to the conference and seeking business and industry partnerships.

Delta Epsilon Chi is

A college division of DECA, serving a diverse international membership as a professional organization, providing leadership and career-oriented opportunities to develop and enhance tomorrow's leaders.

Students at ICDC are:

- **Seniors** ready to graduate and looking for full-time professional employment.
- **Undergraduates** looking for internship opportunities and part-time employment.

Advisors at ICDC are

Representatives of nearly 200 colleges and universities seeking partnerships with business and industry to enhance learning opportunities for their students.



Delta Epsilon Chi ICDC 2010 Exhibits

Galt House Hotel, Ballroom Foyer • Louisville, Kentucky

Rates Include:

6' draped table, 2 chairs, waste basket, ID sign, 8' backdrop, 3' side rails (electricity not included)

Rates: 8' x 10' Booth

Member \$1,000 Nonmember.... \$1,300

- 1/2-page ad in the conference program
- Contact list of all attendees at the conference
- Contact list of all Delta Epsilon Chi chapters
- Visibility at the general sessions
- Preconference e-mail to chapters promoting your company's presence at the career fair and inviting them to your booth
- Invitation to serve on career/internship panel

Decorator:

Freeman

www.freemanco.com

Exhibitor Service Representative (615) 391-5522

Fax: 469-621-5615

Email: freemannahvillees@freemanco.com

DECA:

Marketing Department

1908 Association Drive, Reston, VA 20191-1594

(703) 860-5000 • Fax (703) 860-4013

Email: Marketing@deca.org

www.deca.org

Career Fair/Exhibit Set-up:

Saturday, April 17

4:00 p.m.–6:00 p.m.

Career Fair/Exhibit Hours:

Sunday, April 18

9:00 a.m.–10:00 a.m. *Advisors Only*

10:00 a.m.–4:00 p.m.

Monday, April 19

8:00 a.m.–11:00 a.m.

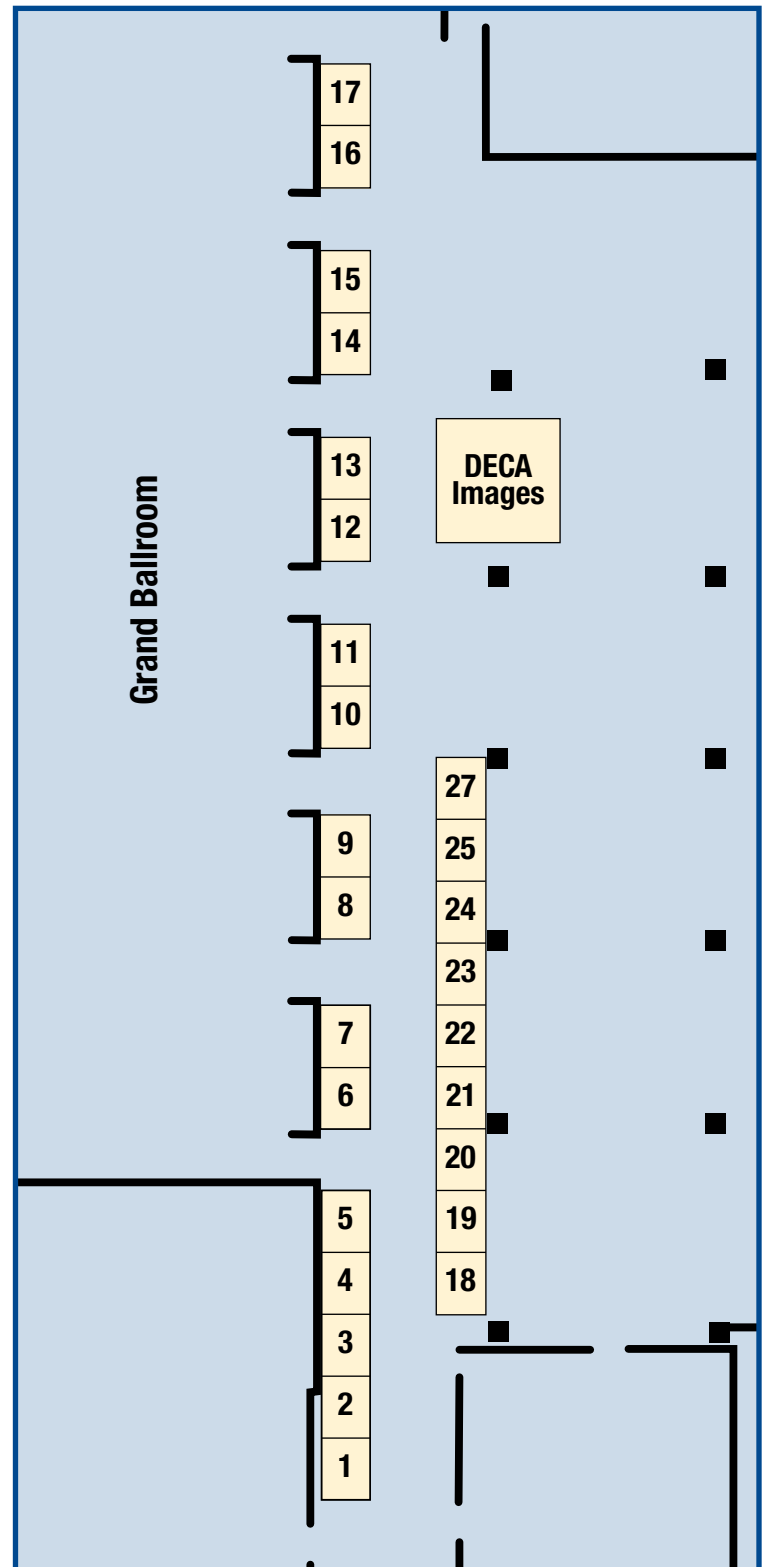
Dismantling:

Monday, April 19

11:00 a.m.–1:00 p.m.

Exhibition Booths Plan

Ballroom Foyer (All booths 8' x 10' unless otherwise specified.)



Conference Sponsorship Opportunities

Conference materials/activities

Throughout the year, Delta Epsilon Chi produces a variety of conferences. From the State Association Management Conference at the beginning of the year, a Collegiate Leadership Academy in the fall, and the climax of the year, our International Career Development Conference, there are numerous opportunities for you to highlight your company in front of our members.

- Items each student will have with them throughout the conference include:

Lanyards—Put your company logo around the neck of 1500 attendees. Customized lanyards will showcase your company logo and name. These items are popular for all participants (advisors, students, administrators, etc.) \$1,200

Conference Pens—1500 attendees at the conference need something to write with. Make sure all 1500 of them use your pen and see your brand.....\$600

Conference Bags—Imagine each of the attendees walking around with your brand on their bag. These multi-purpose bags will be used long after the conference is over.....\$3,000

Pencils—Over 800 pencils are needed for testing events.....\$250

Note pads—Attendees at the conference need something to write on while participating in the Professional Development Academies and preparing for their competition. It's a great way to get your logo/brand out for all to see \$1,500

- Beverage Breaks.....\$1,000
- General session entertainment
- Judges for competitive events

Competitive event sponsorship

It's not too late to sponsor a Delta Epsilon Chi competitive event at this year's conference. Delta Epsilon Chi's competitive events program is the heart of the member experience. Members compete in a variety of written and role-play events throughout the year. Winners at the state level come to the International Career Development Conference (ICDC) in the spring to compete against the best of the best. Sponsorship of an event means your company name or logo appears when the event name is listed in written materials—including the ICDC conference program—and during the awards session at the ICDC with recognition on trophies and medallions as well as having a company representative on stage presenting the awards. Minimum \$3,000.

The following events are available for sponsorship:

Advertising Campaign • Business Ethics • Business Law • Business-to-Business Marketing • Design Presentation Fashion Merchandising and Marketing • Financial Services • Financial Statement Analysis • Hospitality • Human Resource Management • International Marketing • Marketing Management • Restaurant and Food Service Management • Retail Management • Sports & Entertainment Marketing • Travel and Tourism • Web Site Design

Student and advisor scholarships

Corporations, foundations, colleges and others provide nearly \$300,000 in scholarships to DECA and Delta Epsilon Chi members. Scholarships are awarded based on academics, community service, activity in DECA/Delta Epsilon Chi, career goals and leadership ability. Some scholarships are limited to members who have worked for the company. Scholarships are awarded to members on stage by company representatives at the ICDC.

Help Delta Epsilon Chi improve and expand the scholarship program that rewards and motivates student and advisor efforts at all levels. By contributing to the scholarship program, you help encourage students' potential.

Collegiate Leadership Academy

Hundreds of college students join together each November in New York City for a weekend of education and fun. Don't miss the opportunity to reach *college students interested in advancing their careers*.

Sponsor the College Leadership Academy and gain access to college students and advisors by:

- Giving a presentation about your company to all attendees
- Meeting attendees one-on-one at your exhibit booth
- Networking at the opening reception
- Receiving recognition on all conference materials

For more information, contact DECA's Corporate or Marketing Departments: (703) 860-5000

Get In the Program!

Advertise in Delta Epsilon Chi's 2010 International Career Development Conference Program

- ◆ **Connect**
with more than 1,500 potential buyers
- ◆ **Recruit**
employees for your company



Delta Epsilon Chi members will keep their 2010 ICDC program as a souvenir to read again and again—and to share with others back at their schools. Your advertising dollars will continue working long after the conference ends.

Deadline to reserve space is February 2, 2010. Check the rate card on the reverse side for ad sizes and pricing. Fill out and detach the form below and mail to

Marketing Department • DECA Inc • 1908 Association Drive • Reston, VA 20191-1594.

INSERTION ORDER

We reserve a _____ page advertisement at \$ _____ in the 2010 Delta Epsilon Chi International Career Development Conference Program. *Space reservations deadline is February 2, 2010.*

Name _____ E-mail address _____

Title _____ Phone Number _____

Company _____ Fax Number _____

Address _____

City _____ State _____ ZIP _____

Signature _____

Artwork enclosed or Artwork to follow (deadline: February 9, 2010)

2010 ICDC Program Advertising Rates

Advertising Information				
Space	Color	Rate**	Ad Size (Width x Height)	Live Area (Width x Height)
Back Cover*	Color Only	\$5,500	8 ¹ / ₂ " x 11"	7 ¹ / ₂ " x 10"
Inside Front Cover*	Color Only	\$4,000	8 ¹ / ₂ " x 11"	7 ¹ / ₂ " x 10"
Inside Back Cover*	Color Only	\$4,000	8 ¹ / ₂ " x 11"	7 ¹ / ₂ " x 10"
Full Page*	Color	\$3,000	8 ¹ / ₂ " x 11"	7 ¹ / ₂ " x 10"
Full Page*	B&W	\$1,500	8 ¹ / ₂ " x 11"	7 ¹ / ₂ " x 10"
Half-page horizontal	Color Only	\$1,000	7 ¹ / ₂ " x 4 ³ / ₄ "	-
Half-page vertical	Color Only	\$1,000	3 ¹ / ₂ " x 10"	-
Quarter-page	Color Only	\$800	3 ¹ / ₂ " x 4 ³ / ₄ "	-

* Full page and cover ads may bleed. Add 1/8" on each side of the finished trim size of 8¹/₂" x 11".

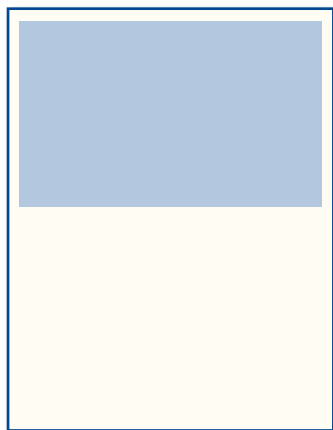
** Members of DECA's National Advisory Board or Sales & Marketing Company Program will receive a discount on these rates. Ask your DECA marketing representative for details.

Trim size of the program is 8¹/₂" x 11". Artwork must conform to the above dimensions. Ads sent electronically (by email or on disk) are required. DECA's Publication Department works from an OS-X Macintosh platform and accepts art in either PDF (prepared for press using hi-res graphics) or in native InDesign CS3 or as Photoshop 300 dpi tiffs or Illustrator EPS files. Please include all linked graphics and fonts used. Convert text to outlines in Illustrator. Ads must be CMYK and color proofs must be provided. DECA is not responsible for errors in key numbers or changes made after closing dates. Please contact us with any questions.

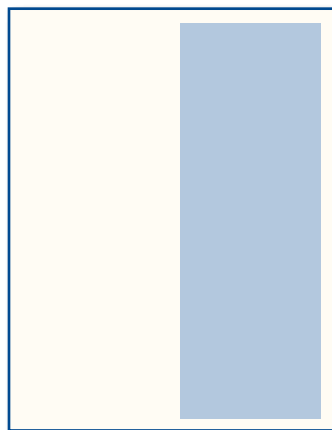
Check that full page or cover ads that bleed have added 1/8" to each edge of the 8¹/₂" x 11" trim size.

15% agency commission. No cash discounts.

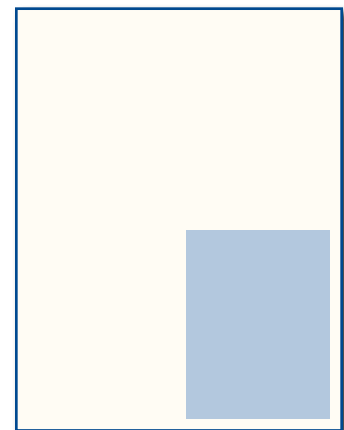
Half-page Horizontal



Half-page Vertical



Quarter-page



For further information go to www.deca.org or contact:

Marketing Department

DECA Inc. • 1908 Association Drive • Reston, VA 20191-1594 • (703) 860-5000 • Fax (703) 860-4013

DELTA EPSILON CHI DIVISION
2010 DELTA EPSILON CHI CAREER EXPOSITION

Application and Contract for Exhibit Space

Address all communications to:

Delta Epsilon Chi Career Exposition
1908 Association Drive
Reston, VA 20191-1594
(703) 860-5000
Fax (703) 860-4013

DECA Use Only:

Amount Due: _____ Booth No.: _____
Deposit: _____
Date: _____
Check No.: _____
Bal. Due: _____
Paid: _____

DECA Inc. is authorized to reserve space for our exhibit at the Delta Epsilon Chi Career Exposition in Louisville, Kentucky.

Booths will be assigned on a first-come, first-served basis. If your selection has been filled, we will place you in the booth(s) closest to your choice. Payment must accompany application to reserve exhibit space.

BOOTH LOCATIONS: See accompanying diagram for booth locations. Make six choices.

1st Choice, Booth Nos. _____ 4th Choice, Booth Nos. _____
2nd Choice, Booth Nos. _____ 5th Choice, Booth Nos. _____
3rd Choice, Booth Nos. _____ 6th Choice, Booth Nos. _____

SPECIFY COMPANIES you do not wish located near your exhibit:

STATE WHAT YOU INTEND TO EXHIBIT. Add any special circumstances which would make it desirable to assign locations for size, corners or other needs:

DESCRIBE any giveaways, promotions or contests to be conducted as part of the exhibit:

Full payment is due on all applications received after April 2, 2010. Failure to make full payment by April 2, 2010, will subject the exhibitor to cancellation of contract. **This Application and Contract, when properly executed by the exhibitor and accepted by DECA, shall be considered a binding agreement subject to General Information and Regulations on the reverse side.** Mail this completed Application and Contract with your check to reserve your exhibit space. A confirmation letter will be returned to you after processing at DECA. **To have your company listed in our conference program with your booth number, please send us your contract by February 9, 2010.**

CONFIRMATION and EXHIBITOR'S SERVICE KIT should be sent to:

Exhibitor (company)

Street Address

City

State

ZIP

Web site URL

By (signed)

Title

By (typed)

Telephone

Contact (if other than person above)

Fax No.

Date

E-mail

MAKE CHECKS PAYABLE TO:
DELTA EPSILON CHI CAREER EXPOSITION, 1908 Association Drive, Reston, VA 20191-1594

Product Guidelines

DECA Inc. reserves the right to and will strictly enforce trademark infringement laws. Any product displaying characters and/or names where licensing is necessary (i.e., Disney characters, Hard Rock Cafe, Tasmanian Devil) must submit a copy of the licensing agreement to DECA prior to the conference. DECA Inc. also restricts the sale or display of any product (including clothing) that refers to DECA, Delta Epsilon Chi, Marketing Education, Career Development Conference, International Conference or An Association of Marketing Students.

* Federal and state agencies may submit a purchase order with the application and defer payment until after service is rendered.

GENERAL INFORMATION AND REGULATIONS

PURPOSE: This conference is 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. **To have your company listed in our conference program with your booth number, please send us your contract by February 9, 2010.**

BOOTH EQUIPMENT: DECA will provide a 6-foot draped table, 2 chairs and a waste basket. Side rails are 3 feet high; backdrop is 8 feet high. The fee DOES NOT INCLUDE labor, shipping charges, special lighting or electrical connections.

PAYMENT FOR SPACE: Your deposit of one-half booth rental must accompany the application. The balance is due by April 2, 2010. Failure to make full payment by April 2, 2010, will subject the exhibitor to cancellation of contract and forfeiture of deposit. Full payment is due on all applications received after April 2, 2010.

INSTALLATION AND REMOVAL OF EXHIBITS: Exhibitors may begin installation Saturday, April 17, 2010, at 4:00 p.m. and have displays ready by 9:00 a.m., Sunday, April 18, 2010. Exhibits are to remain intact until Monday, April 19, 2010 at 11:00 a.m.

SECURITY: DECA will provide necessary security during the hours the exhibit area is closed. 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.

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.

BADGES: Exhibitor personnel will be provided with badges to permit entry to the exhibit area. You must advise us of personnel by April 2, 2010 so that badges can be prepared in advance.

EXHIBITORS' REGISTRATION: All Exhibitors must register and pick up their conference packets at the Exhibitor's registration desk on site. Registration fee is included in the exhibit fee for four representatives per booth space.

RESTRICTIONS: DECA reserves the right to restrict exhibits which for any reason become objectionable, and may also evict any exhibit which in the opinion of DECA detracts from the general character of the Exhibit. DECA will not be liable for any refunds or other expenses in this instance.

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.

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, the Galt House Hotel 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 or a part thereof, excluding any such liability caused by the sole negligence of the Galt House Hotel and its employees and agents. In addition, Exhibitor acknowledges that DECA and the Galt House Hotel do 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.

CANCELLATIONS: This contract may be cancelled in writing prior to April 9, 2010, 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. If space is not occupied by opening, April 18, 2010, at 9:00 a.m., DECA shall have the right to use such space as it sees fit.

INABILITY 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.

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

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.

SHIPMENT AND STORAGE: Information on shipping methods, storage and rates will be sent to you directly by the official decorator. The exhibitor agrees to ship at his/her own risk and expense all articles to be exhibited.