

Come Join the Crowd!

DECA's 2009 International Career Development Conference



Anaheim Convention Center
April 29-May 2
Anaheim, California

12,000 Student Leaders 2,000 Dedicated Teachers

DECA's biggest event of the year comes to Anaheim!

Is this Your Market? Here's Your Chance to Reach It!

Our exhibits are specifically designed to be an integral part of the International Career Development Conference (ICDC). Competitors and



workshop participants are channeled into the exhibit hall from their meetings. Special events are continually conducted in the exhibit hall: business simulations, karaoke, air hockey, drawings, national officer campaigns and more! The traffic is incredible!

Competitive events and so much more!

During the school year, 120,000 of the 185,000 high school student members of DECA take part in DECA's co-curricular Competitive Events Program. They vie with one another at local and state competitions built around real life situations in marketing, management and entrepreneurship to win awards and recognition. The best—the top state winners—will travel to Anaheim for the competitive events final competition.

At the International Career Development Conference (ICDC), students will be joined by others in a multi-faceted program of activities:

- Nearly 1,000 businesspeople who serve as competitive event judges
- DECA members participating in the Leadership Development Academies, the Senior Management Institute
- DECA members participating in the election of national student officers
- Chapter advisors attending the Advisor Academies
- More than 100 exhibitors from a wide variety of businesses
- Representatives from DECA's corporate partners



Who is DECA?

We are

185,000 DECA student members, representing 5,000 high schools, who are pursuing careers in

- marketing
- hospitality
- finance
- business
- entrepreneurship

Student member profile

- 83% earn a grade point average higher than 3.7
- 70% complete internships or workplace training supervised by the school
- DECA's demographics reflect the diversity of the national student body

Teacher/advisor profile

- 75% operate school stores
- 80% have more than five years of teaching experience
- teach in a wide variety of high schools, from rural to urban, including career academies
- are dedicated, enthusiastic chapter sponsors

Chapter profile

- average over 50 members per chapter
- raise an average of \$7,500 annually for chapter activities and conference travel expenses
- are recognized by all 50 U.S. state departments of education

We are DECA!

Tentative Conference Agenda

- Wednesday, April 29** Conference Registration
Tour Booth Open
Exhibit Set-up
DECA Day at Universal Studios
Opening General Session
- Thursday, April 30** Competitive Events Testing, Briefing and Manual Registration
Leadership Academies
Advisor Academy
School-based Enterprise Academy
Senior Management Academy and Executive Mentor Program
Exhibits Open
A*S*K Institute Testing
MDA Recognition Breakfast
Sponsored by the Muscular Dystrophy Association and Dr Pepper Snapple Group
- Friday, May 1** Johnson & Wales Breakfast *Sponsored by Johnson & Wales University*
Competitive Events Preliminary Competition
Leadership Academies
Advisor Academy
School-based Enterprise Academy
Senior Management Academy
Exhibits Open
A*S*K Institute Testing
Administrators'/VIP Day
State Officers Banquet *Sponsored by Piper Jaffray*
Advisors' Reception and Auction *Sponsored by Otis Spunkmeyer, Inc.*
- Saturday, May 2** Second General Session
Competitive Events Final Competition
Leadership Luncheon *Sponsored by Foot Locker, Inc.*
Leadership/Scholarship Reception
Fashion Show *Sponsored by The Fashion Institute of Design & Merchandising*
Grand Awards Session



Advertise in DECA's Publications

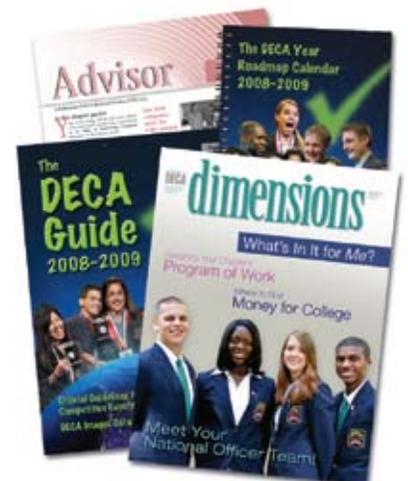
DECA School Year Planning Calendar For over five years, this planning calendar guides DECA advisors through their school year with monthly topics and articles by seasoned veterans. This calendar is a great place for your company to be recognized all year long!

DECA Guide Our annual publication of competitive event guidelines, sent to every DECA chapter. Includes a copy of the DECA IMAGES catalog.

Dimensions DECA's high school membership magazine with a readership of 200,000 students and advisors. Published four times during the school year.

Advisor The newsletter for DECA advisors (teachers) is published seven times a year with teaching tools and tips, along with information on upcoming DECA activities.

For further information, contact DECA's Marketing Department: (703) 860-5000.



Conference Sponsorship Opportunities

Conference Materials

Badge Holders All attendees at the conference are required to wear name badges during the conference. Most students will also place their competition schedule with their name badges in the name badge holder.\$2,500

Briefolios Advisors and students need something to write on during the conference. Here is your chance to sponsor the briefolio with the conference theme and your logo. Briefolio is vinyl with notepad enclosed.\$30,000

Calculators Over 7,000 calculators are needed for use during the event testing.\$7,000

Conference Pens 15,000 attendees at the conference need something to write with. Make sure all 15,000 get your pen and see your brand.\$6,000

Lanyards Put your company logo out there and around the necks of 15,000 attendees. Customized lanyards will showcase your company logo and name. These items are popular for all participants (advisors, students, administrators, etc.).....\$7,000

Pencils Over 7,000 pencils are needed for testing events.....\$1,500

Registration Inserts Drop a discount flyer, special offer or product catalog in the registration packet for our advisors and/or students. Draw attention to your booth and remind attendees of your products and/or services. 15,000 copies, separated into groups of 50.\$600/insert

Wristbands Attendees will be required to wear wristbands at functions during the conference. What a great way to promote your company to 15,000 attendees!\$4,000

Competitive Events

Get on stage with DECA members during the Closing Session and be recognized. Partially sponsor one of DECA's competitive events. Sponsorship would include cash awards for top 10 winners, trophies, certificates and medallions.....\$5,000

Available sponsorships include:

- Advertising Campaign
- Business Law & Ethics Management Team Decision
- Business Services Marketing Series
- DECA Quiz Bowl • General Marketing Research
- International Business Plan • Internet Business Plan
- Internet Marketing Management Team Decision
- Marketing Management Series • Public Relations Project
- Restaurant & Food Service Management Series
- Stock Market Game • Technical Sales
- Travel & Tourism Management Team Decision
- Virtual Business Challenge-Retailing
- Virtual Business Challenge-Sports

Meal Functions

Judges Over 1,000 local business people will volunteer their time on Friday and Saturday of the conference to serve as judges for students' competitions. What a great way to showcase your company's community outreach by sponsoring a judge meal and/or parking for judges.

\$3,500 Judges' Breakfast

\$5,000 Judges' Lunch (partial sponsorship)

\$25,000 Judges' Lunch (full sponsorship)

\$4,000 Judges' Parking

Nominating Committee This committee of ten specially selected students from across the country and a DECA board member facilitator interview candidates for officer elections. The candidates that go on to be elected will represent DECA at an International level for the upcoming year.....\$500

Beverage Station Break areas are set throughout the conference for our local business people who are serving as judges, DECA volunteers assisting us with the conference, etc.\$1,500

Entertainment

General Sessions Provide sponsorship to offset the costs of entertainment at the Opening Session of the conference\$25,000

Leadership Activity

School-based Enterprise (SBE) Academy Get exposure for your company by sponsoring the SBE Academy. Participants will include students representing the Gold Level Certified school stores.

DECA programs have been successfully using SBEs as learning labs for their marketing students for decades. The Certification Program was developed to provide SBEs with standards for model school store operation and to provide recognition for outstanding school store achievement.

Your sponsorship of the SBE Academy will offset costs for session speakers, awards and certificates for participants.....\$3,000

Key Information

Exhibitor Move-In/Set-Up/Registration—Hall B

Wednesday, April 29.....
1:00 p.m.–6:00 p.m.

All booths must be completely set up no later than 6:00 p.m.

Exhibit Hours—Hall B

Thursday, April 30 8:00 a.m.–3:00 p.m.

Friday, May 1 8:00 a.m.–4:00 p.m.

Exhibitor Move-Out—Hall B

Friday, May 1 4:00 p.m.–6:00 p.m.

Exhibitor Housing Information

Information regarding hotel reservations will be included with your confirmation letter upon receiving your exhibitor contract.

Conference Sponsorship Opportunities

All opportunities are a first-come, first-served basis

Important Dates

February 2 Deadline to reserve ad space in conference program

February 9 Deadline for ad artwork in the conference program

February 9 Deadline for recognition in conference program for conference sponsorship

April 9 Exhibitor badge form deadline

April 9 Exhibitor booth payment due in full

Visit our Web site at www.deca.org/ncdcinfo.html for more information.

DECA's Corporate Partners and Supporters

Associations

BetterInvesting
Marketing Education Association
Muscular Dystrophy Association
National Association of Mortgage Brokers
National Automotive Parts Association
National Retail Federation
National Technical Honor Society
People-to-People Leadership Programs
Sales and Marketing
Executives International

Collegiate

American InterContinental University
The Art Institute
Bay State College
Belmont University
Berkeley College
Conrad N. Hilton College of
Hotel & Restaurant Management—
University of Houston
The Fashion Institute of
Design & Merchandising
Johnson & Wales University
Johnson State
Life University
Lynn University
McIntosh College
Northwood University
University of Tennessee

Foundations

Ken D'Angelo Foundation
The Foundation for Investor Education
International Franchise Association
Educational Foundation, Inc.
Ewing Marion Kauffman Foundation
Chris Klug Foundation
McKelvey Foundation
NFIB Young Entrepreneur Foundation

Fund-raisers

Barcharts
Beary Thoughtful
BizRockstar.com
Burton & Burton
Campus Door
Clif Bar
Color Creek

Colorado Timberline
Custom Resources
Devco Products
Electric Marketing Ideas
ESPN Fundraising Program*
Fieldhouse, Inc.
Freshpop America
FunTeaching.com
Gertrude Hawk Chocolates
Hershey Chocolate U.S.A.
Home Team Logo
Island Slush
J. America*
Jumbo Jacks Cookbooks
Krelman Company
Market Day
MV Sports
Neil Enterprises, Inc.
Otis Spunkmeyer, Inc.*
Ozark Delight
Pin-Centives
Pomchies
Pride Distributors, Inc.
Sallie Mae
School Spirit Coffee
Swirl
T. S. Outfitters
U-Trau
Wear-a-Knit

Hospitality

American Hotel & Lodging
Educational Institute
Hilton Hotels Corporation
Marriott International, Inc.

Publishers

Glencoe/McGraw-Hill
Goodheart-Willcox
South-Western/Cengage Learning

Retail

7-Eleven, Inc.
Anchor Blue Retail Group
Claire's Stores
Costco Wholesale
Fastenal
Finish Line, Inc.

Foot Locker, Inc.
J.C. Penney Company, Inc.
Maurices
Payless ShoeSource
Sears Holdings Corporation
Stein Mart, Inc.
Target Corporation
T.J.Maxx/Marshalls
Walgreen Co.
Wawa Foods

Other

Air National Guard
Army National Guard
Anderson's
Career Training Concepts
Coca-Cola NA
College Pro Painters
ConferenceDirect
Dr Pepper Snapple Group
Field Studies Center of New York
Herff-Jones
Idea Blob
ISafe
Jostens
Knowledge Matters
MarkED
ME/DE Supply Company
M&M Productions USA
Media Spark
National Council on Economic Education*
NBA Properties, Inc.
PDC Productions
Piper Jaffray & Co.
POS Systems Group, Inc.
Prom Nite
Publix Super Markets
Safeway, Inc.
Tropicana Products, Inc.
Universal Studios
US Air Force
US Army
US Navy
USA TODAY
ValPak
Vector Marketing Corporation
Zeecraft

National Advisory Board Sales & Marketing Company Other Advertisers/Exhibitors

* indicates that the company is a member of both the NAB and S&M.

Get In the Program!

Advertise in DECA's 2009 International Career Development Conference Program

- ◆ **Connect**
with more than 14,000 potential buyers
- ◆ **Enroll**
students for your college
- ◆ **Recruit**
employees for your company



DECA members will keep their 2009 ICDC program as a souvenir to read again and again—and to share with others back in their classrooms. Your advertising dollars will continue working long after the conference ends.

Deadline to reserve space is February 2, 2009. 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 2009 DECA International Career Development Conference Program. *Space reservations deadline is February 2, 2009.*

Name _____ E-mail address _____

Title _____ Phone Number _____

Company _____ Fax Number _____

Address _____

City _____ State _____ ZIP _____

Signature _____

Artwork enclosed or Artwork to follow (deadline: February 9, 2009)

2009 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".

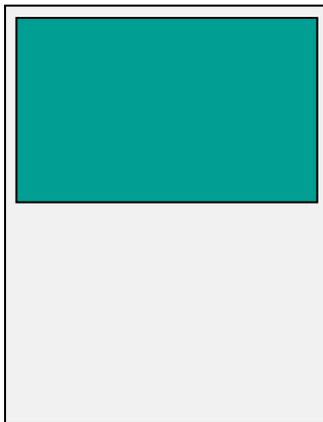
** Members of DECA's National Advisory Board or Sales & Marketing Company Program will receive a discount on these rates. Ask your DECA marketing representative for details.

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.

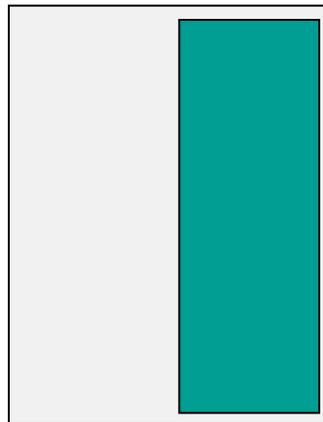
Check that full page or cover ads that bleed have added 1/8" to each edge of the 8¹/₂" x 11" trim size.

15% agency commission. No cash discounts.

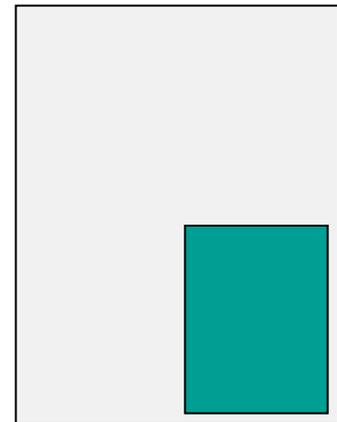
Half-page Horizontal



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

**HIGH SCHOOL DIVISION
2009 DECA CAREER EXPOSITION**

Application and Contract for Exhibit Space

Address all communications to:

DECA 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 High School Career Exposition in Anaheim, California.

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 9, 2009. Failure to make full payment by April 9, 2009, 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, 2009.**

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:
DECA 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, 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, 2009.**

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 9, 2009. Failure to make full payment by April 9, 2009, will subject the exhibitor to cancellation of contract and forfeiture of deposit. Full payment is due on all applications received after April 9, 2009.

INSTALLATION AND REMOVAL OF EXHIBITS: Exhibitors may begin installation Wednesday, April 29, 2009, at 1:00 p.m. and have displays ready by 6:00 p.m., Wednesday, April 29. Exhibits are to remain intact until Friday, May 1, at 4:00 p.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 9, 2009 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 Anaheim Convention Center 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 Anaheim Convention Center and its employees and agents. In addition, Exhibitor acknowledges that DECA and the Anaheim Convention Center 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, 2009, 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 29, at 6:00 p.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.