

Exhibit Prospectus



**DECA's North Atlantic and Southern Region
Leadership Development Conference**



**Nashville, Tennessee
November 7-9, 2008
Sheraton Music City Hotel**

DECA's North Atlantic and Southern Region Conference 2008

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About DECA

DECA's objective is to support the development of marketing and management skills with programs and activities that are tailored to the specific career interest of students, while enhancing the co-curricular education of students with interest in marketing, management and entrepreneurship. DECA helps students to develop skills and competence for marketing careers, to build self-esteem, to experience leadership and to practice community service. We are committed to the advocacy of marketing education and the growth of business/education partnerships.

Conference Overview

North Atlantic and Southern Region DECA members will gather in Nashville this fall to take part in an interactive conference experience like none other. Students and advisors will learn, share and network in the expanded conference format that includes leadership sessions, competitive events training, curriculum enhancements and much more. This is the perfect opportunity to showcase your products and services one-on-one with students and advisors from Maine to Texas.

Why Exhibit at NAR-SRLC?

- Connect with 2,000 students and advisors from 26 states and provinces.
- Enroll students for your college.
- Recruit employees for your company.
- Promote your products/services.



Tentative Schedule

Friday, November 7

10:00 a.m.–Noon	Exhibit Set-up (<i>optional</i>)
Noon–6:00 p.m.	Conference Registration
1:00 p.m.–4:00 p.m.	Exhibits (<i>optional</i>)
1:30 p.m.–4:00 p.m.	Series III, Chapter Management Academy and DECA LEADS Competitive Events Tips for Advisors
4:30 p.m.–5:30 p.m.	State/Provincial Meetings (<i>by request only</i>)
6:30 p.m.–7:30 p.m.	State/Provincial Meetings (<i>by request only</i>)
8:00 p.m. Midnight	Opening General Session Curfew

Saturday, November 8

6:00 a.m.–8:00 a.m.	Exhibit Set-up
8:00 a.m.–4:00 p.m.	Exhibits
8:30 a.m.–Noon	Workshops
Noon–1:30 p.m.	State/Provincial Officers' and Advisors' Luncheon <i>Sponsored by Berkeley College</i>
1:30 p.m.–4:00 p.m.	Workshops
8:00 p.m.	Dance/Entertainment
8:00 p.m.	Advisor Reception <i>Sponsored by Northwood University</i>
Midnight	Curfew

Sunday, November 9

9:00 a.m.	Closing General Session
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November 7-9, 2008**

DECA's Marketing Department

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

Booth Rates (Table Top)

Member Rate: \$600 (US)
Non-member Rate: \$750 (US)

Hotel

Tina Potter
Sheraton Music City Hotel
777 McGavock Pike
Nashville, Tennessee 37214
tpotter@sheratonmusiccity.com
Phone (615) 231-1240
Fax (615) 231-1120

Exhibit Schedule

Exhibit Set-up

Friday, November 7 (optional)
10:00 a.m.–Noon

Saturday, November 8
6:00 a.m.–8:00 a.m.

Exhibit Hours

Friday, November 7 (optional)
1:00 p.m.–4:00 p.m.

Saturday, November 8
8:00 a.m.–4:00 p.m.

Dismantling

Saturday, November 8
4:00 p.m.–6:00 p.m.

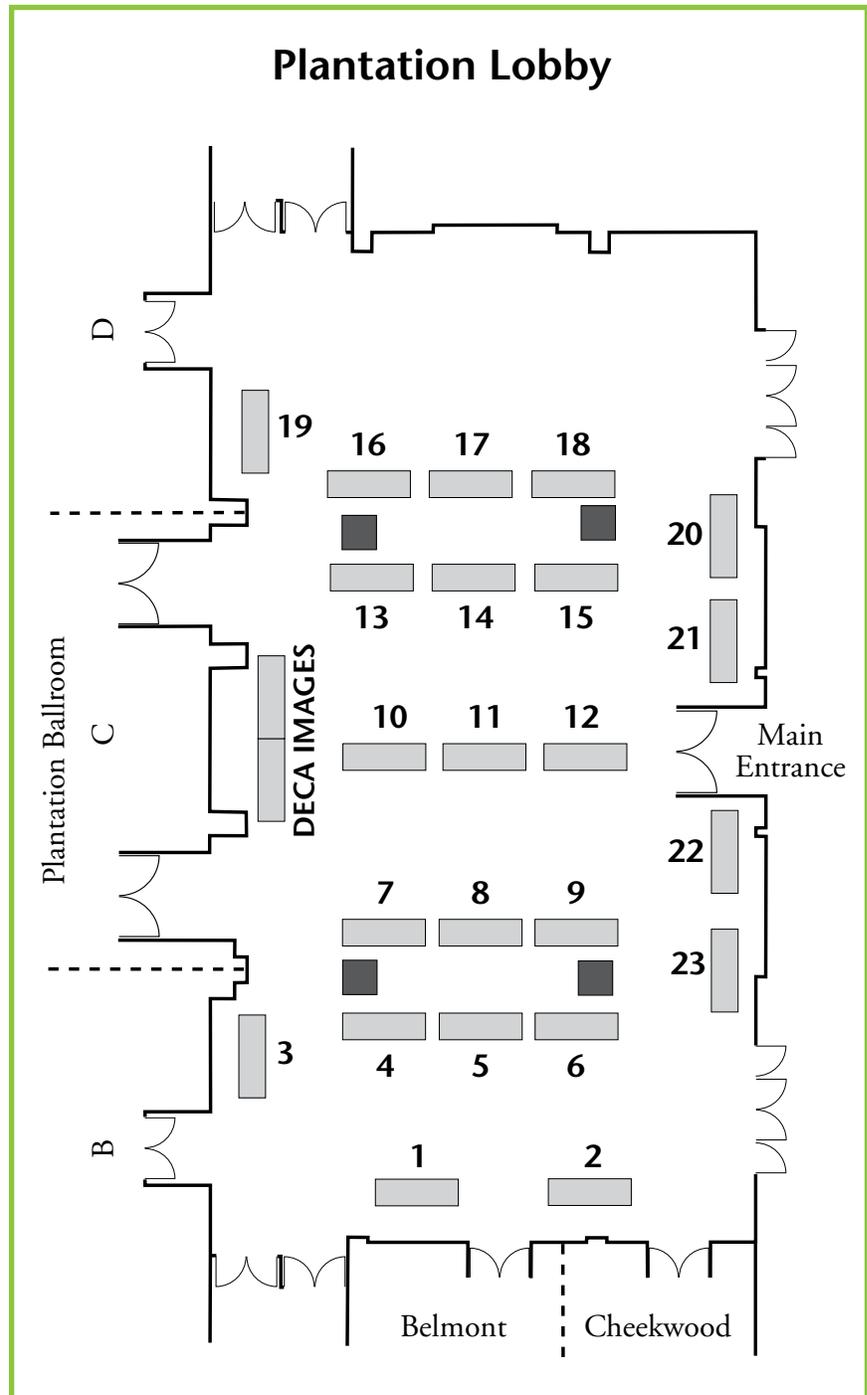


EXHIBIT AGREEMENT FORM

North Atlantic and Southern Region Leadership Development Conference November 7–9, 2008 Nashville, Tennessee

Booth Preferences: _____
1st choice 2nd choice 3rd choice

4th choice 5th choice 6th choice

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Representative: _____

I understand that all booth assignments are made on a first-come, first-served basis upon receipt of this signed form and full booth payment. In the event that all preferences are assigned, DECA Inc. reserves the right to assign the next available space.

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibit displays, equipment and other property brought upon the premises of the hotel and shall indemnify and hold DECA Inc. and its staff, the hotel staff and agents from any and all such losses, damages and claims. This Agreement Form, when properly executed by the exhibitor and accepted by DECA Inc. shall be a binding agreement subject to "General Information & Regulations."

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 Inc. prior to the conference. DECA Inc. also restricts the sale or display of any product (including clothing) that refers to DECA, Marketing Education, Regional Conference, Career Development Conference, International Conference, or An Association of Marketing Students.

Signature: _____

Date: _____ Phone #: _____

E-mail: _____ Fax #: _____

Please make checks payable to DECA.

Mail To: DECA Inc.
1908 Association Drive
Reston, VA 20191-1594

FOR DECA USE:

Booth #: _____ Date: _____ Payment: _____

GENERAL INFORMATION & 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 manufactured or dealt in their regular course of business. All promotional activities must be confined to the limits of the booth.

BOOTH EQUIPMENT: DECA will provide a 6-ft draped table with 2 chairs. The fee DOES NOT INCLUDE labor, shipping charges, special lighting or electrical connections.

PAYMENT FOR SPACE: Your booth rental must accompany the application and full payment.

INSTALLATION & REMOVAL OF EXHIBITS: Exhibitor may begin installation on Friday, November 7, 2008 at 10:00 a.m., and have displays ready by Friday at 1:00 p.m. (optional) or Saturday, November 8, 2008 at 6:00 a.m., and have displays ready by Saturday at 8:00 a.m. Exhibits are to remain intact until 4:00 p.m., Saturday, November 8, 2008.

SECURITY: The Exhibitor is solely responsible for his own exhibit material and should insure his exhibit against loss or damage. All property is understood to remain in the Exhibitors control in transit to and from the confines of the exhibit area. DECA assumes no liability of any kind.

FIRE, SAFETY, & HEALTH: The Exhibitor agrees to accept full responsibility for compliance with local, city and state Fire, Safety & 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 by October 31, 2008 of personnel so that badges can be prepared in advance.

EXHIBITOR REGISTRATION: All exhibitors must register and pick up their conference packets from the DECA representative during exhibitor set-up.

Registration fee is included in the exhibit fee for two 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, etc. are subject to prior approval by DECA.

LIABILITY: Neither DECA, nor any of 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 Sheraton Music City 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, or occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Sheraton Music City Hotel and its employees and agents. In addition, Exhibitor acknowledges that DECA and the Sheraton Music City 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 canceled in writing prior to October 24, 2008, 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, November 8, 2008, 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 to the orderly conduct of the exhibit.

RELOCATION OF EXHIBITS: DECA 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.

Advertise in the North Atlantic and Southern Region Leadership Conference Program

- *Reach 2,000 buyers for your products*
- *Enroll students for your school*
- *Recruit employees for your company*

Costs: \$500 Full page, Black & White with purchase of exhibit booth
\$750 Full page, Black & White without purchase of exhibit booth
\$1,500 Full page, 4-color back cover, inside front cover or inside back cover
\$350 1/2 page, Black & White with purchase of exhibit booth
\$650 1/2 page, Black & White without purchase of exhibit booth

Specs: Full page ad is 7.5 x 10 inches.
Vertical 1/2 page ad is 3.625 x 10 inches. Horizontal 1/2 page ad is 7.5 x 4.875 inches.
Covers are 8.5 x 11 inches plus 1/8-inch bleed.

Files: Ads sent electronically (by email or on disk) are required. DECA's Publication's Department works from an OS-X Macintosh platform and accepts art in either PDF (press quality, using hi-res graphics) or in native InDesign CS3, Quark 6.5 or as Photoshop 300 dpi TIFFs or Illustrator EPS files. Please include all linked graphics and fonts used. Convert text to outlines in Illustrator. Color 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.

Simply fill out and detach the form below and mail to Cindy Allen.

INSERTION ORDER

We reserve a _____ page advertisement at \$ _____ in the 2008 North Atlantic and Southern Region Program.

Space reservation is due by September 26, 2008. Artwork is due by October 3, 2008.

Name

Title

Company

Address

City

State

ZIP

Signature

Phone Number

Artwork enclosed Artwork to come (deadline October 3, 2008)

Cindy Allen
DECA, Inc.
1908 Association Drive • Reston, VA 20191-1594
703/860-5000 • Fax 703/860-4013