DECA NEW YORK EXPERIENCE

REGISTRATION KIT

NOVEMBER 30-DECEMBER 4, 2016
DECEMBER 7-11, 2016
NEW YORK CITY
It’s the concrete jungle where dreams are made, and the city becomes the living classroom for DECA members as they explore marketing, finance, fashion, hospitality and so much more! Experience the hustle and bustle of New York City while learning from those who are making the city one of the most popular destinations.

Take a bus tour that puts you in the pulse of the financial district, and tour Madison Square Garden, the world’s most famous arena home to sporting events, concerts and more. Learn retail marketing at Macy’s flagship store. Experience one of the nation’s most popular entertainment venues as you feel the holiday spirit of the Big Apple at the iconic Radio City Music Hall. See the city from 1,225 feet at the Empire State Building Observation Deck. Walk down Times Square and decipher a frenzy of innovative marketing messages, and more!

#DECANYC

Join the event at http://on.fb.me/1dPpDdP

Visit decadirect.org for previews and highlights.

CLASSROOM CONNECTION

This conference reinforces concepts taught in marketing, finance, hospitality and fashion merchandising classes.

- Describe the role of financial institutions
- Explain types of financial markets
- Discuss the impact of technology on the banking industry
- Explain career opportunities in merchandising
- Explain the relationship between customer service and distribution
- Explain current retail trends driven by global trade
- Explain career opportunities in hospitality
- Describe the role of sales and marketing in hospitality
- Explain the role of promotion as a marketing function
- Identify the impact of product life cycles on marketing decisions

National Curriculum Standards for Business Administration
PROGRAM DESCRIPTIONS

MARKETING AT MACY’S
Join us as we are greeted at the Macy’s door and escorted inside for a sneak preview before the store even opens. Learn how Macy’s has grown into America’s largest department store and discuss the history, marketing concepts, merchandising, visual techniques and more with Macy’s store executives. Hosted in Macy’s new One Below, attendees will receive a cup of hot chocolate, bagel, Macy’s Visitor Savings Pass and more!

PERFORMANCE INDICATORS
- Explain career opportunities in merchandising.
- Explain current retail trends driven by global trade.

SPORTS AND ENTERTAINMENT MARKETING AT MADISON SQUARE GARDEN
Explore exclusive VIP areas of the state-of-the-art arena and commemorate over 130 years of legendary Garden history. Discover the spectacular Chase Bridges, get the inside scoop on all your favorite players when you explore the Knicks and Rangers locker rooms (pending availability) and view the arena like never before.

PERFORMANCE INDICATORS
- Describe the nature of target marketing in sports/entertainment marketing.
- Identify ways to segment sports/entertainment markets.

FINANCIAL DISTRICT TOUR
Explore New York’s Financial District on a double-decker bus. Throughout the tour, you will learn about the city’s financial district history from entertaining and informative commentary. Then, hop off the bus at Battery Park and learn about Battery Park, Alexander Hamilton Custom House and take your picture with the Wall Street Bull and Stock Exchange. This tour concludes close to the 9/11 Memorial.

PERFORMANCE INDICATORS
- Describe the role of financial institutions.
- Explain types of financial markets.

EMPIRE STATE BUILDING (ON YOUR OWN)
Tour the historic Empire State Building in the morning, afternoon, or at night! Hours of operation are 8 a.m.-2 a.m. allowing your chapter to see breathtaking views of New York City at a time most convenient for you. In addition to the observation desks, your visit includes the newly restored lobby with its stunning art deco murals, the historical Dare To Dream exhibit, the new Sustainability Exhibit and an interactive audio device.

PERFORMANCE INDICATORS
- Discuss the global environment in which businesses operate.

NBC STUDIO TOUR
An NBC page will serve as your host and expert guiding you through the historic halls of 30 Rock. You’ll learn about the entire television production process, from the writing process and producing the ways television content gets to your home.

PERFORMANCE INDICATORS
- Explain factors that influence customer behavior.
- Explain connections between company actions and results.

SHOP GOTHAM
This program will include stops at a minimum of three teen-appropriate stores where a senior member of the staff will provide a retail and marketing overview of their brand in an exciting setting. Participants will also visit with merchants at the Young Designer Market.

PERFORMANCE INDICATORS
- Identify a company’s brand promise.
- Identify the measure of consumer spending as an economic indicator.

#DECANYC
WWW.DECA.ORG
Get ready to hit the city running! DECA has the ultimate itinerary so you can make the city your classroom and learn first-hand from some of the city's best professionals in marketing, finance, fashion and hospitality. Each chapter will have its own itinerary.

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<thead>
<tr>
<th>WEDNESDAY</th>
<th>FRIDAY</th>
<th>OPTIONAL TICKETS</th>
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<tr>
<td>8:00 PM - 10:30 PM</td>
<td>7:00 AM - 3:00 PM</td>
<td>RADIO CITY “STAGE DOOR TOUR”</td>
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<tr>
<td>Registration, Advisors only</td>
<td>Educational Workshops and Tours based on your chapter’s itinerary</td>
<td>This one-hour, walking tour of the interior of Radio City Music Hall gives you an inside look at a day in the life of the ever-popular, high-kicking Rockettes and discover the history of one of New York’s finest attractions. This tour will be on Thursday afternoon/evening prior to the Christmas Spectacular. The ticket price for conference participants is $12 each. If you wish to purchase these tickets, indicate your order in the online registration. The additional tickets cannot be purchased without full payment; no refunds will be given. Deadline to order is <strong>October 3</strong>.</td>
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<td>THURSDAY</td>
<td>Late Afternoon + Evening</td>
<td>MADAME TUSSAUD’S WAX MUSEUM</td>
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<td>7:00 AM - 3:00 PM</td>
<td>Use your registration package or optional tickets or enjoy New York City</td>
<td>With over 200 figures, Madame Tussauds New York provides visitors with an entertaining and educational opportunity to experience the world’s most fascinating celebrities, influential world leaders, historical figures and sports icons.</td>
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<tr>
<td>Late Afternoon</td>
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<td>Use your registration package or optional tickets or enjoy New York City</td>
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<tr>
<td>8:00 PM</td>
<td>Radio City Christmas Spectacular</td>
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<td>SATURDAY</td>
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<td>SUNDAY</td>
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* Schedule subject to change. Check deca.org/nye for updates.
New York, New York is calling your name! Just get here. You’ll never run out of choices in NYC, which is home to 24,000 restaurants, offers one of the most progressive arts and cultural scenes in the world and has attractions that can’t be matched. Registration will open August 15, 2016.

$255* per attendee
The conference registration fee applies to DECA members, advisors, chaperones and guests and includes the following:
• Educational sessions
• Financial District bus tour
• Madison Square Garden tour
• NBC Studio Tour
• Empire State Building Observation Deck ticket
• Radio City Music Hall Christmas Spectacular ticket
• Conference gift
• Subway pass
• Mandatory portage fee for carrying one bag to the room
• Conference insurance

$279 per room night
A fee of $3 per bag will be charged by the hotel to hold bag at check-out.

Wyndham New Yorker
481 8th Avenue
New York, NY 10001
Phone: (212) 971-0101

John F. Kennedy (JFK)
New York, NY
16 miles from hotel

Newark (EWR)
Newark, NJ
17 miles from hotel

LaGuardia (LGA)
Queens, NY
9 miles from hotel

Penn Station
New York, NY
Across the street from hotel

REGISTRATION QUESTIONS
MICHAEL MOUNT
DECA INC.
Michael_Mount@deca.org
(703) 860-5000 ext. 235

CONFERENCE QUESTIONS
SARAH WILLIAMS
DECA INC.
Sarah_Williams@deca.org
(703) 860-5000 ext. 254
Attendance to this conference is limited, and due to its popularity, registration will likely close before the October 3 deadline.

Registration for this conference will take place online at www.deca.org/nye. All student attendees must be on a submitted DECA roster to register.

For the online registration process, collect the following information from each attendee:
• name
• t-shirt size
• beneficiary information
• hotel arrival/departure date/time
• hotel rooming list
• additional tour tickets

CONFIRMATION:
If you have not received a registration confirmation email from DECA within two days after submitting your online registration, please call Michael Mount at (703) 860-5000 x 235.

CHANGES AND SUBSTITUTIONS:
All changes must be submitted in writing to DECA Inc. by e-mailing michael_mount@deca.org.

To ensure your chapter’s attendance, send to DECA Inc. as soon as possible before the deadline date of October 3:
• online registration and housing materials
• $255 non-refundable registration fee for each person
• hotel deposit equal to one night’s stay per room

DECA Inc.
New York Experience
1908 Association Drive
Reston, VA 20191

Acceptance of your conference registration and rooming list will be done on a first-come, first-served basis. Registration commits those to attend and obligates them to costs incurred by DECA. Do not book your airfare without notification from DECA that you are registered for the conference.

Upon acceptance of the registration, DECA will invoice you for the balance of your chapter’s hotel cost. The balance must be received at DECA by October 24 for Week 1 or November 1 for Week 2. Please do not send registration forms or money to the hotel.

METHODS OF PAYMENT:
Check, purchase order, or credit card (MasterCard, VISA or American Express) are accepted. A 3% convenience fee will be assessed for the charged amount.

REFUND POLICY:
The entire registration fee is non-refundable, but substitutions are permitted. To provide an excellent conference at the best rate and to the most members, DECA makes all arrangements for meeting space, program components and tickets. These costs are non-refundable. Registration commits those to attend and obligates them to costs incurred by DECA.

Conference participants must stay at the conference hotel. Due to the limited number of rooms, students will be housed in triples and quads when possible.

Make your hotel reservations in the online registration system with DECA Inc. As DECA Inc. holds tax-exempt status, DECA Inc. will manage hotel reservations. As a service, there will be a $5 fee per room reservation. For example, if you were registering ten rooms, you would pay an additional $50 while saving 15% tax.

Once the hotel block has been filled, registration for the week will close. The hotel rooming list must be received at DECA by October 3.

A minimum of one advisor for every 10 student-delegates or portion of 10 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.

Advisors should bring signed copies of the Conference Delegate Practices and Procedures and Dress Code for each participant. These do not have to be turned in to conference coordinators but should be kept available by the advisor for reference. You can find these forms at www.deca.org/nye.

DECA reserves the right to cancel the conference 35 days prior to the conference date if there are less than 45 participants.