The Collegiate DECA International Career Development Conference (ICDC) is the highlight of Collegiate DECA’s year. 1,500 students, educators, administrators and business partners gather to develop knowledge and skills for college and careers.

The students compete against one another in one of 25 topic areas in marketing, finance, hospitality, management and entrepreneurship. Students also participate in professional development academies and institutes to develop 21st Century Skills in the areas of collaboration, communication, critical thinking and creativity.

Design your own ICDC experience this year with high-profile sponsorships, focused engagement opportunities and coordinated volunteer efforts that connect your organization to student leaders, educators, academic partners and industry professionals.

**WHY PARTICIPATE?**

- **RECRUIT**
  trained employees for your company.

- **ENROLL**
  top students to your college or university.

- **PROMOTE**
  your products and/or services.

- **ENGAGE**
  your associates in corporate social responsibility.

**LEARN MORE**

- 3 ABOUT DECA, DATES + DEADLINES
- 4 SPONSORSHIP PACKAGES
- 5 ENGAGEMENT OPPORTUNITIES
- 6 CONFERENCE MATERIALS
- 7 EXHIBIT
- 8 ADVERTISE
- 9 VOLUNTEER
- 10 APPLICATION + CONTRACT
ABOUT COLLEGIATE DECA

Collegiate DECA is the college division of DECA. DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management. DECA is the premier education partner developing college- and career-ready youth through our Comprehensive Learning Program that integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA’s Comprehensive Learning Program is co-curricular, aligned with National Curriculum Standards and promotes the development of 21st Century Skills.

DECA is a respected partner of all 50 U.S. Departments of Education and nationally recognized as a Career and Technical Student Organization. DECA is an integral component of classroom learning in nearly 6,000 classrooms and delivered by certified teachers. More than 225,000 high school and college students in all 50 United States, U.S. territories and nine additional countries participate in DECA’s programs.

With nearly a 75-year history, DECA has impacted the lives of more than 10 million students, educators, school administrators and business professionals. With our reach and delivery capabilities, our business partners consider DECA a favored partner in achieving their corporate and social responsibility goals.

ICDC ATTENDEE PROFILES:

<table>
<thead>
<tr>
<th>STUDENTS:</th>
<th>2-Year Institutions</th>
<th>4-Year Institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>70%</td>
<td>34%</td>
</tr>
<tr>
<td>Male</td>
<td>30%</td>
<td>36%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2-YEAR INSTITUTIONS</th>
<th>First-Year</th>
<th>Second-Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>59%</td>
<td>41%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4-YEAR INSTITUTIONS</th>
<th>Freshman</th>
<th>Sophomore</th>
<th>Junior</th>
<th>Senior</th>
</tr>
</thead>
<tbody>
<tr>
<td>22%</td>
<td>24%</td>
<td>30%</td>
<td>24%</td>
<td></td>
</tr>
</tbody>
</table>
The opportunities to engage, connect and network at #CDECAICDC are numerous! Don’t miss your chance to engage with potential employees and customers at Collegiate DECA’s largest event of the year. Our sponsorship packages eliminate the guesswork, so you can focus on making the most of your ICDC experience.

**EPIC SPONSOR**
$10,000

- Competitive Event Sponsor
  - Title sponsor of one competitive event at conference
  - Promotion in numerous DECA publications and online
  - ICDC on-site promotion through signage and program
  - Onstage presentation to ICDC finalists and winners
  - Photograph with event winners

- Premier Sponsor of General Session
  - Onstage presence at general session
  - Promotion/Branding/Recognition

- Mobile App Participation
  - 6' Table-Top Exhibit
  - Full-page, Full-color Advertisement in Conference Program
  - Promotion/Branding/Recognition

- Unlimited Company Invitation to Serve as Competitive Event Judges

**PREMIER SPONSOR**
$5,000

- Scholarship Sponsor
  - Onstage recognition to winner during Grand Awards Session
  - Photograph with winner
  - Promotion/Branding/Recognition

- Promotional Item Sponsor (Choice of one below):
  - Conference Bag
  - Conference Notebook
  - Conference Lanyards

- Mobile App Participation
  - 6' Table-Top Exhibit
  - Full-page, Full-color Advertisement in Conference Program
  - Promotion/Branding/Recognition

- Unlimited Company Invitation to Serve as Competitive Event Judges

**BUSINESS SPONSOR**
$3,500

- Promotional Item Sponsor (Choice of one below):
  - Conference Bag
  - Conference Notebook
  - Conference Lanyards

- Mobile App Participation
  - 6' Table-Top Exhibit
  - Half-page, Horizontal, Full-color Advertisement in Conference Program
  - Promotion/Branding/Recognition

- Unlimited Company Invitation to Serve as Competitive Event Judges

**EDUCATION SPONSOR**
$1,500

- 6' Table-Top Exhibit
  - Half-page, Horizontal, Full-color Advertisement in Conference Program
  - Promotion/Branding/Recognition

- Unlimited Company Invitation to Serve as Competitive Event Judges
GET ENGAGED

The International Career Development Conference is the largest gathering of DECA members and educators in one place during the entire school year. All eyes are on you at #CDECAICDC making this the ideal platform for showcasing your organization and brand.

**MEAL FUNCTIONS**
$5,000-$20,000

Brand your company with DECA’s meal functions during the conference.
- Promotion/Branding/Recognition
- Opportunity for a flyer to be placed at the event

**COMPETITIVE EVENTS**
$3,000

Get on stage with members during the Grand Awards Session and promote your company in front of 1,500 attendees. Partial sponsorship of one of DECA’s competitive events includes cash awards to the top 10 winners, trophies, medallions and certificates.
- Official competitive event title sponsor at conference
- Promotion in numerous DECA publications and online
- ICDC on-site promotion through, signage and program
- Onstage presentation to ICDC finalists and winners
- Photographs with event winners

**BEVERAGE BREAKS**
$1,000+

Brand your company by sponsoring a beverage break during the conference.
- Promotion/Branding/Recognition
- Opportunity for a flyer to be placed at the break station

**SCHOLARSHIPS**
$1,000 minimum

Provide a donation to DECA’s scholarship fund. DECA scholarships are merit based.
- Onstage recognition to winner(s) during Grand Awards Session
- Photograph with winner(s)
- Promotion/Branding/Recognition

**MOBILE APP**
$300

Get your brand and message in the hands of 1,500 attendees. The conference app allows attendees to review the schedule, find exhibitors, receive conference updates and more.
- Profile Header
- Profile Icon

**QUESTIONS**

Partnership Department
P 703-860-5000
E partnership@deca.org
Conference materials often travel back with students and serve as souvenirs for years to come, or help educators decorate their classrooms. Let your brand become memorable keepsakes for Collegiate DECA members and educators!

**BAGS/TOTES**

$2,000

Put your company logo on a conference bag and showcase your brand in front of 1,500 attendees. These are popular for all participants (students, advisors, administrators, etc.) and are taken home for continued use.

**PENS**

$500 or in-kind

1,500 pens are needed for completion of advisor and student registration cards. This is a perfect way to showcase your company to business professionals.

**PENCILS**

$250 or in-kind

1,500 sharpened pencils are needed for competitive event testing. What better way to get your brand in the hands of DECA members?

**LANYARDS**

$1,500

Place your logo with DECA’s logo by sponsoring the 1,500 conference lanyards that are visible throughout the entire conference.

**INSERTS**

$300

Drop a discount flyer, special offer or product catalog in the conference registration packet. Draw attention to your booth and remind attendees of your products and/or services.

**GIFTS**

**ACTUAL COST**

Place your brand in the hands of each conference attendee by sponsoring a branded gift that is focused toward students, advisors/teachers, administrators and/or volunteers.

**ASK FOR DETAILS**

Partnership Department

P 703-860-5000

E partnership@deca.org
You won’t find a more professional, engaged or driven group of enthusiastic students anywhere other than at ICDC. Meet our members face-to-face at exhibits and build the foundation for a lifelong relationship with the next generation of entrepreneurs and business leaders.

**EXHIBIT RATES**

<table>
<thead>
<tr>
<th>6’ TABLE TOP EXHIBIT</th>
<th>MEMBER ORGANIZATION</th>
<th>NON-MEMBER ORGANIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibits will be table-top and available on a first-come, first-served basis on-site.</td>
<td>$800</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

Exhibit fee includes a 6-foot table, draped; two chairs and wastebasket. Fee does not include labor, shipping charges, special lighting or electrical connections. Exhibits cannot be sublet or shared.

See pages 4 for package deals.
RATES + TECHNICAL SPECS

Promote your brand’s message in the only program that is distributed to each attendee and used to keep track of all things ICDC, including competitive events information, learning academies, exhibit hours and more!

ADVERTISING RATES

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$3,500</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$2,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,000</td>
</tr>
<tr>
<td>Full Page Color</td>
<td>$1,000</td>
</tr>
<tr>
<td>Half Page Color (Horizontal)</td>
<td>$500</td>
</tr>
</tbody>
</table>

RESERVE BY FEBRUARY 7

PRINT TECHNICAL SPECS

ACCEPTABLE FILE FORMATS ARE:

ADOBE ACROBAT PDF
- All full page ads MUST include bleeds.
- All crop and registration marks MUST be removed from ad.

ADOBE INDESIGN FILE
- Acceptable file formats are .indd and .idml.
- All files need to be packaged to include links, document fonts and a .pdf file.
- All color ads must be converted to CMYK. Spot colors must be specified with a Pantone Solid Coated description.
- Ads must be produced to specific page sizes per ad dimensions.
- Camera-ready artwork is press ready. DECA is not responsible for adjustments or alterations to size, color or copy error in the content of camera-ready artwork.
- For production and quality-control purposes, we cannot accept Web or Internet images.

ADOBE PHOTOSHOP FILES
- Acceptable file formats are .psd, .jpg, .eps or .tif.
- If a .psd file is submitted all fonts need to be rasterized and images embedded.
- Digital photos must be 300 dpi minimum to be printed.

ADOBE ILLUSTRATOR
- Acceptable file formats are .ai and .eps.
- All fonts need to be converted to outlines and all images embedded.

ARTWORK DUE

February 14, 2020

FULL PAGE
- Safety: 7.5" x 10"
- Trim: 8.5" x 11"
- Bleed: 8.75" x 11.25"

HALF PAGE HORIZONTAL
- 7.5” x 4.75”
- No bleed. Ad can fill entire area.

RESERVE BY FEBRUARY 7

PRODUCTION QUESTIONS

Direct inquiries and advertising materials to:

DECA CONFERENCE PROGRAMS
Partnership Department
P 703-860-5000
E partnership@deca.org

Promote your brand’s message in the only program that is distributed to each attendee and used to keep track of all things ICDC, including competitive events information, learning academies, exhibit hours and more!
Without our conference volunteers, the competitive event experience so many of our members wait all year for would be nonexistent. Serving as a judge means so much more than just volunteer hours; it empowers a student to put thousands of hours of preparation and practice into action.

Volunteer your business expertise! Evaluate the knowledge and skills of over 1,500 student members.

REGISTER TODAY
deca.org/volunteer

JUDGE
APRIL 24-25, 2020
As a competitive events judge, you’ll sit across the table from DECA members who have been preparing all year-long in classrooms to have their chance to shine in front of you. Contact volunteer@deca.org for more information.
APPLICATION AND CONTRACT
ADVERTISE, EXHIBIT, SPONSOR

SPONSORSHIP PACKAGES

- Epic .......................................................... $10,000
- Premier ..................................................... $5,000
- Business ..................................................... $3,500
- Education ................................................... $1,500

ENGAGE

- Meal Functions ........................................... $5,000-$20,000
- Competitive Events ..................................... $3,000
- Beverage Breaks ......................................... $1,000+
- Scholarships ............................................... $1,000 (minimum)
- Conference Mobile App ............................... $300

CONFERENCE MATERIALS

- Bags/Totes ................................................... $2,000
- Lanyards ..................................................... $1,500
- Pens ........................................................... $500 or in-kind
- Inserts ......................................................... $300
- Pencils ........................................................ $250 or in-kind
- Conference Gifts ........................................... Actual Cost

ADVERTISE

ARTWORK DUE FEBRUARY 14, 2020

- Back Cover .................................................. $3,500
- Inside Front Cover ....................................... $2,000
- Inside Back Cover ........................................ $2,000
- Full Page (Color) ......................................... $1,000
- Half Page Horizontal (Color) ......................... $500

EXHIBIT

TABLE TOPS:
Exhibits will be on a first-come, first-served basis. Payment must accompany application to reserve exhibit space.

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:

________________________
________________________
________________________

CONFIRMATION and/or EXHIBITOR’S SERVICE KIT should be sent to:

Exhibitor (company)
Contact
Street Address
City State/Province ZIP
Website URL
Phone
Email
By (signed) Date

ADDRESS ALL COMMUNICATIONS TO:
DECA Inc.
Attn: Partnership Department
1908 Association Drive
Reston, VA 20191-1594
703-860-5000 | partnership@deca.org

TO HAVE YOUR COMPANY LISTED IN OUR CONFERENCE PROGRAM, PLEASE SEND US YOUR CONTRACT BY FEBRUARY 7, 2020.

MAKE CHECKS PAYABLE TO: DECA INC., 1908 ASSOCIATION DRIVE, RESTON, VA 20191
FULL PAYMENT IS DUE ON ALL APPLICATIONS RECEIVED AFTER MARCH 27, 2020. FAILURE TO MAKE FULL PAYMENT BY MARCH 27, 2020, WILL SUBJECT THE EXHIBITOR TO CANCELLATION OF CONTRACT. THIS APPLICATION AND CONTRACT, WHEN PROPERLY EXECUTED BY THE COMPANY AND ACCEPTED BY DECA, SHALL BE CONSIDERED A BINDING AGREEMENT SUBJECT TO GENERAL INFORMATION AND REGULATIONS. MAIL THIS COMPLETED APPLICATION AND CONTRACT WITH YOUR CHECK TO RESERVE YOUR PACKAGE/SPACE. A CONFIRMATION LETTER WILL BE EMAILED TO YOU AFTER PROCESSING AT DECA.
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 CHARTERS, HARD ROCK CAFÉ, 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, AN ASSOCIATION OF MARKETING STUDENTS OR EMERGING LEADERS AND ENTREPRENEURS.

*FEDERAL AND STATE AGENCIES MAY SUBMIT A PURCHASE ORDER WITH THE APPLICATION AND DEFER PAYMENT UNTIL AFTER SERVICE IS RENDERED.
EXHIBIT 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, please send us your contract by February 7, 2020.

BOOTH EQUIPMENT
DECA will provide a 6-foot draped table, 2 chairs and a waste basket. The fee DOES NOT INCLUDE labor, shipping charges, special lighting or electrical connections.

PAYMENT FOR SPACE
Your deposit of one-half exhibit rental must accompany the application. The balance is due by March 27, 2020. Failure to make full payment by March 27, 2020, will subject the exhibitor to cancellation of contract and forfeiture of deposit. Full payment is due on all applications received after March 27, 2020.

INSTALLATION AND REMOVAL OF EXHIBITS
Exhibitors may begin installation Thursday, April 23, 2020, at 4:00 p.m. and have displays ready by Friday, April 24 at 7:30 a.m. Exhibits are to remain intact until Friday, April 24, 2020, at 4:00 p.m.

SECURITY
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 March 27, 2020, to ensure that badges are 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 Atlanta Marriott Marquis 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 Atlanta Marriott Marquis and its employees and agents. In addition, Exhibitor acknowledges that DECA and the Atlanta Marriott Marquis 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 March 27, 2020, 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 24, at 7:30 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 DECA. The exhibitor agrees to ship at his/her own risk and expense all articles to be exhibited.
BE A PART OF THE MOVEMENT
THAT'S MOTIVATING OUR NATION'S YOUNG PEOPLE TO BECOME
ACADEMICALLY PREPARED
COMMUNITY ORIENTED
PROFESSIONALLY RESPONSIBLE
& EXPERIENCED LEADERS.