DECA
SPORTS AND
ENTERTAINMENT
MARKETING
CONFERENCE

FEBRUARY 2-6, 2022
ORLANDO

LEARN MORE AT DECA.ORG/SEM
EXPERIENCE THE ADRENALINE RUSH

From a sell-out crowd of loyal fans waiting for the opening kickoff to a high-profile entertainer eager to take the stage for an encore presentation, sports and entertainment marketing provides a rush for those interested in these career areas.

When it comes to learning from the professionals in these popular industries, DECA’s Sports and Entertainment Marketing Conference cannot be rivaled. Known as one of the world’s premier locations for family entertainment and home to world-class professional and college sports, Orlando provides the perfect backdrop for this dynamic conference experience. Students will have an insider’s perspective as the theme parks become the living classroom to complement the lessons from conference speakers.

CLASSROOM CONNECTION

This conference will reinforce concepts taught in classes that include sports and entertainment marketing. Universal Orlando® Resort and Florida sports executives will share information with students to help them:

- Describe the nature of target marketing in sports/entertainment marketing
- Describe pricing issues associated with sports/entertainment products
- Explain advertising media used in the sports/entertainment industries
- Explain the use of licensing in sports/entertainment marketing
- Explain career opportunities in sports/entertainment marketing
- Explain the need for sports/entertainment marketing information
- Identify “out-of-the-box” sales promotion ideas for sports/entertainment events
- Identify ways to segment sports/entertainment markets
- Measure economic impact of sports/entertainment events

National Curriculum Standards for Business Administration
EDUCATIONAL PROGRAM

Universal Orlando™ marketing executives pull out all stops to show DECA members the behind-the-scenes activities that it takes to be a leading theme park and resort. Not to be outdone, Florida sports and entertainment executives show their efforts to make Florida a leader in their industries. It’s a perfect blend to complement the classroom.

<table>
<thead>
<tr>
<th>WEDNESDAY</th>
<th>FEBRUARY 2</th>
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</thead>
<tbody>
<tr>
<td>9:00 AM - 9:00 PM</td>
<td>Registration</td>
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<tr>
<td>**THURSDAY</td>
<td>FEBRUARY 3**</td>
</tr>
<tr>
<td>9:15 AM</td>
<td>Sports &amp; Entertainment Marketing presentations by Universal Orlando™ executives and featured guest speakers.</td>
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<tr>
<td>12:30 PM</td>
<td>Lunch on your own</td>
</tr>
<tr>
<td>**FRIDAY</td>
<td>FEBRUARY 4**</td>
</tr>
<tr>
<td>9:15 AM</td>
<td>Sports &amp; Entertainment Marketing presentations by Universal Orlando™ executives and featured guest speakers.</td>
</tr>
<tr>
<td>12:30 PM</td>
<td>Lunch on your own</td>
</tr>
<tr>
<td>**SATURDAY</td>
<td>FEBRUARY 5**</td>
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<tr>
<td>8:00 AM</td>
<td>Shuttle to Disney Transportation Center DECA Day at Disney</td>
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<tr>
<td>7:30 PM - 11:00 PM</td>
<td>Shuttle to Universal’s Cabana Bay Beach Resort</td>
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<tr>
<td>**SUNDAY</td>
<td>FEBRUARY 6**</td>
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<tr>
<td>Morning</td>
<td>Departures</td>
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</tbody>
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Visit decadirect.org for previews and highlights.

Schedule subject to change. Check decadi.org/sem for the latest schedule.
UNIVERSAL STUDIES
Take students beyond the classroom to bring lessons to life with Universal Orlando™’s unforgettable educational programs where their Universe is YOUR classroom. These hands-on experiential learning activities that excite and inspire your students take learning to a new level.

Some programs include:
- Career Exploration & Preparation
- Leadership Skills & Personal Development
- Business Development: People, Process, Product
- Finance
- Marketing Is Universal: Keeping The Guest at Heart
- Food for Thought: A Taste of Careers In the Culinary Arts
- Storytelling: It Starts with a Hero
- Special F/X Tour
- Behind the Adventure Tour

For more information, visit universalorlandoyouth.com or contact Matt Donovan at matt.donovan@universalorlando.com.

UNIVERSAL’S VOLCANO BAY™
Choose to upgrade your Universal experience to a 3-Park 3-Day Park-to-Park ticket in order to enjoy Universal Orlando™ on a third day. This will allow you to experience Universal’s Volcano Bay™, adventure-drenched water theme park like no other. Plus, it’s just steps away from Universal’s Cabana Bay Beach Resort, your on-site hotel for the conference.

Cost: $30 per person upgrade.

DISNEY TWO-DAY PARK HOPPER
Choose to upgrade your Disney experience to a two-day park hopper. This ticket allows you to visit Magic Kingdom, Epcot, Animal Kingdom and Hollywood Studios during two days. DECA’s conference registration fee only provides transportation to Disney on Saturday with an option for transportation to Disney on Wednesday.

Cost: $85 per person upgrade.

*With the updated Park Hopper® experience, guests must make a Disney Park Pass reservation via the Disney Park reservation system for the first park they plan to visit (reservation requirements are subject to change) AND enter that first park prior to visiting another. After entering that first park, guests will be able to visit the next park starting at 2 p.m. until each park’s regularly scheduled closure. At this time a park reservation is not required after the first park, but is subject to the park’s capacity limitations.

MEAL VOUCHERS
Cabana Bay Beach Resort breakfast voucher: $7 per person per meal.

OPTIONAL TICKETS
REGISTRATION INFORMATION

Staying at Universal’s Cabana Bay Beach Resort, you’ll be conveniently located to the conference sessions as well as Universal Orlando’s theme parks and Universal CityWalk®. DECA will even provide transportation to and from Disney’s Transportation Center on Saturday.

REGISTRATION

$395* per attendee
The conference registration fee applies to DECA members, advisors and chaperones and includes the following:

- Professional speakers from the sports and entertainment marketing industry
- 2-Day Park-to-Park Admission to Universal Studios Florida® and Islands of Adventure®
- 1-Day Disney Magic Your Way Park Hopper® Ticket. Visit two theme parks on one day.*
- Bus transportation to Disney Transportation Center on Saturday
- Conference backpack
- Conference insurance

Deadline: November 22, 2021

ACCOMMODATIONS

$139 per room night
(Single, Double, Triple, Quad)

Universal’s Cabana Bay Beach Resort
6550 Adventure Way
Orlando, FL 32819
Phone: (407) 503-4000

Deadline: November 22, 2021

*With the updated Park Hopper® experience, guests must make a Disney Park Pass reservation via the Disney Park reservation system for the first park they plan to visit (reservation requirements are subject to change) AND enter that first park prior to visiting another. After entering that first park, Guests will be able to visit the next park starting at 2 p.m. until each park’s regularly scheduled closure.

AIR TRAVEL

Orlando International Airport (MCO)
17 miles from hotel

AIRPORT SHUTTLE

Airport shuttle service is not provided. DECA recommends contacting Total Transportation Solutions for your airport transfer needs. Information and rates are available at www.deca.org/sem.

CONFERENCE QUESTIONS

DECA CONFERENCES
DECA INC.
conferences@deca.org
SPORTS AND ENTERTAINMENT MARKETING CONFERENCE | REGISTRATION GUIDE

**REGISTRATION PROCEDURES**

**REGISTER**

www.deca.org/register

All student attendees must be on a submitted DECA membership roster to register. Collect the following information from each attendee to complete the registration process:

- First name
- Last name
- Insurance beneficiary information
- T-shirt size
- Check-in/check-out dates
- Disney park selection
- Optional meal vouchers
- Optional Disney upgrade
- Optional Universal upgrade

**CONFIRMATION:**

If you have not received a registration confirmation email from DECA within two days after submitting your online registration, please email conferences@deca.org.

**CHANGES AND SUBSTITUTIONS:**

All changes must be submitted to DECA Inc. by e-mailing conferences@deca.org.

**HOTEL RESERVATION PROCEDURES**

Conference participants must stay at the conference hotel for a minimum of three (3) nights. Hotel policy allows a maximum of four guests in a room with two double beds.

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.

**PAYMENT PROCEDURES**

To ensure your chapter’s attendance, send to DECA Inc. as soon as possible before the deadline date of **November 22**.

- Online registration and housing materials
- $395 non-refundable registration fee for each person
- Hotel deposit equal to one night’s stay ($139 per room).

Please send payments to:

DECA Inc.
Sports & Entertainment Marketing Conference
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 total balance of your chapter’s registration and hotel costs. Payment in full must be received at DECA by **December 6**. Please do not send registration forms or money to the hotel.

**METHODS OF PAYMENT:**

Check or credit card (MasterCard, VISA or American Express) are accepted.

Purchase orders will be accepted in advance of registration deadline as a guarantee of payment, but all funds must be received in full prior to event dates to gain entry to the Conference.

**REGISTRATION CANCELLATION**

Conference registration fees and hotel payments are non-refundable. 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. Many of these costs are non-refundable. Registration commits those to attend and obligates them to costs incurred by DECA.

Registration changes and substitutions will be accepted through February 1.

**SUPERVISION RATIO**

A minimum of one advisor for every ten student-delegates (1:10) or portion of ten 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.

**CONDUCT AND DRESS CODE**

Advisors should bring signed copies of the Conference Delegate Practices and Procedures and Dress Code for each participant. These do not have to be submitted to DECA Inc., but should be kept available by the advisor for reference.

You can find the general DECA dress code at www.deca.org/sem.

**NON-DISCRIMINATION POLICY:**

DECA inc. is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation, or socioeconomic status are treated equally and respectfully. Any behavior in the form of discrimination, harassment, or bullying will not be tolerated. It is the responsibility of all members to uphold and contribute to this climate.

DECA reserves the right to cancel the conference 35 days prior to the start date if there are less than 100 participants.

Photo Credit: Universal’s Cabana Bay Beach Resort © 2016 UCF Hotel Venture II. All rights reserved. Universal elements and all related indicia TM & © 2015 Universal Studios. © 2016 Universal Orlando. All rights reserved.
HEALTH + SAFETY GUIDELINES

DECA Inc. considers the health and safety of all who attend the 2022 Sports and Entertainment Marketing Conference including our attendees, staff, partners and on-site vendors/service providers as our top priority.

DECA Inc. will implement protective measures and protocols aimed at reducing the likelihood of spread of the novel coronavirus (“Covid-19”) between participants and others attending its events. These measures and protocols are designed to be consistent with current guidance from the U.S. Centers for Disease Control and Prevention (“CDC”), as well as state and local authorities. However, DECA, Inc. cannot guarantee that event participants will not be exposed to Covid-19 while participating in or attending its events.

Participants will be required to sign a Covid-19 Acknowledgment and Liability Waiver and provide it upon arrival at the conference. If participants cannot agree or commit to the COVID-19 Acknowledgment and Liability Waiver, they cannot attend.

DECA will continue to monitor the Covid-19 status and remain in constant contact with our hotel and event venues. This plan is a living document that will continue to evolve as the venue and local protocols change:

- Participants must follow all state and local guidelines, as well as those set forth by the hotel hosting the Sports and Entertainment Marketing Conference.
- All attendees will be required to observe the social distancing rules established by the venue and local authorities at the time of the event.
- All room sets will be based on the social distancing requirements at the time of the event.


*In the event an attendee cannot attend due to Covid-19, DECA Inc. will refund the $200 of the registration fee if notified at conferences@deca.org within 72 hours prior to arrival. Optional tickets and vouchers are non-refundable. Hotel reservations must be cancelled 5 days prior to arrival to avoid a penalty of one night room and tax. DECA Inc. advises attendees to check the policies of travel and transportation providers to determine their cancelation policies prior to making any arrangements.