COLLEGIATE DECA ICDC OPPORTUNITIES

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

PARTNER OPPORTUNITIES 2022
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.

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DATES
April 9-12, 2022

LOCATION
Baltimore Marriott Waterfront
700 Aliceanna Street
Baltimore, MD 21202

AUDIENCE
1,500 College Students and Educators
INSTANT BENEFITS

ALL CONFERENCE SPONSORSHIPS INCLUDE:

- Recognition in conference mobile app (basic profile)
- Logo displayed on-screen during general sessions
- On-site signage at sponsored activity or event

OPPORTUNITIES

- Exhibits
- App Advertisements
- Registration Inserts
- Meal Functions
- Attendee Experiences
- Competitive Events
- Content Delivery
- Volunteer
Exhibits are specifically designed to be an integral part of the International Career Development Conference, giving you one-on-one access to highly motivated and engaged Collegiate DECA members.

- Reach many customers, potential employees and prospective students — all in one place!
- Interact with our members face-to-face and build the foundation for a lifelong relationship with the next generation of entrepreneurs and business leaders.
- Exhibits are placed in high-traffic areas of the conference to maximize your exposure.

$750 per space
NAB partners receive a 25% discount
EXHIBITS

EXHIBIT BOOTH RATES
Booth: $750
Exhibit fee includes a six-foot table, draped; two chairs; ID sign; and wastebasket. Fee does not include labor, shipping charges, special lighting or electrical connections.

SCHEDULE
Exhibit Set-Up:
Sunday, April 10 (Optional)
3:00pm-5:00pm
Monday, April 11
6:30am-7:30am
Exhibit Hours:
Monday, April 11
7:30am-4:00pm
Exhibit Move-Out:
Monday, April 11
4:00pm

HOUSING
Baltimore Marriott Waterfront
700 Aliceanna Street
Baltimore, MD 21202
$159 + Tax for single/double
book.passkey.com/go/APR2022DECA

QUESTIONS?
Direct exhibit requests and inquiries to:
P 703-860-5000
E partnership@deca.org

RESERVATION DEADLINE
March 18, 2022
for listing in conference app

Partners receive a 25% discount on DECA conference exhibits
EXHIBIT INFORMATION + REGULATIONS

PURPOSE
DECA conferences are 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.

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 50% of the exhibit rental must accompany the application. The balance is due 60 days prior to the conference.

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 outside the booth. Motion pictures, slide demonstrations, fashion shows, Karaoke, etc. are subject to prior approval where licensing is necessary (i.e., Disney characters, Hard Rock Cafe, etc.) must submit a copy of the licensing agreement prior to the DECA conference. DECA Inc. reserves the right to restrict exhibits which for any reason become objectionable and may also eject any Exhibit which in the opinion of DECA detracts from the general character of the Exhibit. 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.

RELOCATION OF EXHIBITS
DECA reserves the right to restrict exhibits which for any reason become objectionable. Exhibitors are encouraged to explain, show or demonstrate products or services. All exhibitors agree to ship at its own risk and expense all articles to be exhibited.

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.

SHIPPING AND STORAGE
Information on shipping methods, storage and rates at the hotel will be sent to you by DECA Inc. The Exhibitor agrees to ship at its own risk and expense all articles to be exhibited.

RETURN OF EXHIBITS
Exhibitors are encouraged to explain, show or demonstrate products or services. All promotional activities must be confined to the limits of the booth.

RESTRICTIONS
DECA reserves the right to restrict exhibits which for any reason become objectionable and may also eject any Exhibit which in the opinion of DECA detracts from the general character of the Exhibit. 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.

CANCELLATIONS
This contract may be canceled in writing 60 days before the conference, 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. 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.

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.

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, 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. In addition, Exhibitor acknowledges that DECA does 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.

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.

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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.
MOBILE APP ADVERTISEMENTS

ADVERTISE IN THE ON-THE-GO GUIDE FOR EVERY ATTENDEE

DECA’s conference mobile apps are attendees’ constant companions for the agenda, maps, speakers and special activities.

- Put your message in the hands of every attendee with up to two weeks of exposure.
- Reach highly engaged, motivated Collegiate DECA members who are attending the conference.
- Reinforce and promote your participation in ICDC with specific calls to action.

$500 MOBILE APP ADVERTISEMENT
NAB partners receive a 25% discount
MOBILE APP ADVERTISEMENTS

MOBILE APP BASIC PROFILE
Included in your sponsorship/exhibit booth
Profile to be included in the sponsors/exhibitors’ section of the conference mobile app.
Profile
- Logo/thumbail image (240 px wide by 240 px tall .jpg or .png)
- Description/bio (250 characters maximum, including spaces; cannot include links).

MOBILE APP ADVERTISEMENT
Investment: $500
Stand out in the conference mobile app when attendees use their device to review schedules, receive conference updates and more.
- Mobile Banner image (600 px by 110 px .jpg or .png)
- Desktop Banner image (640 px x 640 px .jpg or .png)
- Link (URL) or link within the app to your exhibit booth, sponsored session, etc.

MOBILE APP ENHANCED PROFILE
Investment: $500
Profile to be included in the sponsors/exhibitors’ section of the conference mobile app.
Profile
- Logo/thumbail image (240 px wide by 240 px tall .jpg or .png)
- Header image (640 px wide by 240 px tall .jpg or .png)
- Description/bio (1,000 characters maximum, including spaces; cannot include links)
Links
- (1) Email Address
- (1) Twitter URL
- (1) Instagram URL
- (1) Custom Link (URL) or link within the app to your exhibit booth, sponsored session, etc.
- Custom Link Text (25 characters maximum, including spaces)

QUESTIONS?
Direct inquiries and advertising materials to:
P 703-860-5000
E partnership@deca.org

ARTWORK DEADLINE
March 10, 2022

Partners receive a 25% discount on DECA conference advertisements
PUT YOUR MESSAGE IN THE HANDS OF CONFERENCE ATTENDEES

Include a special message or swag item along with conference materials all attendees receive during on-site check in.

- Get your message directly to every conference attendee.
- Drop a promotional postcard, discount flyer or special offer in the conference registration packet.
- Draw attention to your booth and remind attendees of your products and/or services.

REGISTRATION INSERTS

$500 + COST OF PRINTING
NAB partners receive a 25% discount
REGISTRATION INSERTS

ADVERTISEMENT INSERT
Investment: $500

- One-page only (artwork on both sides)
- Flyers/postcards must not exceed a folded size of 8.5 x 11 inches.
- DECA is not responsible for errors in the provided printed pieces.
- Upload a PDF of the final insert to DECA Inc.
- Mail 1,500 finished pieces prior to deadline to:
  DECA Inc.
  Attn: Collegiate ICDC
  1908 Association Drive
  Reston, VA 20191

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P 703-860-5000
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INSERT DEADLINE
March 10, 2022
MEAL FUNCTIONS

SHARE YOUR MESSAGE WITH A CAPTIVE AUDIENCE

Be the premiere sponsor of a meal function or refreshment break during the conference.

- Share a postcard or flyer with all attendees (meal function) or place flyers at the refreshment station.
- Provide a brief greeting and announcement during the meal function.
- Promote your company’s brand with your logo on the agenda of the meal function.

$15,000
MEAL FUNCTIONS
(BASED ON ACTUAL COST)

$1,000
BEVERAGE STATION
OPPORTUNITIES

WELCOME NETWORKING RECEPTION
(1) Exclusive Sponsor: $15,000
Welcome all conference attendees with an informal networking reception on the first night of the event.
• Meet and greet Collegiate DECA members
• Two-minute speaking opportunity at event
• Opportunity to place promotional materials (flyer, postcard or gift) at each table
• Tabletop exhibit
• Mobile app banner advertisement

BEVERAGE BREAKS
(2) Sponsors: $1,000 each
Provide morning or afternoon refreshments to a variety of key audiences including collegiate teacher-advisors or volunteer judges.
• Opportunity to place promotional materials (flyer or postcard) at break station
• Signage by break station

VOLUNTEER JUDGE BREAKFASTS/LUNCHES
(4) Sponsors: $2,500 each
Help thank Baltimore’s professionals for serving as volunteer judges in DECA’s competitive events program.
• Opportunity to place promotional materials (flyer, postcard or gift) at meal/refreshment stations
PUT YOUR BRAND IN THE SPOTLIGHT DURING A UNIQUE ATTENDEE EXPERIENCE

Become the exclusive sponsor of a conference attendee experience and place your brand in the middle of the action.

- Host a unique attendee experience to feature your brand during the conference.

COST VARIES
CONTACT US TO LEARN MORE
SALES CHALLENGE

(1) Exclusive Sponsor: $5,000

The Sales Challenge allows nearly 200 students to join their fellow participants in preparing for their chosen career, giving them the chance to really know what it means to sell. Sales-focused seminars allow for in-depth discussion and interactive learning on the key principles of selling. The program also includes the popular Sales Challenge competition.

• Provide cash prizes and trophies presented to top three winning team(s)
• Opportunity to assist in the development of the case study
• Opportunity to provide volunteer judges to evaluate student presentations
• Opportunity to present awards on stage
• Photograph with top performers
• Tabletop exhibit

LINKEDIN PHOTO BOOTH

(1) Exclusive Sponsor: $5,000

Conference attendees are invited to have their professional portraits taken during the conference. DECA will secure the photographer and facilitate the process.

• Ability to provide a custom e-mail sent to attendees with their photos
• Tabletop exhibit
COMPETITIVE EVENTS

PROMOTE CAREER READINESS THROUGH DECA’S FLAGSHIP PROGRAM

Motivate Collegiate DECA members to learn valuable 21st Century Skills as well as industry-validated knowledge and skills necessary for career success.

- Your company name or logo will appear in the ICDC registration guide, ICDC mobile app, ICDC on-site signage, ICDC general sessions and more.
- Recognize top performers on stage during the ICDC Grand Awards Session with a trophy with your company name, as well as with cash awards. Photographs will be taken with top performers.
- Provide volunteer judges to evaluate competitors.

$2,500 PER COMPETITIVE EVENT
COLLEGIATE COMPETITIVE EVENTS

BUSINESS MANAGEMENT + ADMINISTRATION
- Business Ethics
- Business Research
- Human Resource Management
- Retail Management

ENTREPRENEURSHIP
- Entrepreneurship Operations
- Entrepreneurship – Starting a Business
- Entrepreneurship – Growing Your Business

FINANCE
- Corporate Finance
- Financial Accounting
- Financial Statement Analysis
- Managerial Accounting

HOSPITALITY
- Event Planning
- Hotel and Lodging
- Restaurant and Food Service Management
- Travel and Tourism

MARKETING
- Advertising Campaign
- Business Research
- Business-to-Business Marketing
- Emerging Technology Marketing Strategies
- Fashion Merchandising and Marketing
- International Marketing
- Marketing Communications
- Marketing Management
- Professional Sales
- Sales Management Meeting
- Sports and Entertainment Marketing

Subject to availability.
INSPIRE EMERGING LEADERS + ENTREPRENEURS WITH YOUR MESSAGE

Deliver meaningful, relevant content that supports the Professional Development Series for all attendees.

- Collaborate with DECA’s Program Team to find a win-win opportunity to deliver meaningful, relevant content to a targeted audience of Collegiate DECA members.
- Formats may include presentations, panel discussions, roundtable discussions, one-on-one feedback sessions and more.
- The biography and photo of your speaker, as well as your company’s logo, description and website, will be featured with the session attendees.

Baltimore, MD
April 10, 2022
Baltimore Marriott Waterfront
SHARE YOUR BUSINESS EXPERTISE

Inspire emerging leaders and entrepreneurs, and you’ll be so impressed you’ll forget they are only in college. The opportunity is priceless.

- Evaluate high-achieving, business-minded students participating in Collegiate DECA’s Competitive Events Program as they present projects to industry professionals or engage in business simulations.

SIGN UP TO VOLUNTEER

BALTIMORE, MD
APRIL 11-12, 2022
Baltimore Marriott Waterfront
HEALTH + SAFETY

CONFERENCE PROTOCOLS
DECA Inc. considers the health and safety of all who attend the 2022 Collegiate DECA International Career Development Conference, including our attendees, staff, partners, volunteers 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.

All 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 hotels 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 International Career Development 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.

ATTENDANCE ESTIMATES
All conference attendance estimates are based on the 2019 Collegiate DECA International Career Development Conference (the most recent in-person event).
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 socio-economic 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.