THE ULTIMATE DECA POWER TRIP

PARTNER OPPORTUNITIES 2022
THE ULTIMATE DECA POWER TRIP

Join 1,200 of DECA’s most engaged students and educators from over 26 states and provinces, for a weekend packed with leadership development, college preparation, career exploration and professional development. This dynamic conference provides numerous participation opportunities for your brand that include:

- Employee engagement and volunteerism
- College and career exhibits
- Conference materials and take-aways
- Dynamic, multi-media general sessions
- Interactive workshop presentations
- Tours and special events

DATES
November 11-13, 2022

LOCATION
Crystal Gateway Marriott
1700 Richmond Highway
Arlington, VA 22202

AUDIENCE
1,200 high school students + educators from up to 26 states/provinces
INSTANT BENEFITS

ALL CONFERENCE SPONSORSHIPS INCLUDE:

- Opt-in attendee advisor email list for one-time use
- Recognition in conference program book
- Recognition in conference mobile app (basic profile)
- Logo displayed on-screen during general sessions
- On-site signage at sponsored event

OPPORTUNITIES

- Exhibits
- Program + App Advertisements
- Registration Inserts
- Meal Functions
- Attendee Experiences
- Content Delivery
- Volunteer
PACKAGES

CAREER/INDUSTRY PACKAGE

Investment: $2,200
- Career/industry workshop presentation
- Tabletop exhibit
- Full page conference program advertisement
- Mobile app branded profile
- Mobile app advertisement
- One story (image only) on the @decapower Instagram account

EDUCATION PACKAGE

Investment: $1,800
- Panel discussion with Q&A (Select from Finding the Right Fit, Making the Most of College or Preparing for College)
- Tabletop exhibit
- Full page conference program advertisement
- Mobile app branded profile
- One story (image only) on the @decapower Instagram account
Exhibits are specifically designed to be an integral part of the Ultimate DECA Power Trip experience, giving you one-on-one access to highly motivated and engaged DECA members and advisors.

- 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

TABLETOP EXHIBIT RATE
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:
Friday, November 11 (Optional)
5:00 p.m. - 7:00 p.m.
Saturday, November 12
6:30 a.m. - 8:00 a.m.
Exhibit Hours:
Saturday, November 12
8:00 a.m. - 4:00 p.m.
Exhibit Move-Out:
Saturday, November 12
4:00 p.m.

HOUSING INFORMATION
Crystal Gateway Marriott
1700 Richmond Highway
Arlington, VA 22202
Rates: $209 Standard King
$219 Standard Double
Deadline: October 12, 2022
book.passkey.com/e/50364244

SHIPPING INFORMATION
Crystal Gateway Marriott Hotel
1700 Richmond Highway
Arlington, Virginia 22202
Attn: Event Managers Name
Attn: Guest Name
Hold For: Group Name, On Property Contact Name
Arrival Date: Contact Arrival Day and Date
deca.org/powershipping

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

BADGES
Exhibitor personnel will be provided with badges to permit entry to the exhibit area. You must advise DECA of personal one month prior to conference to ensure that badges are prepared in advance.

SHIPMENT 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.

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.

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.

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 Inc. reserves the right to and will strictly enforce trademark infringements laws. Any product displaying characters and/or names 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. also restricts the sale or display of any product (including clothing) that refers to DECA, Marketing Education, The Ultimate DECA Power Trip, Career Development Conference, International Conference, Regional Conference, Collegiate DECA, an Association of Marketing Students or Emerging Leaders and Entrepreneurs. DECA will not be liable for any refunds or other expenses in this instance.

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 any claims. 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.

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

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THE ULTIMATE DECA POWER TRIP PARTNER OPPORTUNITIES

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

- Put your message next to important conference information attendees will read.
- Reach highly engaged, motivated DECA members who are attending the conference.
- Reinforce and promote your participation in the Ultimate DECA Power Trip with specific calls to action.

PROGRAM + APP ADVERTISEMENTS

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

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

$500-$1,500 PROGRAM ADVERTISEMENT
NAB partners receive a 25% discount
PROGRAM ADVERTISEMENTS

ADVERTISEMENTS

- Full Page Back Cover: $1,500
- Full Page Inside Cover: $1,000
- Full Page Ad: $750
- Half Page Ad: $500

ARTWORK SIZES

- Full Page Ads: 8.5” x 11” (Vertical)*
- Half Page Ads: 7.5” X 4.75” (Horizontal)

ACCEPTABLE FILE FORMATS

Adobe Acrobat PDF (Preferred)
- *All full-page ads MUST include an 1/8” bleed.
- 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 .tiff.
- If a .psd file is submitted, fonts need to be rasterized and images embedded.
- Digital photos must be 300 dpi minimum to be printed.

Adobe Illustrator Files
- Acceptable file formats are .ai and .eps.
- All fonts need to be converted to outlines and all images embedded.

QUESTIONS?

Direct inquiries and advertising materials to:
P 703-860-5000
E partner@deca.org
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/thumbnaill image (240 px wide by 240 px tall .jpg or .png)
- Description/bio (250 characters maximum, including spaces; cannot include links). Any websites, email address, or social media handles included in the description will be removed.

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)

MOBILE APP ENHANCED PROFILE
Investment: $500
Profile to be included in the sponsors/exhibitors section of the conference mobile app.
Profile
- Logo/thumbnaill 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). Any websites, email address, or social media handles included in the description will be removed.
Links
- (1) Email Address
- (1) Twitter URL
- (1) Instagram URL
- (1) Custom Link (URL)
- Custom Link Text (25 characters maximum, including spaces)

ARTWORK DEADLINE
October 21, 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.

$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.
- Send a digital version (PDF) of the final insert to DECA Inc. at partner@deca.org.
- Mail 1,500* finished pieces prior to deadline to:
  DECA Inc.
  Attn: Power Trip Conference
  1908 Association Drive
  Reston, VA 20191

*DECA Inc. will confirm the final number of finished pieces required by October 14, 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.

$7,000
MEAL FUNCTIONS
(BASED ON ACTUAL COST)

$1,000
BEVERAGE STATION
OPPORTUNITIES

ADVISOR BEVERAGE BREAKS
(2) Sponsors: $1,000 each
• Opportunity to place promotional materials (flyer or postcard) at break station
• Signage by break station(s)

LEADERSHIP LUNCHEON
(1) Exclusive Sponsor: $7,000
Honoring our chartered association officers and advisors, this exclusive event is the perfect avenue for promoting your brand to 125 of our top student leaders and advisors.
• Two-minute speaking opportunity at luncheon
• Opportunity to place promotional materials (flyer, postcard or gift) at each table
• Tabletop exhibit
• Full page conference program advertisement
• Mobile app branded profile
ATTENDEE EXPERIENCES

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.

- Sponsor the Competitive Event Experience and place your brand in the center of our conference as members participate in a role-play to prep for career development conferences and compete for the ultimate bragging rights.
- Sponsor the “DECA After Dark” Entertainment and claim the memories of our members as they enjoy an evening of fun and networking.

COST VARIES
CONTACT US TO LEARN MORE
OPPORTUNITIES

COMPETITIVE EVENT EXPERIENCE SPONSOR
(1) Exclusive Sponsor: $4,500
An integral assessment tool, DECA’s Competitive Event Experience is critical to our mission of preparing emerging leaders and entrepreneurs. Place your brand in the center of our conference as members participate in a role-play to prep for career development conferences and compete for the ultimate bragging rights!
• Recognition during the Closing Session, including your organization’s logo on-screen
• Opportunity to present awards on stage
• Photograph with top performers
• Provide a cash prize to top performers
• Logo on medallions
• Tabletop exhibit
• Full-page conference program advertisement
• Opportunity to provide volunteer judges to evaluate student presentations

ENTERTAINMENT SPONSOR
Contact the DECA Partnership Team for Pricing
The must-see event of the Ultimate DECA Power Trip Conference is always the evening entertainment! Claim the memories of our members as they enjoy an evening of fun and networking.
• Tabletop exhibit
• Full-page conference program advertisement
• Additional benefits dependent upon the final entertainment selection

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INSPIRE EMERGING LEADERS + ENTREPRENEURS WITH YOUR MESSAGE

Deliver meaningful, relevant content that supports the conference learning program.

- Collaborate with DECA’s Program Team to find a win-win opportunity to deliver meaningful, relevant content to a targeted audience of DECA members or advisors.
- 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.
SHARE YOUR BUSINESS EXPERTISE

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

- Evaluate the knowledge and skills of high-achieving, business-minded students as they engage in business role-play simulations.
- Join us as a volunteer from 8:00 a.m. to 4:00 p.m. on Saturday, November 12, 2022.

SIGN UP TO VOLUNTEER

ARLINGTON, VA
NOVEMBER 12, 2022
Crystal Gateway Marriott
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.

partner@deca.org  |  (703) 860-5000  |  www.deca.org