



DECA's 69TH ANNUAL INTERNATIONAL CAREER DEVELOPMENT CONFERENCE



EXHIBIT | SPONSOR | ADVERTISE



APRIL 25-28, 2015
ORANGE COUNTY
CONVENTION CENTER
ORLANDO, FLORIDA

13,000 STUDENT LEADERS
2,000 DEDICATED TEACHERS



IS THIS YOUR MARKET?

HERE'S YOUR CHANCE TO REACH IT!

DECA INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

HIGH TRAFFIC EXHIBITS

DECA's exhibits are specifically designed to be an integral part of the International Career Development Conference (ICDC). Competitors and academy participants are channeled into the exhibit hall from their meetings. Special events are continually conducted in the exhibit hall: business simulations, karaoke, air hockey, drawings, national officer campaigns and more! The traffic is incredible!

COMPETITIVE EVENTS AND SO MUCH MORE!

During the school year, 125,000 of the 200,000 high school student members of DECA take part in DECA's co-curricular Competitive Events Program. They vie with one another at local and state competitions built around real life situations in marketing, finance, hospitality, management and entrepreneurship to win awards and recognition. The best—the top state winners—will travel to Orlando for the competitive events final competition.

At the International Career Development Conference (ICDC), students will be joined by others in a multi-faceted program of activities:

- Nearly 1,000 businesspeople who serve as competitive event judges
- DECA members participating in the Emerging Leader Series: ASPIRE, ELEVATE, EMPOWER, IGNITE and THRIVE
- DECA members participating in the election of national student officers
- Chapter advisors attending the Advisor Academies
- More than 100 exhibitors from a wide variety of businesses
- Representatives from DECA's corporate partners

DECA IS

200,000 DECA student members, representing 5,000 high schools, who are pursuing careers in

- marketing
- hospitality
- finance
- management
- entrepreneurship

STUDENT PROFILE

- Over 85% of DECA members earn an A average, much higher than the national average of 31%.
- DECA members (42%) will enter college with more advanced credit and academic credentials than the national average (26.5%).
- DECA's demographics reflect the diversity of the national student body.

ADVISOR PROFILE

- 75% operate school stores
- 34% have more than ten years of teaching experience
- teach in a wide variety of high schools, from rural to urban, including career academies
- are dedicated, enthusiastic chapter sponsors

CHAPTER PROFILE

- average over 50 members per chapter
- raise an average of \$7,500 annually for chapter activities and conference travel expenses
- recognized by all 50 United States departments of education



**EMERGING LEADERS
AND ENTREPRENEURS**

IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

DECA

TENTATIVE AGENDA

**SAT
APRIL
25**

Conference Registration
Tour Booth Open
Finish Line/DECA Dash 5K Run/Walk
Sponsored by Finish Line, Inc. and corporate partners
Exhibit Registration & Set-up
Executive Mentor Reception/Dinner *by invitation only*
Sponsored by Marriott International, Inc.
FIDM Fashion Show
Sponsored by FIDM/Fashion Institute of Design and Merchandising
Opening General Session

**SUN
APRIL
26**

Competitive Events Testing, Briefing and Manual Registration Exhibits
School-based Enterprise Academy
Sponsored by Otis Spunkmeyer, Inc.
Emerging Leader Series: ASPIRE, ELEVATE, EMPOWER, IGNITE and THRIVE
Executive Mentor Program
Advisor Academy
MDA Recognition Luncheon
Sponsored by the Muscular Dystrophy Association and Safeway, Inc.

**MON
APRIL
27**

Judge Check-in | Orientation
Competitive Events Preliminary Competition Exhibits
Johnson & Wales Scholarship Invitational Breakfast
Sponsored by Johnson & Wales University
Emerging Leader Series: ASPIRE, ELEVATE, EMPOWER, IGNITE and THRIVE
School-based Enterprise Academy
Sponsored by Otis Spunkmeyer, Inc.
Advisor Academy
Administrators/VIP Day
Chartered Association Officers Luncheon
Sponsored by Piper Jaffray & Co.
Exhibit Dismantle

**TUE
APRIL
28**

Judge Check-in | Orientation
Second General Session
Competitive Events Final Competition
Leadership Luncheon
Sponsored by U.S. Army
Leadership/Scholarship Reception *(by invitation only)*
Business and Election Sessions
Grand Awards Session



KEY INFO

EXHIBITOR MOVE-IN/SET-UP/ REGISTRATION—HALL B1

Saturday, April 25 1:00 p.m.–5:00 p.m.
All booths must be completely set up no later than 5:00 p.m.

EXHIBIT HOURS—HALL B1

Sunday, April 26 8:00 a.m.–4:00 p.m.
Monday, April 27 8:00 a.m.–4:00 p.m.

EXHIBITOR MOVE-OUT—HALL B1

Monday, April 27 4:00 p.m.–6:00 p.m.

EXHIBITOR HOUSING INFORMATION

Information regarding hotel reservations will be included with your confirmation letter upon receiving your exhibitor contract.

CONFERENCE SPONSORSHIP OPPORTUNITIES

All opportunities are on a first-come, first-served basis.

IMPORTANT DATES

February 6 Deadline to reserve ad space in conference program
February 13 Deadline for recognition in conference program for conference sponsorship and exhibits
February 13 Deadline for ad artwork in the conference program
April 10 Exhibitor badge form deadline
April 10 Exhibitor booth payment due in full

More information at www.deca.org/exhibit.

DECA ICDC EXHIBITS

EXHIBITION BOOTHS PLAN

ORANGE COUNTY CONVENTION CENTER HALL B1

(All numbered booths are 10' x 10' unless otherwise noted)



**Complete page 9 to reserve your booth.
First come, first served.**

RATES INCLUDE

6-foot draped table, 2 chairs, 7" x 44" identification sign, 8'-high backdrop, 3'-high side rails, waste basket (electricity not included). Includes participation in the conference mobile app and interactive floor plan.

RATES: 10' X 10' BOOTH

End/Corner Booths (nonmembers)	\$1500
End/Corner Booths (member companies)	\$1025
Inside Booths (nonmembers)	\$1200
Inside Booths (member companies)	\$900

EXHIBIT SET-UP

Saturday, April 25

1:00 p.m.–5:00 p.m. All booths must be completely set up no later than 5:00 p.m.

EXHIBIT HOURS

Sunday, April 26

8:00 a.m.–9:00 a.m. Teachers only in exhibit hall

9:00 a.m.–4:00 p.m. Exhibit hall open to all

Monday, April 27

8:00 a.m.–9:00 a.m. Teachers only in exhibit hall

9:00 a.m.–4:00 p.m. Exhibit hall open to all

DISMANTLING

Monday, April 27

4:00 p.m.–6:00 p.m.

CONFERENCE SITE

Orange County Convention Center
9800 International Drive
Orlando, FL 32819
(407) 685-9800
www.occc.net

DECORATOR

Freeman-Orlando
2200 Consulate Dr.
Orlando, FL 32837
(407) 857-1500
freemanorlandoes@freemanco.com
www.freemanco.com

DECA

Corporate and External Affairs Department
1908 Association Drive, Reston, VA 20191-1594
(703) 860-5000 | Fax (703) 860-4013
Email: cindy_allen@deca.org
www.deca.org

DECA SPONSORSHIP OPPORTUNITIES



FINISH LINE/DECA DASH 5K RUN/WALK

This pre-conference (Saturday, April 25, 2015) event is to help benefit the Muscular Dystrophy Association and DECA's scholarship fund. Have your company logo on the back of the t-shirt as an official sponsor, provide gifts for the winners, make a donation, participate in the race. \$1000 and up

CONFERENCE MOBILE APP

Sponsor the conference mobile app by promoting your company with an advertisement and/or a profile of your company. (Advertisement includes link to company home page.): \$500; Company Profile: \$100

CONFERENCE GIFTS

Provide a gift to conference attendees that is focused toward students, advisors/teachers, administrators, and/or volunteers. Some examples: calculators, pens, notepads, participant bags, etc. Contact DECA's Corporate and External Affairs.

CONFERENCE MATERIALS

Badge Holders All attendees at the conference are required to wear name badges during the conference. Most students will also place their competition schedule with their name badges in the name badge holder.\$2,500

Lanyards Put your company logo out there and around the necks of 16,000 attendees. Customized lanyards will showcase your company logo and name. These items are popular for all participants (advisors, students, administrators, etc.).\$10,000

Pencils Over 7,000 pencils are needed for testing events. \$1,500 or in-kind

Registration Inserts Drop a discount flyer, special offer or product catalog in the registration packet for our advisors and/or students. Draw attention to your booth and remind attendees of your products and/or services. 16,000 copies, separated into groups of 100. \$600/insert

Wristbands Attendees will be required to wear wristbands at functions during the conference. What a great way to promote your company to 16,000 attendees! ... \$4,000

BEVERAGE/BREAK STATION

Break areas are set throughout the conference for our local business people who are serving as judges and DECA volunteers assisting us with the conference, etc.\$1,500

SOCIAL MEDIA STATION

Showcase your company by sponsoring a Social Media Station within your booth or DECA's Social Media Station. Contact DECA's Corporate and External Affairs Department for further details.

ACADEMIES

Sponsor one of DECA's academies that brands your company with conference materials, program support, etc.

Advisor Academy: Focused toward teachers to enhance and understand their various roles and responsibilities as DECA advisors. Attendance 125 to 150

ASPIRE: Training for high school seniors as they transition from high school to college or a career. Attendance 600

ELEVATE: Training for local high school officers/emerging leaders to develop a strong chapter. Attendance 375 to 400

EMPOWER: Training for chartered association officers. Attendance 275 to 300

IGNITE: Training for students who have an interest in developing their leadership skills to include teamwork, communications, professionalism, etc. Attendance 1,000

THRIVE: For students who have achieved various campaign levels throughout the year. Attendance 500 to 600

Administrator Day: A special event for school administrators to learn more about how DECA achieves its mission. Attendance 40 to 50

Investment is based on Academy. Contact DECA's Corporate and External Affairs Department for more information.

SCHOLARSHIPS

Provide a donation to DECA's scholarship fund (minimum donation \$1,000). Contact DECA's Corporate and External Affairs Department for further details.

COMPETITIVE EVENTS

Get on stage with DECA members during the Closing Session and be recognized. Partially sponsor one of DECA's competitive events. Sponsorship would include cash awards for top 10 winners, trophies, certificates and medallions. *Partial sponsorships are available for 2015 conference only* \$5,000

Available event sponsorships include:

- Advertising Campaign
- Business Finance Services
- Business Law and Ethics
- Team Decision Making
- Business Services Marketing Series
- Business Services Operations Research
- Buying and Merchandising
- Operations Research
- Buying and Merchandising
- Team Decision Making
- Entrepreneurship—Growing Your Business
- Entrepreneurship Innovation Plan
- Entrepreneurship Promotion Project
- Entrepreneurship Written
- Finance Operations Research
- Financial Consulting
- Financial Literacy Promotion Project
- Financial Services Team Decision Making
- Food Marketing Series
- Hospitality and Tourism Operations Research
- Hospitality and Tourism Professional Selling
- Hotel and Lodging Management Series
- Human Resources Management Series
- International Business Plan
- Learn and Earn Project
- Marketing Communications
- Team Decision Making
- Marketing Management Series
- Principles of Finance
- Principles of Hospitality and Tourism
- Professional Selling
- Quick Serve Restaurant Management Series
- Restaurant and Food Service
- Management Series
- Sports and Entertainment Marketing
- Operations Research
- Sports and Entertainment Promotion Plan
- Sports and Entertainment Marketing Series
- Stock Market Game
- Travel and Tourism Team Decision Making
- Virtual Business Challenge—Finance
- Virtual Business Challenge—Restaurant
- Virtual Business Challenge—Retail
- Virtual Business Challenge—Sports

**Complete form on page 8.
First come, first served.**

DECA

CORPORATE PARTNERS AND SUPPORTERS



ASSOCIATIONS/ FOUNDATIONS

American Institute of CPAs
American Society of Association
Executives Career Headquarters
Ewing Marion Kauffman Foundation
International Franchise Association
Educational Foundation, Inc.
International Trademark Association
J. Willard and Alice S. Marriott Foundation
Muscular Dystrophy Association
National Apartment Association
Education Institute
National Automotive Parts Association
National Retail Federation
National Technical Honor Society
NFIB Young Entrepreneur Foundation
Sales and Marketing Executives
International
SIFMA Foundation
Young America's Foundation

COLLEGIATE

The Art Institutes
Arizona State University—W.P. Carey
School of Business
Babson College
Ball State University
Belmont University
College of Business Administration
Berkeley College
Bethel University
Boston University School of Hospitality
Administration
Bowling Green State University
Colorado State University
Conrad Hilton College of
Hotel & Restaurant Management—
University of Houston
Cornell University
Drexel University Center for Hospitality and
Sports Management
Embry-Riddle Aeronautical University
Everest Institutes, Colleges & Universities
FIDM/Fashion Institute of
Design & Merchandising
Florida International University
Chaplin School of Hospitality and
Tourism Management
Hofstra University
Hult International Business School
Jacksonville University
Johnson & Wales University
Mercy College School of Business

Niagara University College of Hospitality
and Tourism Management
North Carolina State University—Poole Col-
lege of Management
Northwood University
Radford University
Richard Ivey School of Business
RIT—Saunders College of Business
Savannah College of Art and Design
(SCAD)
Stevenson University
Suffolk University
University of Central Florida—Rosen Col-
lege of Hospitality Management
University of Maryland—Robert H. Smith
School of Business
University of Massachusetts—Isenberg
School of Management
University of New Haven
University of North Carolina Greensboro
Virginia Commonwealth University
Wesleyan College
Wilfrid Laurier University

HOSPITALITY

Hilton Worldwide
Marriott International, Inc.

OTHER

H&R Block
Knowledge Matters
M&M Productions USA
MBA Research
National Student Leadership Conference
PDC Productions
Piper Jaffray & Co.
PostNet World Headquarters
Selective Services
Summer Discovery
Universal Orlando Resort
U.S. Air National Guard
U.S. Army
U.S. Navy

PUBLISHERS

B.E. Publishing
Goodheart-Willcox Publisher
National Geographic
Walsworth Publishing

RETAIL

College Works Painting
Finish Line, Inc.

Gordmans
Journeys
Men's Wearhouse
Microsoft
Office Depot
O'Reilly Auto Parts
Publix Super Markets, Inc.
Safeway, Inc.
Stein Mart, Inc.
Vector Marketing Corporation
Walgreen Co.

VENDORS

Annie's Frozen Yogurt
Aryzta (Otis Spunkmeyer, Inc.)
Country Meats
Custom Resources, LLC
Dorm Co.
Enjoy the City
Field Studies Center of New York
Franke Food Service
Fluent Group
Gear For Sports
Herff-Jones, Inc.
Hospitality Mints
Jostens, Inc.
Junior Tours
Krispy Kreme Doughnut Corporation
Little Ceasars Fundraising
ME/DE Supply Company
MV Sport
OCM.com
Ozark Delight Candy
PepsiCo Chilled DSD
PinCentives
Planet HS
Plum Island Products
Popcorn Palace
Rokkitwear
School Store POS
Sparkling Ice
The SpendSmart Payments Company
Stand for Kids
Terri Lynn, Inc.
Vistar Corporation
Wear-a-Knit
Woodward-Ross Jewelry
Zinch

*Names highlighted in red are
DECA Corporate Partners.*

DECA

PARTICIPATE IN THE ICDC APP

The DECA ICDC App is extremely popular with all attendees at the ICDC. Attendees are able to review the schedule, exhibitors, conference updates and more from their iPhone, Android, Blackberry and the web using our complimentary ICDC App.

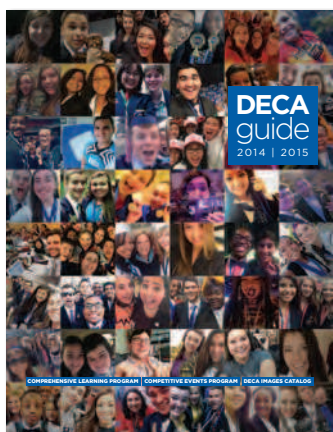
This is your opportunity to be part of the DECA ICDC App. Here's how:

- Company name listed on the interactive exhibitor floor plan (Investment: included with exhibit).
- Increase your company's visibility by adding your **company profile** and logo to the interactive exhibitor floor plan (Investment: \$100).
- Sponsor an **advertisement** that links to your company home page (Investment: \$500).



DECA

ADVERTISE IN OUR PUBLICATIONS



DECA GUIDE

The ultimate year-long resource for all of DECA's programs, including its signature competitive events program.



DECA DIRECT

The official membership magazine of DECA. It's used as an instructional tool in many high school and college classrooms.



DECA INSIGHT

The absolute best source of news and teaching tools for chapter advisors/teachers.

For further information, contact Cindy Allen in DECA's Corporate and External Affairs Department at cindy_allen@deca.org or (703) 860-5000.

DECA SPONSORSHIP FORM

Please check the items and amounts you wish to sponsor for the DECA 2015 International Career Development Conference. Descriptions can be found on page 5. *Thank you for your support!*

☐ **FINISH LINE/DECA DASH 5K RUN/WALK**..... \$1000 + \$ _____

☐ **CONFERENCE MOBILE APP**

☐ App advertisement (including link to company page) \$500

☐ Company profile \$100

☐ **CONFERENCE GIFTS**..... Contact DECA's Corporate and External Affairs Department

☐ **CONFERENCE MATERIALS**

☐ Badge Holders \$2,500

☐ Lanyards \$10,000

☐ Pencils \$1,500/in-kind

☐ Registration Inserts \$600 each x ____ insert(s) \$ _____

☐ Wristbands \$4,000

☐ **BEVERAGE/BREAK STATION** \$1,500

☐ **SOCIAL MEDIA STATION** Contact DECA's Corporate and External Affairs Department

☐ **ACADEMIES** Contact DECA's Corporate and External Affairs Department

☐ Advisor Academy

☐ EMPOWER

☐ ELEVATE

☐ IGNITE

☐ ASPIRE

☐ THRIVE

☐ Administrator Day

☐ **SCHOLARSHIPS** \$ _____

☐ **COMPETITIVE EVENTS** Event Name: _____ \$5,000

Name _____

E-mail address _____

Title _____ Phone Number _____

Company _____ Fax Number _____

Address _____

City _____ State/Prov. _____ ZIP _____

Signature _____

Please mail, email or fax to:

DECA Inc. | Cindy Allen | Corporate and External Affairs Department | cindy_allen@deca.org
1908 Association Drive | Reston, VA 20191-1594 | Fax (703) 860-4013

2015 DECA CAREER EXPOSITION

Application and Contract for Exhibit Space

Address all communications to:

DECA Career Exposition
1908 Association Drive
Reston, VA 20191-1594
(703) 860-5000
Fax (703) 860-4013

DECA Use Only:

Amount Due: _____ Booth No.: _____
Deposit: _____
Date: _____
Check No.: _____
Bal. Due: _____
Paid: _____

DECA Inc. is authorized to reserve space for our exhibit at the High School Career Exposition in Orlando, Florida.

Booths will be assigned on a first-come, first-served basis. If your selection has been filled, we will place you in the booth(s) closest to your choice. Payment must accompany application to reserve exhibit space.

BOOTH LOCATIONS: See accompanying diagram on page 4 for booth locations. Make six choices.

1st Choice: Booth Nos. _____ 4th Choice: Booth Nos. _____
2nd Choice: Booth Nos. _____ 5th Choice: Booth Nos. _____
3rd Choice: Booth Nos. _____ 6th Choice: Booth Nos. _____

SPECIFY COMPANIES you do not wish located near your exhibit:

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:

Full payment is due on all applications received after April 10, 2015.* Failure to make full payment by April 10, 2015, will subject the exhibitor to cancellation of contract. This Application and Contract, when properly executed by the exhibitor and accepted by DECA, shall be considered a binding agreement subject to General Information and Regulations on the reverse side. Mail this completed Application and Contract with your check to reserve your exhibit space. A confirmation letter will be returned to you after processing at DECA. To have your company listed in our conference program, please send us your contract by February 13, 2015.

CONFIRMATION and **EXHIBITOR'S SERVICE KIT** should be sent to *(please print clearly)*:

Exhibitor (company) _____

Street Address _____

City _____ State/Prov. _____ ZIP _____

Web site URL _____

By (signed) _____ Title _____

By (typed) _____ Phone _____

Contact (if other than person above) _____ Fax _____

Date _____ E-mail _____

MAKE CHECKS PAYABLE TO: DECA CAREER EXPOSITION, 1908 Association Drive, Reston, VA 20191-1594

PRODUCT GUIDELINES

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 characters, Hard Rock Cafe, 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.

RETURN FORM BY FEBRUARY 13, 2015

Email to: cindy_allen@deca.org Fax to: (703) 860-4013 Mail to: DECA Career Exposition | 1908 Association Dr. | Reston, VA 20191

** Federal and state agencies may submit a purchase order with the application and defer payment until after service is rendered.*

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 13, 2015.

BOOTH EQUIPMENT: DECA will provide a 6-foot draped table, 2 chairs and a waste basket. Side rails are 3 feet high; backdrop is 8 feet high. The fee DOES NOT INCLUDE labor, shipping charges, special lighting or electrical connections.

PAYMENT FOR SPACE: Your deposit of one-half booth rental must accompany the application. The balance is due by April 10, 2015. Failure to make full payment by April 10, 2015, will subject the exhibitor to cancellation of contract and forfeiture of deposit. Full payment is due on all applications received after April 10, 2015.

INSTALLATION AND REMOVAL OF EXHIBITS: Exhibitors may begin installation Saturday, April 25, 2015, at 1:00 p.m. and have displays ready by 5:00 p.m., Saturday, April 25, 2015. Exhibits are to remain intact until Monday, April 27, 2015, at 4:00 p.m.

SECURITY: DECA will provide necessary security during the hours the exhibit area is closed. 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 April 10, 2015, so that badges can be 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 Orange County Convention Center 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 Orange County Convention Center and its employees and agents. In addition, Exhibitor acknowledges that DECA and the Orange County Convention Center 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 cancelled in writing prior to April 10, 2015, 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 25, 2015, at 5:00 p.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 the official decorator. The exhibitor agrees to ship at his/her own risk and expense all articles to be exhibited.

#DECAICDC

DECA

68TH ANNUAL INTERNATIONAL CAREER DEVELOPMENT CONFERENCE
MAY 3-6, 2014 | ATLANTA

Home Star Instagram Chat Grid

CONNECT
WITH 16,000 NEW CUSTOMERS

ENROLL
STUDENTS FOR YOUR COLLEGE

RECRUIT
EMPLOYEES FOR YOUR COMPANY

Fill out and detach the form below and mail, email or fax to:

DECA Inc. | Cindy Allen | Corporate and External Affairs Department | cindy_allen@deca.org
1908 Association Drive | Reston, VA 20191-1594 | Fax (703) 860-4013

We reserve a _____ page advertisement at \$ _____ in the 2015 DECA International Career Development Conference Program. **Space reservations deadline is February 6, 2015.**

Name _____

E-mail address _____

Title _____ Phone Number _____

Company _____ Fax Number _____

Address _____

City _____ State/Prov. _____ ZIP _____

Signature _____

☐ Artwork enclosed or ☐ Artwork to follow (*deadline: February 13, 2015*)

2015 ICDC PROGRAM ADVERTISING RATES

SPACE	COLOR	RATE**	AD SIZE (Width x Height)	LIVE AREA (Width x Height)
Back Cover*	Color Only	\$5,500	8½" x 11"	7½" x 10"
Inside Front Cover*	Color Only	\$4,000	8½" x 11"	7½" x 10"
Inside Back Cover*	Color Only	\$4,000	8½" x 11"	7½" x 10"
Full Page*	Color	\$3,000	8½" x 11"	7½" x 10"
Full Page*	B&W	\$2,500	8½" x 11"	7½" x 10"
Half-page horizontal	Color Only	\$2,000	7½" x 4¾"	-
Half-page vertical	Color Only	\$2,000	3½" x 10"	-
Quarter-page	Color Only	\$1,000	3½" x 4¾"	-

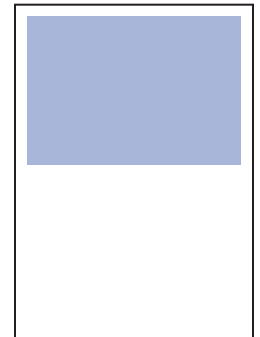
* Full page or cover ads **must** bleed. (Add 1/8" to each edge of the 8½" x 11" trim size.)

** DECA's corporate partners receive a discount on these rates. Ask your DECA liaison for details.
15% agency commission. No cash discounts.

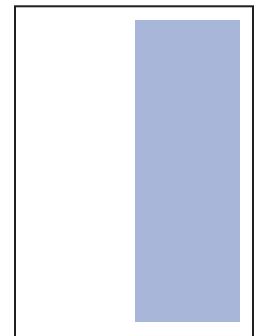
PRINT TECHNICAL SPECS

- Digital photos must be 300 dpi minimum to be printed.
- For production and quality-control purposes, we cannot accept Web or Internet images.
- Acceptable file formats for photography and electronic art are:
 - Adobe Acrobat .PDF files (high resolution with all fonts embedded; CMYK color)
 - Adobe Photoshop files. (.PSD, .JPG, .EPS or .TIF)
 - Adobe Illustrator .EPS files. (all fonts converted to outlines and all images embedded).
 - Adobe InDesign file. (all fonts converted to outlines and all images embedded).
- Copies of fonts used within any ad or EPS file must be provided in Mac Postscript or Open Type format.
- 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.
- All art, fonts, printer fonts, photos and graphics must be included. All color, including photos, must be CMYK.
- All crop and registration marks should be removed from ad.
- The DECA Conference Programs are produced on a Macintosh platform and are unable to support Windows-based documents.
- Full page or cover ads **must** bleed. (Add 1/8" to each edge of the 8½" x 11" trim size.)

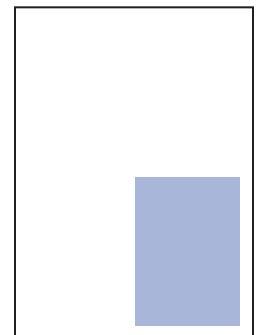
Half-page Horizontal



Half-page Vertical



Quarter-page



For further information contact:

DECA's Corporate and External Affairs Department

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