

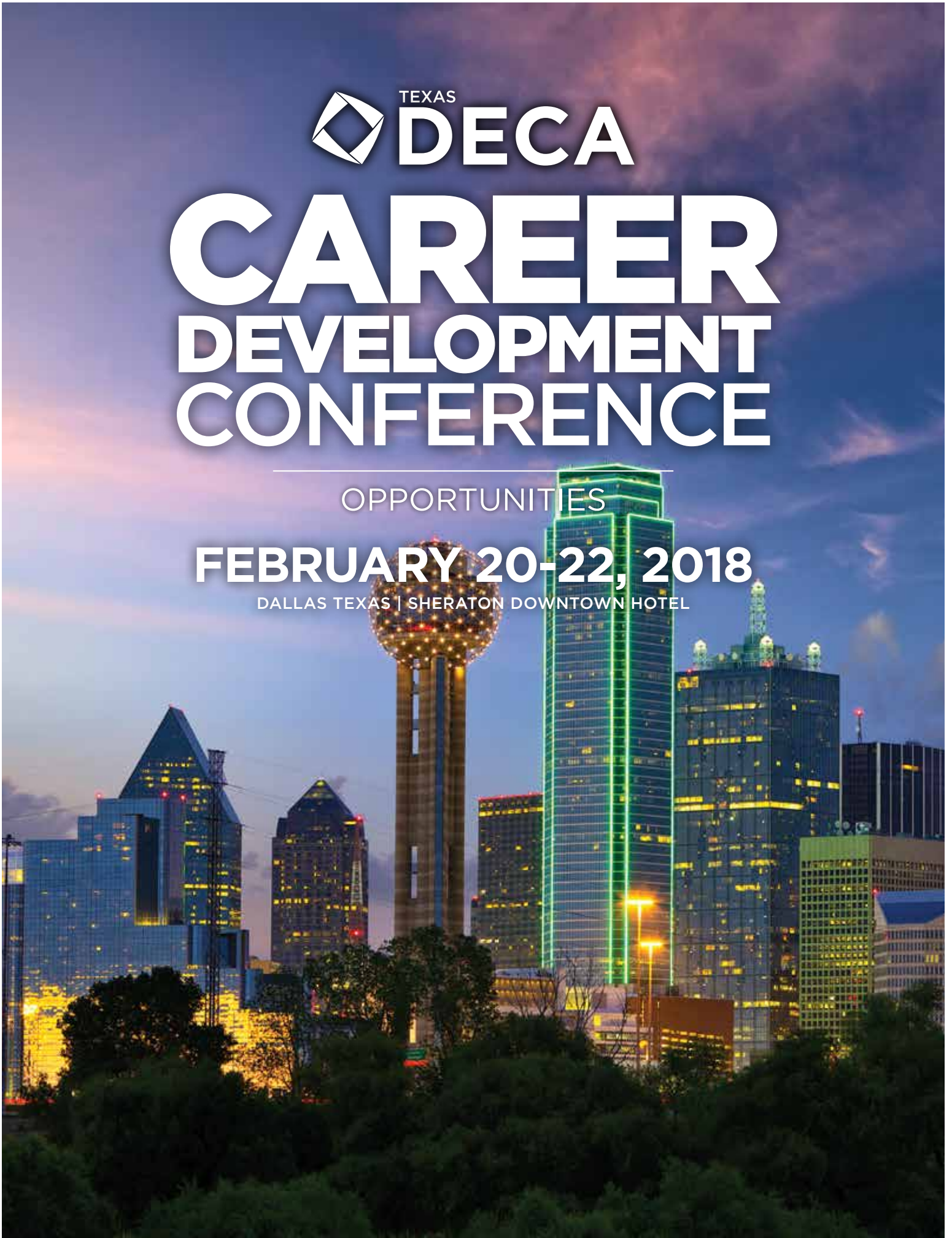


# CAREER DEVELOPMENT CONFERENCE

OPPORTUNITIES

**FEBRUARY 20-22, 2018**

DALLAS TEXAS | SHERATON DOWNTOWN HOTEL



# CONFERENCE SPONSORSHIP PACKAGES



## LIMITLESS PACKAGE

EXHIBIT BOOTH

PROFESSIONAL MEMBERSHIP FOR 10 MEMBERS

LOGO IN PROGRAM AND ON SCREENS DURING SESSIONS

ON-STAGE PRESENCE

FULL-PAGE, 4-COLOR CONFERENCE PROGRAM ADVERTISMENT (SPACE LIMITED)

WEB-SITE FOOTPRINT

ONE EVENT SPONSOR

6 SOCIAL MEDIA ENGAGEMENTS PRE OR POST CONFERENCE

SPONSOR PROVIDED INSERTS FOR ADVISOR AND PARTICIPANT REGISTRATION PACKETS

**INVESTMENT: \$2,500**



## DIAMOND PACKAGE

EXHIBIT BOOTH

PROFESSIONAL MEMBERSHIP FOR 5 MEMBERS

LOGO IN PROGRAM AND ON SCREENS DURING SESSIONS

1/2-PAGE, 4-COLOR CONFERENCE PROGRAM ADVERTISMENT (SPACE LIMITED)

WEB-SITE FOOTPRINT

3 SOCIAL MEDIA ENGAGEMENTS PRE OR POST CONFERENCE

SPONSOR PROVIDED INSERTS FOR ADVISOR AND PARTICIPANT REGISTRATION PACKETS

**INVESTMENT: \$1,000**



## EPIC PACKAGE

EXHIBIT BOOTH

PROFESSIONAL MEMBERSHIP FOR 3 MEMBERS

LOGO IN PROGRAM AND ON SCREENS DURING SESSIONS

1/4-PAGE, 4-COLOR CONFERENCE PROGRAM ADVERTISMENT (SPACE LIMITED)

WEB-SITE FOOTPRINT

1 SOCIAL MEDIA ENGAGEMENT PRE OR POST CONFERENCE

SPONSOR PROVIDED INSERTS FOR ADVISOR REGISTRATION PACKETS

**INVESTMENT: \$500**



## COLLEGE PACKAGE

EXHIBIT BOOTH

PROFESSIONAL MEMBERSHIP FOR 1 MEMBER

LOGO IN PROGRAM AND ON SCREENS DURING SESSIONS

WEB-SITE FOOTPRINT

**INVESTMENT: \$250**

## EVENT SPONSOR

Event sponsors provide 9 judges or \$500. Event sponsors name will appear on trophies, in the program, on the screens during awards and on the website results.

## JUDGES RECEIVE

Meals (breakfast, lunch, or both, depending on the event) will be provided for judges. They will also receive complimentary parking, a judges gift and professional membership.

# CONFERENCE ATTENDANCE PROFILE

**14,420**

STUDENTS, ADVISORS,  
ALUMNI & PROFESSIONAL  
MEMBERS



TEXAS DECA IS THE  
LARGEST ASSOCIATION IN  
THE WORLD

**4,400+**

CONFERENCE ATTENDEES

## GRADE LEVELS

**36%**

SENIORS

**29%**

JUNIORS

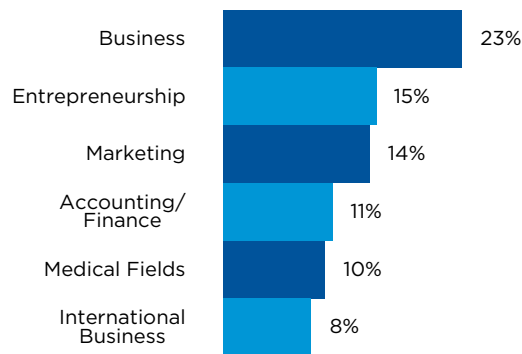
**26%**

UNDERCLASSMEN

**9%**

NOT LISTED

## COLLEGE MAJOR & CAREER INTERESTS



## GENDER



**43%**

MALES



**47%**

FEMALES

## COLLEGE & CAREER IMPACT

**91%**

HELPED PREPARE  
ACADEMICALLY

**66%**

INCREASED DESIRE  
TO OWN BUSINESS

**76%**

INFLUENCED  
CAREER PLANS

## SCHOOL & LEADERSHIP IMPACT

**92%**

CONNECTED SCHOOL  
TO REAL WORLD

**83%**

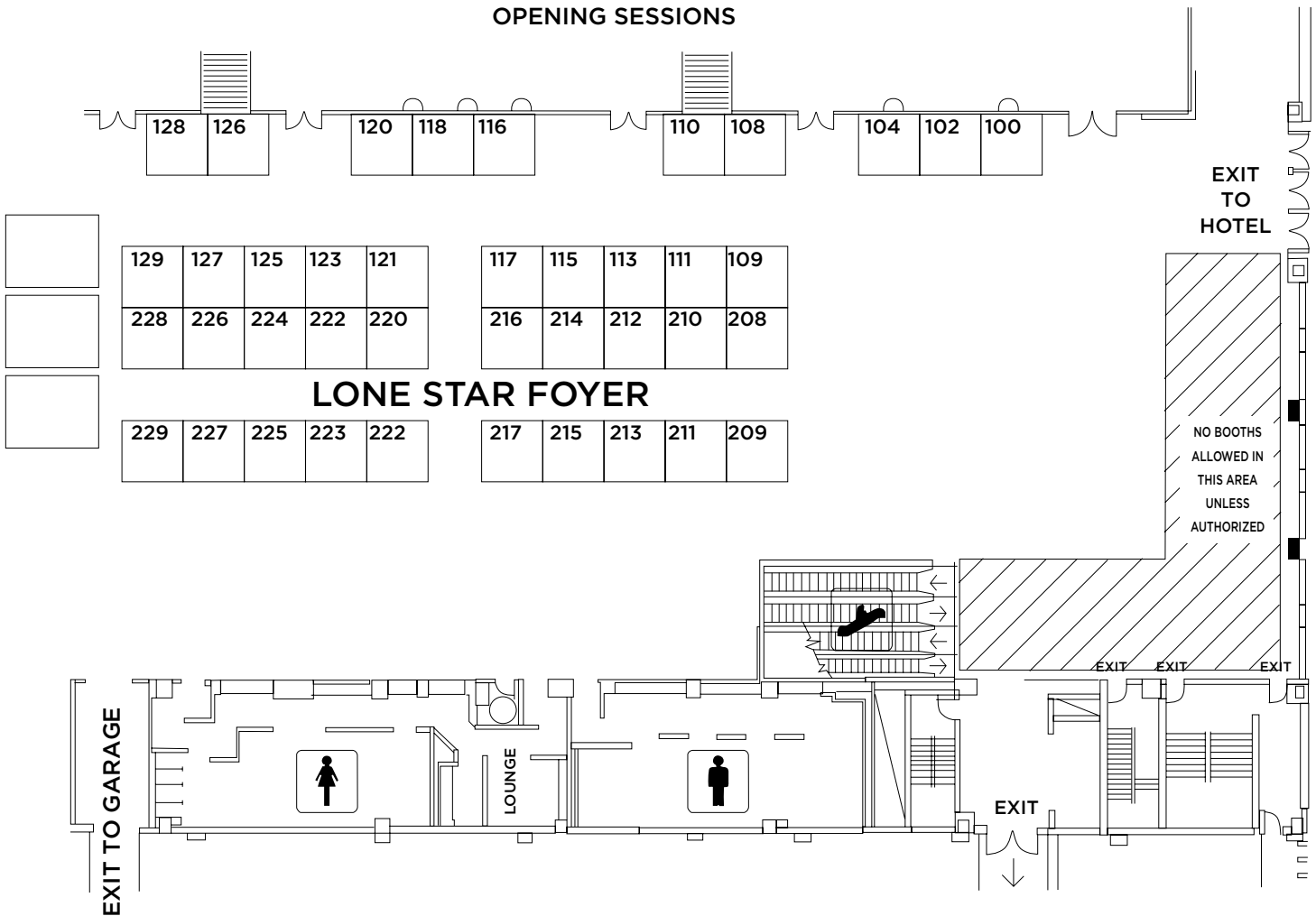
HELPED RECOGNIZE THE  
BENEFIT & RESPONSIBILITY  
OF COMMUNITY SERVICE

**93%**

EMPOWERED TO BE AN  
EFFECTIVE LEADER

\*All figures above are based on 2016-2017 academic year. Data was collected and organized by NRCCUA - My College Options at State Career Development Conference.

# EXHIBIT AREA LAYOUT



**\*EXHIBITORS AND LAYOUT WILL BE LISTED IN THE CONFERENCE PROGRAM**

Students will enter the area via the skybridge, marked "Exit to Hotel". Competitions will take place either up or down the marked escalators.

## BOOTH SELECTION

Booths will be assigned on a first come first serve basis. Please select your top choices and our best efforts will be made to accommodate all exhibitors.

- \_\_\_\_\_ 1st Choice
- \_\_\_\_\_ 2nd Choice
- \_\_\_\_\_ 3rd Choice

## EXHIBIT SETUP

Tuesday 2/20 - 2:00 pm - 3:00 pm  
 Wednesday 2/21 - 7:00 am - 8:00 am

## EXHIBIT HOURS

Tuesday 2/20 - 3:00 pm - 8:30 pm  
 Wednesday 2/21 - 8:00 am - 3:30 pm

\*All materials must be removed by 4:00 pm on Wednesday, February 21st

# APPLICATION AND CONTRACT

## EXHIBIT SPACE, SPONSORSHIP & ADVERTISING

### ADDRESS ALL COMMUNICATIONS TO:

**Texas DECA**  
Attn: Josh Shankle  
PO Box 164908  
Fort Worth, TX 76161

### TEXAS DECA USE ONLY:

Amount Due: \_\_\_\_\_  
Date: \_\_\_\_\_  
Bal. Due: \_\_\_\_\_  
Logo Received: \_\_\_\_\_

Deposit: \_\_\_\_\_  
Check No.: \_\_\_\_\_  
Paid: \_\_\_\_\_

## SPONSORSHIP PACKAGES

- Limitless.....\$2,500
- Diamond.....\$1,000
- Epic.....\$500
- College.....\$250

## ACTIVITY SPONSORSHIPS

- Casino Night (Title Sponsor)..... \$5,000
- Casino Night (Prize Sponsor).....\$1,250
- Student Leadership (Title Sponsor).....\$1,500

## ADVERTISE

- Back Cover.....\$1,000
- Inside Front Cover.....\$750
- Inside Back Cover.....\$750
- Full Page (Color).....\$500
- ½ Page (Color).....\$300
- ¼ Page (Color).....\$175

## EXHIBIT

- 8 x 10 Booth.....\$200
- Add Electricity.....+ \$100

## GEOFILTER SPONSORSHIPS

- Opening Session.....\$250
- Closing Session.....\$250
- Competition Day.....\$250

## ITEM SPONSORSHIPS

- 3,000 Sharpened Pencils.....\$1,000 or In-Kind
- 1,000 Pens.....\$1,000 or In-Kind
- 300 Large Tote Bags.....\$1,000 or In-Kind
- 500 Snap Folders.....\$700 or In-Kind
- 4,500 Printed Name Badges.....\$1,000
- 4,500 Custom Badge Ribbons.....\$2,000
- 325 Judge Gifts.....\$Cost

**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:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Prov./ZIP \_\_\_\_\_

Email Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Fax number \_\_\_\_\_

Website URL \_\_\_\_\_

Signature \_\_\_\_\_

**PLEASE SUBMIT VIA EMAIL TO**  
**SHANKLE@TEXASDECA.ORG**  
**OR 817-480-9628**

### TO BE INCLUDED IN PROGRAM, SEND HIGH RESOLUTION EPS FILE OF COMPANY LOGO BY JANUARY 19, 2018

Make checks payable to: Texas DECA, Attn: Josh Shankle, PO Box 164908, Fort Worth, TX 76161

Full payment is due on all applications received after January 22, 2018.\* Failure to make full payment by February 1, 2018, will subject the exhibitor to cancellation of contract. This application and contract, when properly executed by the exhibitor and accepted by TX DECA, shall be considered a binding agreement. Mail this completed application and contract with your check to reserve your space. A confirmation letter will be emailed to you after processing at TX DECA. To have your company listed in our conference program, please send us your contract and an eps file of your logo by January 19, 2018.

TX DECA 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 Café, Tasmanian Devil) must submit a copy of the licensing agreement to TX DECA prior to the conference. TX DECA also restricts the sale or display of any product (including clothing) that refers to TX DECA, marketing education, career development conference, international conference, an association of marketing students or emerging leaders and entrepreneurs.

# RATES + TECHNICAL SPECS

## SPACE LIMITED

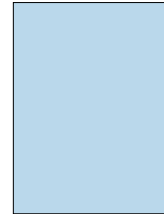
### ADVERTISING RATES

BACK COVER	\$1,000
INSIDE FRONT COVER	\$750
INSIDE BACK COVER	\$750
FULL PAGE COLOR	\$500
1/2 PAGE COLOR	\$300
1/4 PAGE COLOR	\$175

### PRINT TECHNICAL SPECS

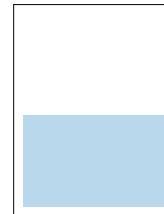
- Digital photos must be 300 dpi minimum to be printed.
- For production and quality-control purposes, we cannot accept Web or Internet images.
- Acceptable file formats for photography and electronic art are:
  - Adobe Acrobat .PDF files (high resolution with all fonts embedded; CMYK color)
  - Adobe 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. Texas 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 Texas DECA conference programs are produced on a Macintosh platform and are unable to support Windows-based documents.

## ARTWORK DUE January 19, 2018



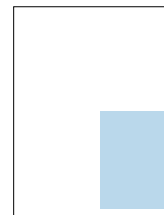
### FULL PAGE

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



### 1/2 PAGE

7.5" x 4.75"  
*No bleed. Ad can fill entire area.*



### 1/4 PAGE

3.5" x 4.75"  
*No bleed. Ad can fill entire area.*

## PRODUCTION QUESTIONS

Direct inquiries and advertising materials to:

**JOSH SHANKLE**  
shankle@texasdeca.org  
817-480-9628