



PARTNERSHIP OPPORTUNITIES

FEATURING

DISTRICT CAREER DEVELOPMENT CONFERENCE

STATE CAREER DEVELOPMENT CONFERENCE

FEBRUARY 20-22, 2020 | FORT WORTH, TEXAS
FORT WORTH CONVENTION CENTER

ONLINE OPPORTUNITIES



OVERVIEW

ABOUT TEXAS DECA

Texas DECA is the largest membership association in DECA. DECA is a premier education partner developing college and career ready youth. Our comprehensive learning model is:

- Co-Curricular
- Built on National Model Curriculum Framework
- Cross-walked to Common Core Standards
- Supportive of 21st Century Skills

DECA is specifically authorized by the United States Congress, the federal and states' Departments of Education as integral to deliver effective career education. Texas DECA provides support to high school students who participate in DECA's programming, through annual instruction delivered by a state-certified Teacher.

With over 70 years of history, Texas DECA has impacted the lives of more than hundreds of thousands of students, educators, school administrators, and business professionals. For these reasons, and many others, our partner in achieving their corporate and social responsibility goals.

IMPORTANT DEADLINES

MONDAY, DECEMBER 9, 2019

Conference Learning Lab Proposal Due

MONDAY, JANUARY 20, 2020

Conference Program Inclusion Deadline

Advertisement Submission Deadline

Logo Submission Deadline

MONDAY, FEBRUARY 3, 2020

Conference Attendee Information Due

TENTATIVE AGENDA

THURSDAY, FEBRUARY 20

- 2:00 PM - 5:00 PM Exhibit Set-up
- 3:00 PM - 5:00 PM Registration
- 5:00 PM - 7:00 PM Exhibits (Seniors Only)
- 5:00 PM - 8:00 PM Exhibits
- 8:00 PM - 9:15 PM Opening General Session

FRIDAY, FEBRUARY 21

- 7:00 AM - 8:00 AM Judge Registration & Reception
- 8:00 AM - 5:00 PM Exhibits
- 10:00 AM - 3:00 PM Learning Labs
- 12:00 PM - 1:00 PM Judge Registration & Reception
- 8:00 PM - 9:15 PM Entertainment - *Andy Buckley also known as "David Wallace" from The Office*
- 9:30 PM - 10:30 PM Meet & Greet - *Andy Buckley also known as "David Wallace" from The Office*

SATURDAY, FEBRUARY 22

- 9:00 AM Grand Awards Session



SPONSORSHIP PACKAGES

COLLEGE

2-day Interior Booth
 One Lunch Ticket
 Professional Dues for One Person
 Logo on Conference Screens and in Program
 Website Footprint

INVESTMENT:
\$500

BRONZE

2-day Interior Booth
 One Lunch Ticket
 Professional Dues for One Person
 Logo on Conference Screens and in Program
 Website Footprint
 1/4 Page Ad in Program

INVESTMENT:
\$750

SILVER

2-day Corner Booth
 One Lunch Ticket
 Professional Dues for Three People
 Logo on Conference Screens and in Program
 Website Footprint
 1/2 Page Ad in Program
 Learning Lab

SOLD

GOLD

2-day Corner Booth
 Two Lunch Tickets
 Professional Dues for Five People
 Logo on Conference Screens and in Program
 Website Footprint
 Full Page Ad in Program
 Learning Lab
 Sponsor Provided Advisor Insert
 Item Sponsor -
 • Tote Bags
 • Name Badge Logo
 • Advisor and Judge Gift Bags (first-come, first served)
 Event Sponsor

INVESTMENT:
\$2500
~~3~~ AVAILABLE
 1

DIAMOND

2-day Corner Booth
 Two Lunch Tickets
 Professional Dues for Ten People
 Logo on Conference Screens and in Program
 Website Footprint
 Back Cover of Program
 Learning Lab
 Sponsor Provided All Participant Insert
 Conference Lanyard Sponsor
 Event Sponsor
 VIP Passes to meet Andy Buckley, aka "David Wallace" from *The Office*

SOLD

VISIT PAGE 4
 for additional Sponsorship Opportunities within the great state of Texas

JOIN **THOUSANDS** OF TEXAS DECA'S MOST ENGAGED STUDENTS AND TEACHERS IN THE GREAT STATE OF TEXAS.

February 20-22, 2020, the Texas DECA State Leadership Conference will attract student leaders from over 225 high schools in the state, 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 Workshops Presentations
- Special Event Entertainment

Each of the options included in this packet provides your brand the opportunities to connect with Texas DECA's most highly motivated student leaders and advisors.

WHY PARTICIPATE?



ENROLL

top students to your college or university



RECRUIT

trained employees for your company



PROMOTE

your products and/or services



ENGAGE

your associates in Corporate Social Responsibility

ASSOCIATION PROFILE

15,358

STUDENT, ADVISOR, ALUMNI & PROFESSIONAL MEMBERS

256

CHAPTERS

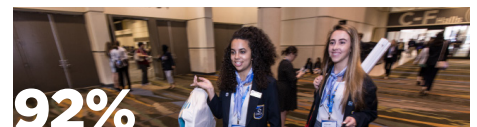
ATTENDEE PROFILE



98% OF TEXAS DECA MEMBERS REPORT AN A OR B AVERAGE



91% CONNECTED SCHOOL TO THE REAL WORLD



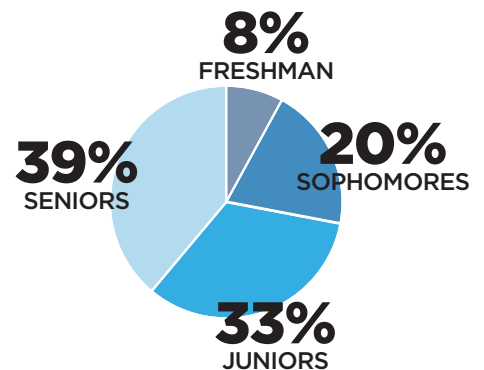
92% ARE EMPOWERED TO BE AN EFFECTIVE LEADER



48%
MALES



52%
FEMALES



Research findings courtesy of the National Research Center for College and University Admissions. The sample included reports from the 2018-2019 State Career Development Conference.

CONFERENCE PROGRAM ADVERTISEMENT

Promote your brand in the official conference reference for agenda, exhibitors, speakers, special activities and maps. More than 5,000 copies of the State Conference Program are printed annually, and each attendee will receive their own personal copy. Additionally, the conference program is made available electronically on www.texasdeca.org. We have quarter, half, and full-page advertisements available. See page 8 for more details.



JUDGE/ADVISOR TOTE BAGS

Place your company logo on the official bag provided to all judges and advisors as a “Thank You” for their support to our students. These small canvas bags will contain a variety of gifts and goodies to make their experience during the conference that much more enjoyable, and easier to carry around.



JUDGE/ADVISOR GIFTS

What could be better than getting our judges or advisors to take your promotion back into their homes and classrooms? Sponsor a branded gift to conference attendees and continue reaching your audience all-year long! Gift options available for each market: advisors/volunteers/judges.



ENTERTAINMENT

The must see Andy buckley from *The Office* performing live at the Texas DECA State Career Development Conference! Claim the memories of our members as they enjoy an evening of fun and networking in Fort Worth. Sponsorship includes logo on event promotions, recognition in the conference program and the opportunity to provide each participant with a marketing resource.



CHARGING STATIONS

Looking for a great way to “connect” your company with conference attendees? How about offering them the opportunity to charge their mobile devices while on site at the conference compliments of your mobile charging station? Station will be placed in a high-traffic area which is sure to draw attention AND appreciation from attendees as you rescue them from the dreaded “Low Battery” signal.



SOCIAL MEDIA LOUNGE

The Social Media Lounge is the communications hub for conference attendees. This space is where an attendee can lounge and connect to the internet to combine offerings for attendees to have a one-stop-shop where they can check-in, share ideas, browse social media, charge their mobile device, and relax in the lounge.



JUDGE RECEPTION

Judges are an integral part of our conference success. Feature your brand throughout the judge’s reception with logo printed napkins and custom signage included.



SPONSOR CONFERENCE ITEMS



3,000 Sharpened Pencils



1,000 Mechanical Pencils



Custom Name Badge Ribbon

SPONSOR A COMPETITIVE EVENT

COMPETITIVE EXPERIENCE

An integral assessment tool, DECA's Competitive Events Program is critical to our mission of preparing the next generation of 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! Sponsor's brand will be placed on awards, signage and included in the program. Sponsor will also have an opportunity to stand onstage during their sponsored competitive event.

3 WAYS TO PAY:

\$1,000

OR

\$500 +



OR



JUDGES



EXHIBIT

EXHIBIT FAIR

Dynamic exposition fair provides you the perfect opportunity to promote your brand and initiate new relationships as you network with over 4,800 students and advisors on Thursday, February 20 from 5:00 PM - 8:00 PM, Friday, February 21 from 8 AM - 5:00 PM. Includes 6-foot table, draped; two chairs, wastebasket and booth sign. Labor, shipping, special lighting, electrical and internet fees are not included.

DATES & TIMES

THURSDAY, FEBRUARY 20, 2020 | 5:00 PM - 8:00 PM

FRIDAY, FEBRUARY 21, 2020 | 8:00 AM - 5:00 PM
EXHIBIT HALL BOOTH | ONE DAY | ONE LUNCH TICKET INCLUDED
additional tickets \$40 each

Market your booth in our program by showcasing opportunities and resources that will benefit conference attendees.

- Retail Operations
- Scholarships
- Current Job Opportunities
- Undergraduate Admission
- Chapter Fundraising Resources
- Community Service Activities
- Future Internships
- School-Based Enterprise Support
- Teacher/Classroom Resources
- Leadership Development

ADDITIONAL EXHIBIT OPPORTUNITIES

DISTRICT CAREER DEVELOPMENT CONFERENCES

DISTRICT	DATE	LOCATION	2019 ATTENDEES
DISTRICT 1	JANUARY 15, 2020	McAllen, TX (South Texas)	650 Attendees
DISTRICT 2	JANUARY 16, 2020	San Antonio, TX	375 Attendees
DISTRICT 3	JANUARY 18, 2020	Missouri City, TX (SW Houston)	1060 Attendees
DISTRICT 4	JANUARY 18, 2020	The Woodlands, TX (N Houston)	760 Attendees
DISTRICT 5	JANUARY 18, 2020	Copperas Cove, TX (Central Texas)	1250 Attendees
DISTRICT 6	JANUARY 15, 2020	Mt. Pleasant, TX (East Texas)	250 Attendees
DISTRICT 7	JANUARY 14, 2020	Irving, TX	1550 Attendees
DISTRICT 8	JANUARY 16, 2020	Lubbock, TX	110 Attendees
DISTRICT 9	JANUARY 16, 2020	San Angelo, TX	120 Attendees
DISTRICT 10	JANUARY 16, 2020	El Paso, TX	365 Attendees
DISTRICT 11	JANUARY 16, 2020	Garland, TX (North Dallas)	1000 Attendees

EXHIBIT AT ANY 1 DISTRICT
\$200

EXHIBIT AT ANY 5 DISTRICTS
\$800
\$200 Discount

EXHIBIT AT ALL 11 DISTRICTS
\$1200
\$1200 Discount

APPLICATION AND CONTRACT

EXHIBIT SPACE, SPONSORSHIP & ADVERTISING

ADDRESS ALL COMMUNICATIONS TO:

Texas DECA

Attn: Johnnie Hubbard
PO Box 164908
Fort Worth, TX 76161
817-662-7322

TEXAS DECA USE ONLY:

Amount Due: _____ Booth: I C E
Deposit: _____ Logo Rec: _____
Date: _____ Question Rec: _____

SPONSORSHIP PACKAGES

- Diamond..... \$5,000
- Gold..... \$2,500
- Silver..... \$1,250
- Bronze..... \$750
- College..... \$500
**must be an accredited college/university*

EXHIBIT FAIR

- Interior Booth..... \$500
- Corner Booth..... \$600
- Endcap Booth..... \$750
- Additional Meal Ticket(s)..... \$40 ea

ITEMS

- Sharpened Pencils (3,000)..... \$1,000
- Mechanical Pencils (1,000)..... \$1,000
- Custom Badge Ribbon..... \$2,000
- Judge/Advisor Gift..... Negotiable
- Advisor Insert (300 est.)..... \$500
- Participant Insert (5,000 est)..... \$1,500

ADVERTISE

- Inside Front Cover..... \$1,000
- Inside Back Cover..... \$1,000
- Full Page Color..... \$750
- 1/2 Page Color..... \$400
- 1/4 Page Color..... \$200

ACTIVITY

- Entertainment..... \$10,000
- Charging Stations..... Negotiable
- Social Media Lounge..... Starting at \$3,000
- Judge Reception..... \$2,500

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:

CONFIRMATION and additional materials should be sent to:

Name _____
Title _____
Company _____
Address _____
City _____
State/Prov./ZIP _____
Email Address _____
Phone Number _____
Website URL _____
Additional Booth Attendees _____
Signature _____

**PLEASE SUBMIT VIA EMAIL TO
HUBBARD@TEXASDECA.ORG**

TO BE INCLUDED IN PROGRAM, SEND HIGH RESOLUTION EPS FILE OF COMPANY LOGO BY JANUARY 20, 2020

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

FULL PAYMENT IS DUE ON ALL APPLICATIONS RECEIVED AFTER JANUARY 20, 2020. * FAILURE TO MAKE FULL PAYMENT BY JANUARY 20, 2020 WILL SUBJECT THE EXHIBITOR TO CANCELLATION OF CONTRACT. THIS APPLICATION AND CONTRACT, WHEN PROPERLY EXECUTED BY THE EXHIBITOR AND ACCEPTED BY TEXAS 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 SPACE. A CONFIRMATION LETTER WILL BE EMAILED TO YOU AFTER PROCESSING AT TEXAS DECA. TO HAVE YOUR COMPANY LISTED IN OUR CONFERENCE PROGRAM, PLEASE SEND US YOUR CONTRACT AND AN EPS FILE OF YOUR LOGO BY JANUARY 20, 2020.

TEXAS 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 CAFE, TASMANIAN DEVIL) MUST SUBMIT A COPY OF THE LICENSING AGREEMENT TO TEXAS DECA PRIOR TO THE CONFERENCE. TEXAS DECA 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.

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

Texas 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 January 20, 2020.

EXHIBIT EQUIPMENT

Texas DECA will provide a 6-foot draped table, 2 chairs and a waste basket. The fee DOES NOT INCLUDE labor, shipping charges, special lighting, internet connections or electrical connections. One lunch ticket included - additional meal tickets are available at \$40 each.

PAYMENT FOR SPACE

Your deposit of one-half booth rental must accompany the application. The balance is due by January 20, 2020. Failure to make full payment by January 20, 2020, will subject the Exhibitor to cancellation of contract and forfeiture of deposit. Full payment is due on all applications received after January 20, 2020.

INSTALLATION AND REMOVAL OF EXHIBITS

Exhibitors may begin installation Thursday, January 20, 2020, at 2:00 PM and have displays ready by 5:00 PM, Thursday, February 20, 2020. Exhibits are to remain intact until Friday, February 21, 2020 at 5:00 PM.

SECURITY

Texas DECA will NOT 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. Texas 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 the responsibility of the Exhibitor.

BADGES

Exhibitor personnel will be provided with badges to permit entry to the exhibit area. You must advise us of attending personnel by February 3, 2020 so that badges can be prepared in advance.

EXHIBITOR REGISTRATION

All Exhibitors must register and pick up their conference packets at the Exhibitor registration desk on site.

RESTRICTIONS

Texas DECA reserves the right to restrict exhibits which for any reason become objectionable, and may also evict any exhibit which in the opinion of Texas DECA detracts from the general character of the exhibit. Texas DECA will not be liable for any refunds or other expenses in this instance.

SHIPMENT AND STORAGE

Information on shipping methods, storage and rates will be sent to you directly by Fort Worth Convention Center. The exhibitor agrees to ship at his/her own risk and expense all articles to be exhibited

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 Texas 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 Texas DECA, the Fort Worth 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 Fort Worth Convention Center and its employees and agents. In addition, Exhibitor acknowledges that Texas DECA and the Fort Worth 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 January 20, 2020, 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, February 21, 2020 at 8:00 AM, Texas 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, Texas 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

Texas 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

Texas DECA reserves the right to alter the locations of the exhibits as shown on the official floor plan if deemed advisable and in the best interest of the conference.

TRADEMARK INFRINGEMENT

Please be advised that Texas DECA has registered all of its designating emblems, logo and insignia. All designs found on the Texas DECA Website or in any DECA publication remain the copyrighted property of DECA Inc. Local chapters are permitted to use the official logo on printed items intended for promotion and display only, with the important exception that they may not be used on items that are for resale. These restrictions apply to all of our graphic logos and also to these words (in any form): DECA, Collegiate DECA, Marketing Education, International Conference, Career Development Conference, Regional Conference, An Association of Marketing Students or Emerging Leaders and Entrepreneurs.

NOTE: Texas DECA publications programs do not accept liquor, beer, tobacco or firearms advertisements. The publisher reserves the right to accept or reject advertising of a questionable nature. Submitting an insertion order is construed as an acceptance of all the rates and conditions outlined in this agreement.

RATES & TECHNICAL SPECS

SPACE LIMITED

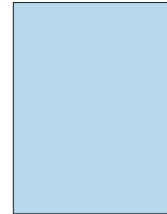
ADVERTISING RATES

INSIDE FRONT COVER	\$1000
INSIDE BACK COVER	\$1000
FULL PAGE COLOR	\$750
1/2 PAGE COLOR	\$400
1/4 PAGE COLOR	\$200

PRINT TECHNICAL SPECS

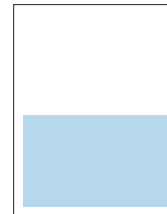
- Digital photos must be 300 dpi minimum to be printed.
- For production and quality-control purposes, we cannot accept Web or Internet images.
- Acceptable file formats for photography and electronic art are:
 - Adobe Acrobat .PDF files (high resolution with all fonts embedded; CMYK color)
 - Adobe 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 20, 2020



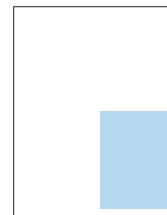
FULL PAGE

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:

JOHNNIE HUBBARD
hubbard@texasdeca.org
817-662-7322

