



# PARTNERSHIP OPPORTUNITIES



**STATE CAREER DEVELOPMENT CONFERENCE**  
FEBRUARY 24 - 26, 2022 | HOUSTON, TX  
GEORGE R. BROWN CONVENTION CENTER





# 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.

## TENTATIVE AGENDA

### THURSDAY, FEBRUARY 24

- 3:00 PM – 5:00 PM Conference Registration
- 8:00 PM – 9:15 PM Opening General Session

### FRIDAY, FEBRUARY 25

- 7:00 AM – 8:00 AM Judge Registration & Reception
- 7:00 AM – 8:30 AM Exhibit Set-up
- 8:30 AM – 5:00 PM Exhibits Open
- 9:00 AM – 3:00 PM Learning Labs
- 12:00 PM – 1:00 PM Judge Registration & Reception
- 8:00 PM – 10:00 PM Texas DECA's Got Talent

### SATURDAY, FEBRUARY 26

- 9:00 AM – 12:00 PM Grand Awards Session

## IMPORTANT DEADLINES

### WEDNESDAY, DECEMBER 15, 2021

Conference Learning Lab Proposal Due

### FRIDAY, JANUARY 14, 2022

Conference Program Inclusion Deadline  
 Advertisement Submission Deadline  
 Logo Submission Deadline

### FRIDAY, FEBRUARY 11, 2022

Conference Attendee Information Due



# SPONSORSHIP PACKAGES

## BRONZE

- 1-day Exhibit Booth
- One Lunch Ticket
- Professional Dues for One Person
- Logo on Conference Screens and in Conference Program
- Logo on Sponsor Page in Conference App
- Website Footprint
- 1/4 Page Ad in Program
- \*ask about options for upgrading your ad size*

INVESTMENT  
**\$500**

## SILVER

- 1-day Exhibit Booth
- One Lunch Ticket
- Professional Dues for Three People
- Logo on Conference Screens and in Conference Program
- Logo on Sponsor Page in Conference App
- Website Footprint
- 1/2 Page Ad in Program
- \*ask about options for upgrading your ad size*
- Learning Lab

INVESTMENT  
**\$750**  
8 AVAILABLE

## GOLD

- 1-day Exhibit Booth
- Two Lunch Tickets
- Professional Dues for Five People
- Logo on Conference Screens and in Conference Program
- Logo as a Page Header in Conference App
- Website Footprint
- Full Page Ad in Program
- Learning Lab
- Sponsor Provided Advisor Insert
- Event Sponsor

INVESTMENT  
**\$1500**  
5 AVAILABLE

## DIAMOND

- 1-day Exhibit Booth
- Two Lunch Tickets
- Professional Dues for Ten People
- Logo on Conference Screens and in Conference Program
- Logo as a Page Header in Conference App
- Website Footprint
- Pick One:
  - Back Cover of Program
  - 1/2 Page Ad in Program & Logo on All Name Badges
  - 1/2 Page Ad in Program & Sanitation Stations Sponsor
- Learning Lab
- Sponsor Provided All Participant Insert
- Event Sponsor

INVESTMENT  
**\$3000**  
3 AVAILABLE

**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 24-26, 2022, the Texas DECA State Career Development 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

**15,596**

STUDENT, ADVISOR, ALUMNI & PROFESSIONAL MEMBERS

**256**

CHAPTERS

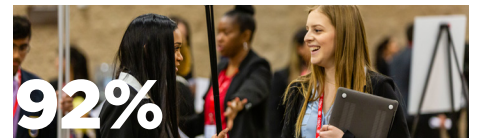
ATTENDEE PROFILE



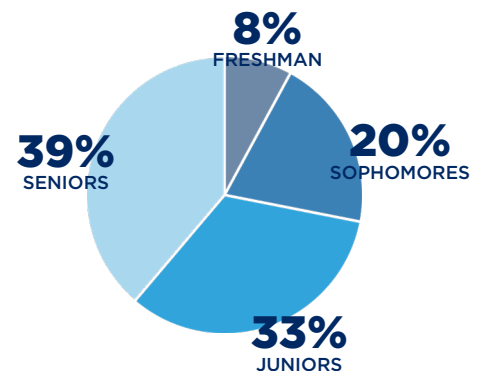
**98%**  
OF TEXAS DECA MEMBERS REPORT AN A OR B AVERAGE



**91%**  
CONNECTED SCHOOL TO THE REAL WORLD



**92%**  
ARE EMPOWERED TO BE AN EFFECTIVE LEADER



Research findings courtesy of the National Research Center for College and University Admissions. The sample included reports from the 2019-2020 State Career Development Conference.



## CONFERENCE PROGRAM ADVERTISEMENT

INVESTMENT: *Inside Back Cover - \$1,000, Full Page - \$750, 1/2 Page - \$400, 1/4 Page - \$200*

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](http://www.texasdeca.org). We have quarter, half, and full-page advertisements available. See page 8 for more details.



## JUDGE/ADVISOR TOTE BAGS

INVESTMENT: *\$1,000*

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

INVESTMENT: *Negotiable*

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.



## TALENT SHOW TITLE SPONSOR

INVESTMENT: *\$10,000*

Claim the name of one of the most exciting moments of this year’s State Career Development Conference! Conference attendees will come together to see some of our most talented members perform and then vote on their favorite act. Sponsorship includes logo on event promotions, recognition in the conference program and the opportunity to provide each participant with a marketing resource.



## LIVESTREAM SPONSOR

INVESTMENT: *\$2,000*

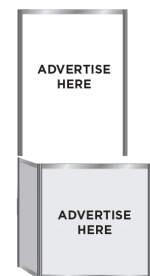
Livestream your logo during the three-day packed conference which will include logo on live stream home page, two attendee passes and logo on website and signage. Sponsor will be allowed to use recordings on their website or in promotional materials.



## CHARGING STATIONS

INVESTMENT: *Negotiable*

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.



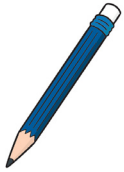
## JUDGE RECEPTION

INVESTMENT: *\$2,500*

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



## SPONSOR CONFERENCE ITEMS



4,000 Competitor Pencils  
INVESTMENT: \$1,000



Lanyard Sponsor  
INVESTMENT: \$3,000



Custom Laptop Stickers  
INVESTMENT: \$1,250



Custom Name Badge Ribbon  
INVESTMENT: \$1,500

## 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



JUDGES

+ \$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 Friday, February 25 from 8:30 AM to 5:00 PM. Includes 6-foot table, two chairs, and booth sign. Labor, shipping, special lighting, electrical and internet fees are not included.

### DATES & TIMES

FRIDAY, FEBRUARY 25, 2022 | 8:30 AM - 5:00 PM  
EXHIBIT HALL BOOTH | ONE DAY | ONE LUNCH TICKET INCLUDED  
*additional meal tickets \$40 each*

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

- |                                                                   |                                                                   |                                                                  |                                                                        |
|-------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|------------------------------------------------------------------------|
| <span style="color: yellow;">■</span> Retail Operations           | <span style="color: blue;">■</span> Scholarships                  | <span style="color: magenta;">■</span> Current Job Opportunities | <span style="color: darkblue;">■</span> Undergraduate Admission        |
| <span style="color: red;">■</span> Chapter Fundraising Resources  | <span style="color: green;">■</span> Community Service Activities | <span style="color: orange;">■</span> Future internships         | <span style="color: darkred;">■</span> School-Based Enterprise Support |
| <span style="color: purple;">■</span> Teacher/Classroom Resources | <span style="color: darkgreen;">■</span> Leadership Development   |                                                                  |                                                                        |

# APPLICATION AND CONTRACT

## EXHIBIT SPACE, SPONSORSHIP & ADVERTISING

### ADDRESS ALL COMMUNICATIONS TO:

Texas DECA  
6642 N. Riverside Dr. #610  
Fort Worth, TX 76137  
817-900-8037

### TEXAS DECA USE ONLY:

Amount Due: \_\_\_\_\_ Logo Rec: \_\_\_\_\_  
Deposit: \_\_\_\_\_ Question Rec: \_\_\_\_\_  
Date: \_\_\_\_\_

### SPONSORSHIP PACKAGES

- Diamond . . . . . \$3,000
- Gold . . . . . \$1,500
- Silver . . . . . \$750
- Bronze . . . . . \$500

### EXHIBIT FAIR

- Single Exhibit Table . . . . . \$350
- Double Exhibit Table . . . . . \$600
- Additional Meal Ticket(s) . . . . . \$40 ea

### ITEMS

- Competitor Pencils (4,000) . . . . . \$1,000
- Custom Badge Ribbon . . . . . \$1,500
- Judge/Advisor Gift . . . . . Negotiable
- Advisor Insert (350 est.) *sponsor provided* . . . . . \$500
- Participant Insert (5,200 est.) *sponsor provided* . . . . . \$1,500
- Lanyard Sponsor . . . . . \$3,000
- Custom Laptop Sticker *sponsor provides artwork* . . . . . \$1,250

### ADVERTISE

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

### ACTIVITY

- Talent Show Title Sponsor . . . . . \$10,000
- Charging Stations . . . . . Negotiable
- Judge Reception . . . . . \$2,500

### WHAT DO YOU INTEND TO EXHIBIT?

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

**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  
[CONTACT@TEXASDECA.ORG](mailto:CONTACT@TEXASDECA.ORG)**

**TO BE INCLUDED IN PROGRAM, SEND HIGH RESOLUTION EPS FILE OF COMPANY LOGO BY JANUARY 14, 2022**  
Make checks payable to: Texas DECA, 6642 N. Riverside Dr. #610, Fort Worth, TX 76137

FULL PAYMENT IS DUE ON ALL APPLICATIONS RECEIVED AFTER JANUARY 14, 2022.\* FAILURE TO MAKE FULL PAYMENT BY JANUARY 14, 2022 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 14, 2022.

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 14, 2022.

## 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 14, 2022. Failure to make full payment by January 14, 2022, will subject the Exhibitor to cancellation of contract and forfeiture of deposit. Full payment is due on all applications received after January 14, 2022.

## INSTALLATION AND REMOVAL OF EXHIBITS

Exhibitors may begin installation Friday, February 25, 2022, at 7:00 AM and have displays ready by 8:30 AM, Friday, February 25, 2022. Exhibits are to remain intact until Friday, February 25, 2022 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 11, 2022 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 George R. Brown 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 George R. Brown Convention Center and its employees and agents. In addition, Exhibitor acknowledges that Texas DECA and the George R. Brown 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 14, 2022, 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 25, 2022 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. DECA will not be liable for any refunds or other expenses in this instance.

**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

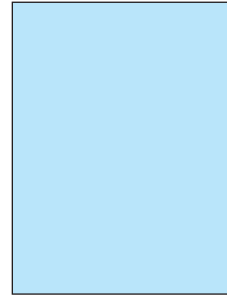
### ADVERTISING RATES

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

### PRINT TECHNICAL SPECS

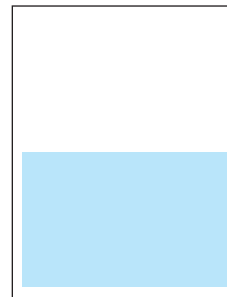
- Digital photos must be 300 dpi minimum to be printed.
- For production and quality-control purposes, we cannot accept Web or Internet images.
- Acceptable file formats for photography and electronic art are:
  - Adobe Acrobat .PDF files (*high resolution with all fonts embedded; CMYK color*)
  - Adobe 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 14, 2022



#### FULL PAGE

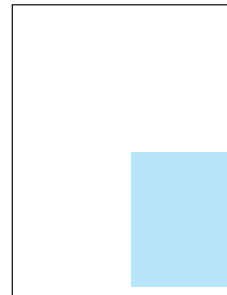
Safety: 7.5" x 10"  
Trim: 8.5" x 11"  
Bleed: 8.75" x 11.25"



#### 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:

**NICOLE WILLIS**  
willis@texasdeca.org  
817-710-8568