

TEXAS DECA

2023-2024
**PARTNERSHIP
OPPORTUNITIES**

PROMOTE • CONNECT • INSPIRE



WHAT'S IN THE PACKET?

GET READY TO EXPERIENCE TEXAS DECA!

LEARN MORE ABOUT DECA

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PARTNERSHIP OPPORTUNITIES

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WHAT IS DECA?

DECA PREPARES EMERGING LEADERS & ENTREPRENEURS



MARKETING



**BUSINESS
MANAGEMENT**



ENTREPRENEURSHIP



**HOSPITALITY
& TOURISM**



FINANCE

With a 75-year history, DECA has impacted the lives of more than ten million students, educators, school administrators and business professionals since it was founded in 1946. Their strong connection with our organization has resonated into a brand that people identify as a remarkable experience in the preparation of emerging leaders and entrepreneurs. DECA's programs and activities have constantly evolved as we use the latest technology and apply cutting edge educational research. Our core focus has remained consistent and is captured in our mission.

OUR COMPREHENSIVE LEARNING MODEL SUPPORTS EDUCATIONAL INITIATIVES SUCH AS:



**NATIONAL CURRICULUM
STANDARDS**

Reinforce career and academic standards identified by business and industry



**21ST CENTURY
SKILLS GAP**

50% of graduates are not considered workforce ready by hiring managers



**ENTREPRENEURIAL
MINDSET**

33% of employers are seeking entrepreneurship skills in new hires



**FINANCIAL
LITERACY**

75% of students graduate unprepared to manage finances



**PROJECT
MANAGEMENT**

97% of organizations believe project management is critical to business performance and success



**TEACHER RECRUITMENT,
ENGAGEMENT, RETENTION**

81% of DECA advisors say that DECA makes teaching more meaningful and engaging

DECA USES INNOVATIVE LEARNING TO ENGAGE STUDENTS BY:

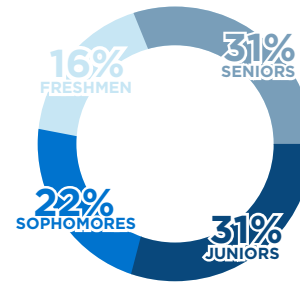
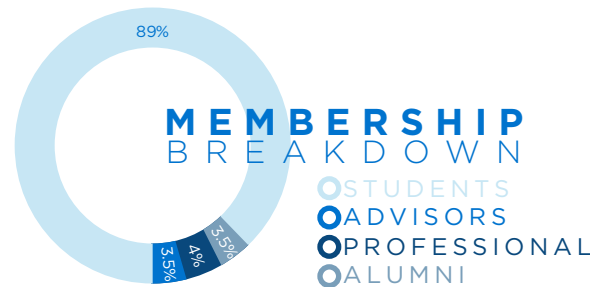


WHO IS TEXAS DECA?

DECA PREPARES EMERGING LEADERS & ENTREPRENEURS

Texas DECA is the largest membership association in DECA. DECA is a premier education partner developing college and career ready youth. 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 75 years of history, Texas DECA has impacted the lives of hundreds of thousands of students, educators, school administrators, and business professionals.

280
CHAPTERS



19,000
MEMBERS

WHO ATTENDS THE TEXAS DECA STATE CAREER DEVELOPMENT CONFERENCE?

*ALL STATS ARE FROM THE 2023 STATE CAREER DEVELOPMENT CONFERENCE

STUDENTS
5,200

ADVISORS & CHAPERONES
600

PROFESSIONALS
400

WHAT ARE THEY LOOKING FOR?

- CHAPTER FUNDRAISING RESOURCES
- SCHOLARSHIPS
- COMMUNITY SERVICE ACTIVITIES
- TEACHER/CLASSROOM RESOURCES

- CURRENT JOB OPPORTUNITIES
- FUTURE JOB OPPORTUNITIES
- FUTURE INTERNSHIPS
- LEADERSHIP DEVELOPMENT

- UNDERGRADUATE ADMISSION
- SCHOOL-BASED ENTERPRISE SUPPORT

TEXAS DECA EVENTS

TAKE PART IN ONE OF TEXAS DECA'S EVENTS

TEXAS DECA ADVISOR TRAINING

The Statewide Advisor Training is designed to equip Texas DECA advisors with the most up-to-date information on programming, competitive events, chapter management strategies, and much more. Our advisors come to learn and network with other Texas DECA advisors from across the state. The 2023 Advisor Training Conference will be held Monday, September 18 - Tuesday, September 19, 2023 at Kalahari Resorts in Round Rock, TX.

TEXAS LEADERSHIP SUMMIT

The Texas Leadership Summit is an annual training summit for our newly elected student leaders. Each year, Texas DECA is lead by six State Officers and thirty three District Officers. To kick off their year of leadership, these officers come together to take a deep dive into all things DECA and what it means to be a leader. The 2024 Texas Leadership Summit will be held Thursday, April 4 - Saturday, April 6, 2023 at Kalahari Resorts in Round Rock, TX.

TEXAS DECA STATE CAREER DEVELOPMENT CONFERENCE

This year, 5,800+ students, advisors, and professionals will come together to practice the skills and test their knowledge in real-world scenarios. Students sit in front of business professionals for a chance to earn their way to the international career development conference, network with fellow members, and learn about college and career opportunity. The 2024 SCDC will be held Thursday, February 15 - Saturday, February 17, 2024 at the George R. Brown Convention Center in Houston, TX.

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

Texas DECA members join 22,000 students, advisors, professionals, and alumni for competition, networking, leadership development, and college and career preparation. Texas DECA has 1,500+ members that earn an opportunity to represent our state at the International Career Development Conference. ICDC 2024 will be held April 17 - April 30, 2024 in Anaheim, CA.

CONFERENCE PARTNERS

STATE CAREER DEVELOPMENT CONFERENCE

DIAMOND LEVEL PARTNER

INVESTMENT
\$3500

VALUE \$5900

- 2-Day Double Exhibit Space
- Two Lunch Tickets
- Professional Dues for Ten People
- Logo on Conference Screen
- Logo in Conference Program
- Premium Profile in Conference App
- Website Footprint
- Social Media Partner Spotlight
- Individual Social Media Recognition
- Social Media Ad During Conference*
- All-Participant Registration Insert*
- Banner Ad in Conference App*
- Push Notification Through App*
- Pick One:
 - Back Cover of Program*
 - 1/2 Pg Ad + 1 Ind. Add On**

GOLD LEVEL PARTNER

INVESTMENT
\$1750

VALUE \$3080

- 2-Day Double Exhibit Space
- Two Lunch Tickets
- Professional Dues for Five People
- Logo on Conference Screen
- Logo in Conference Program
- Basic Profile in Conference App
- Website Footprint
- Social Media Partner Spotlight
- Individual Social Media Recognition
- Social Media Ad During Conference*
- Advisor Registration Insert*
- Banner Ad in Conference App*
- Full Page Ad in Program *

*Partner Provided Artwork or Copy for Digital Items, Registration Inserts Provided by Partner

**Individual Add Ons Can Be Found On Pg 9-10

CONFERENCE PARTNERS

STATE CAREER DEVELOPMENT CONFERENCE

SILVER LEVEL PARTNER

INVESTMENT
\$750

VALUE \$1325

- 2-Day Single Exhibit Space
- One Lunch Ticket
- Professional Dues for Three People
- Logo on Conference Screen
- Logo in Conference Program
- Basic Profile in Conference App
- Website Footprint
- Social Media Partner Spotlight
- Individual Social Media Recognition
- 1/2 Page Ad in Program*

BRONZE LEVEL PARTNER

INVESTMENT
\$500

VALUE \$915

- 2-Day Single Exhibit Space
- One Lunch Ticket
- Professional Dues for One Person
- Logo on Conference Screen
- Logo in Conference Program
- Basic Profile in Conference App
- Website Footprint
- Social Media Partner Spotlight
- 1/4 Page Ad in Program*

*Partner Provided Artwork | Ask about options for upgrading your ad size!

CONFERENCE PARTNERS

ADD ON ITEMS

Upgrade your State Career Development Conference partnership reach with a few of these individual add-on upgrades. To get the upgrade prices listed below, you must also be a Bronze, Silver, Gold, or Diamond level partner. If you've decided to build your own partnership package for the State Career Development Conference, you may still be eligible for package upgrades.

INDIVIDUAL ADD-ON ITEMS

- | | | |
|---|---|---|
| + Social Media Post
*Sponsor Provided
+ \$150 | + Logo on Name Badges
+ \$1000 | + Ad Size Upgrades
1/4 to 1/2
+ \$1000 |
| + Newsletter Ad
*Sponsor Provided
+ \$100 | + Co-Branded Judge Bag
+ \$1500 | 1/4 to Full
+ \$1000 |
| + Custom Participant Button at State CDC
+ \$1500 | + Judge Reception Sponsor
+ \$1000 | 1/2 to Full
+ \$1000 |
| + Custom Laptop Sticker
+ \$1000 | + Charging Station
+ \$400 ea or \$1000/3 | |
| + App Profile Upgrade
+ \$150 | + Competitor Pencils
+ \$1000 | |
| + Push Notifications Through Conference App
*Limit 1
+ \$150 | + Lanyard Sponsor
+ \$2000 | |
| + Banner Ad in Conference App
+ \$200 | | |

CONFERENCE PARTNERS

ADD ON ITEMS

Upgrade your State Career Development Conference partnership reach with a package upgrade and reach members throughout the year. To get the upgrade prices listed below, you must also be a Bronze, Silver, Gold, or Diamond level partner. If you've decided to build your own partnership package for the State Career Development Conference, you may still be eligible for package upgrades.

THRIVE PACKAGE UPGRADE

INVESTMENT
+ \$500

VALUE \$900

+ Two Sponsor Provided Social Media Ads

+ Three Newsletter Ads

+ Logo on Home Page of Texas DECA Website

PLATINUM PACKAGE UPGRADE

INVESTMENT
+ \$1200

VALUE \$2900

+ Two Sponsor Provided Social Media Ads

+ Logo on Home Page of Texas DECA Website

+ Sponsor at Texas Leadership Summit OR Texas DECA Teacher Training

+ Five Newsletter Ads

+ Banner Ad in All Conference Registration Packets

+ All Texas DECA Chapter Insert at the International Conference

EPIC PACKAGE UPGRADE

INVESTMENT
+ \$1600

VALUE \$3800

+ Two Sponsor Provided Social Media Ads

+ Banner Ad in All Conference Registration Packets

+ Texas Leadership Summit Sponsor

+ Five Newsletter Ads

+ Texas DECA Teacher Training Sponsor + Exhibitor

+ 3-Minute Message at Texas Leadership Summit or Teacher Training

+ Logo on Home Page of Texas DECA Website

+ Two Lunch Tickets at Teacher Training

+ All Texas DECA Participant Insert at the International Conference

INDIVIDUAL SPONSOR ITEMS

PICK WHAT WORKS BEST FOR YOU

Build your own package or sponsor a couple of individual items! If you're building a package, choose the times that best fit your brand, and send it to willis@texasdeca.org. We'll help you finalize your package and get you a package price!

ADVERTISEMENTS

TEXAS DECA NEWSLETTERS

Single Run Advertisement **\$200**

Multi Run Advertisement **\$100/run**

**Must be the same ad each time. To run multiple ad designs, must purchase multiple single run ads.*

REGISTRATION PACKETS

Banner Advertisement **\$300**

**Sponsor provided artwork. Ad will be displayed in all current Texas DECA registration packets. Ad will not be included in any registration packet that is within two weeks of the registration close date at time of purchase.*

SOCIAL MEDIA

Single Post **\$200**

**One post on Instagram, Instagram Story, Facebook & Twitter. Must be the same content but may be formatted to fit each platform best. Artwork is sponsor provided.*

Multiple Posts (Min=2, Max=4) **\$150 Each**

**Multiple posts on Instagram, Instagram Story, Facebook & Twitter. Must pay separately for each post that includes new content.. Artwork is sponsor provided.*

STATE CDC PROGRAM

Inside Back Cover **\$1000**

Full Page - Color **\$750**

1/2 Page - Color **\$400**

1/4 Page - Color **\$200**

EVENT SPONSORS

ADVISOR TRAINING

Event Sponsor (includes exhibit table) **\$1000**

TEXAS LEADERSHIP SUMMIT

Event Sponsor **\$300**

EXHIBIT SPACES

ADVISOR TRAINING

Single Exhibit Table **\$200**

STATE CDC

Single Exhibit Table **\$350**

Double Exhibit Table **\$600**

Extra Meal Ticket(s) **\$50**

**Additional Meal Tickets subject to availability*

INDIVIDUAL SPONSOR ITEMS

PICK WHAT WORKS BEST FOR YOU

Build your own package or sponsor a couple of individual items! If you're building a package, choose the items that best fit your brand, and send it to willis@texasdeca.org. We'll help you finalize your package and get you a package price!

TANGIBLE ITEMS

TEXAS DECA MAILING

All Chapter Insert (300 est.) **\$500**
**sponsor provided artwork; Deadline = August 1, 2023*

All Member Laptop Sticker **\$3000**
**sponsor provided artwork; Deadline = August 1, 2023*

ICDC TEXAS MEMBERS/CHAPTERS ONLY

All Chapter Insert (150 est.) **\$500**
**sponsor provided artwork; Deadline = March 1, 2024*

All Participant Insert (1600 est.) **Negotiable**
**Work with Texas DECA to provide a co-branded give away item that will improve the experience for our members!*

Finalist Reception Sponsor **\$2000**
**Your brand will be used to promote the reception. Co-branded sponsor bags with snacks provided to reception attendees.*

STATE CDC

Competitor Pencils (4,000) **\$1250**

Judge/Advisor Gift **Negotiable**

Co-Branded Judge/Advisor Gift Bag. . . **\$2000**

All Advisor Insert (350 est.) **\$500**
**sponsor provided*

All Participant Insert (6,000 est.) **\$1500**
**sponsor provided*

Lanyard Sponsor (6,000 est.) **\$2000**

Custom Laptop Sticker (6,000 est.) **\$1250**
**sponsor provided artwork*

Logo on Conference Screen and in Conference Program. **\$75**
**only available when purchasing a package*

Sponsor Profile in Conference App
 Basic. **\$100**
 Premium **\$300**
**only available when purchasing a package*

Website Footprint **\$150**
**only available when purchasing a package*

Banner Ad in Conference App **\$300**
**sponsor provided artwork*

Conference App Push Notification. . . . **\$300**
**only available when purchasing a package or exhibiting*

Logo Printed on Name Badges. **\$1250**

Custom Participant Button **\$2000**

One Charging Station. **\$500**

Three Charging Stations. **\$1200**

Judge Reception Sponsor **\$1500**

Descriptions of each item can be found on pages 12-14. Items may be purchased individually unless noted otherwise. You may also choose the items that best fit your brand and we will help you create a customized partnership package.



COMPETITIVE EVENT SPONSOR

MAKE AN IMPACT IN A BIG WAY

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 role plays and presentations, competing to EARN their spot as a representative of Texas DECA at the International Career Development Conference. Sponsor's brand will be placed on awards, signage, and included in the program. Event sponsors also have the opportunity to stand on stage during their sponsored competitive event and assist in congratulating those students who qualify for the International Career Development Conference. To sponsor an event, companies must commit to providing 10 volunteers to judge the event.

INVEST IN TEXAS DECA MEMBERS BY PROVIDING
10 VOLUNTEERS
 TO JUDGE YOUR SPONSORED COMPETITIVE EVENT

EVENTS AVAILABLE TO SPONSOR:

BUSINESS MANAGEMENT & ADMINISTRATION

Business Law & Ethics Team Decision Making
 Business Services Operations Research
 Business Solutions Project
 Career Development Project
 Community Awareness Project
 Community Giving Project
 Financial Literacy Project
 Human Resources Management
 Principles of Business Management & Admin
 Sales Project

ENTREPRENEURSHIP

Business Growth Plan
 Entrepreneurship
 Entrepreneurship Team Decision Making
 Franchise Business Plan
 Independent Business Plan
 Innovation Plan
 International Business Plan
 Start-Up Business Plan

FINANCE

Accounting Applications
 Business Finance
 Finance Operations Research
 Financial Consulting
 Financial Services Team Decision Making
 Personal Financial Literacy
 Principles of Finance

HOSPITALITY & TOURISM

Hospitality Services Team Decision Making
 Hospitality and Tourism Operations Research
 Hospitality and Tourism Professional Selling
 Hotel and Lodging Management
 Principles of Hospitality and Tourism
 Quick Serve Restaurant Management
 Restaurant and Food Service Management
 Travel and Tourism Team Decision Making

MARKETING

Apparel and Accessories Marketing
 Automotive Services Marketing
 Business Services Marketing
 Buying and Merchandising Operations Research
 Buying and Merchandising Team Decision Making
 Food Marketing
 Integrated Marketing Campaign - Event
 Integrated Marketing Campaign - Product
 Integrated Marketing Campaign - Service
 Marketing Communications
 Marketing Management Team Decision Making
 Principles of Marketing
 Professional Selling
 Retail Merchandising
 Sports and Entertainment Marketing Operations Research
 Sports and Entertainment Marketing
 Sports and Entertainment Marketing Team Decision Making

DESCRIPTIONS OF ITEMS

WHAT YOU'RE GETTING WITH EACH SPONSORSHIP ITEM

ADVERTISEMENTS

TEXAS DECA NEWSLETTERS

Promote your brand in one of our monthly Texas DECA Newsletters. Newsletters go out to nearly 500 advisors and 1,200+ students each month. This is the perfect place to advertise job openings, application deadlines, classroom resources, and more!

STATE CAREER DEVELOPMENT CONFERENCE PROGRAM

Promote your brand in the official conference reference for agenda, exhibitors, speakers, special activities, and maps. More than 4,500 copies of the State Conference Program are printed annually, and provided for attendees. Additionally, the conference program is made available electronically at www.texasdeca.org. We have quarter, half, and full-page advertisements available.

SOCIAL MEDIA

Utilize Texas DECA's established social media accounts to promote your brand to our members. Social media pages included are: Instagram, Instagram Stories, Twitter, Facebook and the Texas DECA Advisors Facebook Page.

REGISTRATION PACKETS

Place your brand in front of each of our advisors as they register for Texas DECA conferences and events. Registration packet banner ads will be placed at the bottom of pages. Registration packets your ad will be included in are: Statewide Advisor Training, District Career Development Conference, State Career Development Conference, and International Career Development Conference. If registration packets have already been released when artwork and payment have been finalized, the registration packets will be updated with your ad. No packets will be updated within two weeks of registration close date.

EVENT SPONSORS

ADVISOR TRAINING

Place your brand in front 125+ of Texas DECA's dedicated advisors by sponsoring our annual Statewide Advisor Training. This event is meant to equip our advisors with the most up-to-date information on topics ranging from competition to classroom resources. Included in this sponsorship is: 1-minute introduction at event, exhibit area, brand on all conference materials.

TEXAS LEADERSHIP SUMMIT

Sponsor thirty-nine of Texas DECA's top leaders as they come together to learn more about what it means to be a leader and how they can make an impact on the organization over their term as an officer. At this conference, district and state leadership teams come together for team building, problem solving, planning, and networking. Included in this sponsorship is: 1-minute video introduction to be shown at beginning of event, brand on all conference materials.

EXHIBIT SPACES

ADVISOR TRAINING

Promote your company, products, and classroom resources to 125+ of Texas DECA's dedicated advisors with your exhibit space at our annual Statewide Advisor Training. For this exhibit space, you will be provided a 6ft table and two chairs. This is a two day event. Your exhibit will be accessible to advisors during registration, between sessions, and during lunch.

TEXAS CAREER DEVELOPMENT CONFERENCE

Promote your company, products, classroom resources, college programming, job opportunities, and more to 5,800 Texas DECA members, advisors, and professionals. For a single exhibit space, you will be provided a 6ft draped table and two chairs and a double will have two 6ft tables. At this event, you will have the opportunity to make connections during our conference registration on Thursday, February 15th, as well as all day on Friday, February 16th while members compete.

DESCRIPTIONS OF ITEMS

WHAT YOU'RE GETTING WITH EACH SPONSORSHIP ITEM

TANGIBLE ITEMS

TEXAS DECA MAILING

ALL CHAPTER INSERT

Showcase your brand in our all-chapter Texas DECA mailing that goes out at the beginning of each school year. This mailing provides our chapters with the resources they need to have successful start to the year. Because this mailing only goes out once a year, there is a hard deadline on August 1, 2023. This insert must be flat and 8.5"X11" or smaller. Each chapter will receive one insert.

ALL MEMBER LAPTOP STICKER

Distribute your brand to each of our Texas DECA members with a custom laptop sticker. What better way to promote your brand than to be placed on the laptop or water bottle of 19,000+ of our members all across the state. This sticker can be up to 2"x2" and die cut to your preferred shape. Enough stickers will be distributed to each chapter for each of their members to receive one.

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE TEXAS DECA CHAPTER/MEMBERS ONLY

ALL CHAPTER INSERT

Advertise your brand to each of our 120+ Texas DECA chapters with a registration material insert. Each chapter will be receive an insert as a part of their conference registration materials.

ALL PARTICIPANT INSERT

Advertise your brand to each of our 1,500+ Texas DECA participants with a registration material insert. Enough inserts for each participant will be distributed to each chapter with their conference registration materials.

FINALISTS RECEPTION SPONSOR

Join us in celebrating our Texas DECA members who earn the opportunity to compete in the finals round at the International Career Development Conference. Your brand will be promoted in conjunction with the event and your logo will be co-branded on a goodie bag that is given to each reception attendee.

STATE CAREER DEVELOPMENT CONFERENCE

COMPETITOR PENCILS

During competition preparation time, competitors are allowed to use pencils and scratch paper to bring their ideas to life. Provide our competitors with pencils branded with your logo.

LANYARD SPONSOR

Place your brand on each of our 5,800+ conference attendees by sponsoring our conference lanyards. Each person attending the conference is required to wear an official name badge and lanyard for the entirety of the conference.

CUSTOM LAPTOP STICKER

Distribute your brand to each participant with a custom laptop sticker. What better way to promote your brand than to be placed on the laptop or water bottle of 5,800+ of our members all across the state. This sticker can be up to 2"x2" and die cut to your preferred shape. Stickers will be distributed to each chapter as part of their conference registration materials.

LOGO ON CONFERENCE SCREEN AND IN PROGRAM

Your logo will be featured on the sponsor page of our conference program that is made available to each of our attendees as well as being available online. You will also be featured on the conference screen to all attendees during pre-show, opening session, and grand awards.

CONTINUED ON THE NEXT PAGE >

DESCRIPTIONS OF ITEMS

WHAT YOU'RE GETTING WITH EACH SPONSORSHIP ITEM

SPONSOR PROFILE IN CONFERENCE APP

BASIC sponsor profiles will include the sponsor name, a short description of the business, and the location of their exhibit booth.

PREMIUM sponsor profiles will include the sponsor name, a longer description of the business, a link to the business website, a custom sponsor header, and the location of their exhibit booth.

WEBSITE FOOTPRINT

Your logo will be featured on our state career development conference website alongside competition information, the conference program, and conference details. Your logo will be linked to your website

BANNER AD IN CONFERENCE APP

Place your brand at the finger tips of each of our conference attendees. Banner ads in our conference app are placed within the main menu and are linked to your website.

PUSH NOTIFICATION THROUGH CONFERENCE APP

Send a customized notification straight to each conference attendees phone. We will work with you to decide on the perfect time to send your push notification to attendees. Use it to promote your exhibit booth or a specific message from your company

LOGO ON NAME BADGES

Display your brand on the name badge of each of our 4,500+ conference attendees. Name badges are required for every attendee at all times.

CUSTOM PARTICIPANT BUTTON

Attach your brand to each of our 5,800+ participants with a custom button. These are 1" round buttons and can be distributed to each participant as part of their registration materials, or you may choose to give them out as part of your conference exhibit booth.

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? Stations will be placed in exhibit and recreation areas which are sure to draw attention AND appreciation from attendees as you rescue them from the dreaded "Low Battery" signal. Charging stations include space for two 22X28 poster ads.

ADVISOR INSERT

Place your brand at the forefront of each of our advisors' minds with a registration insert. Each advisor registration bag will receive an insert with their conference materials.

PARTICIPANT INSERT

Advertise your brand to each of our 5,800+ participants with a registration material insert. Enough inserts for each participant will be distributed to each chapter with their conference registration materials.

JUDGE RECEPTION

Volunteer judges are an integral part of our conference's success. Feature your brand among hundreds of local business professionals at the judge's reception with your logo printed on the napkins and custom signage included.

JUDGE/ADVISOR GIFTS

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

JUDGE/ADVISOR GIFT BAGS

Place your company logo along side Texas DECA's 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.

PURPOSE

All Texas DECA activities are conducted for educational and informational purposes; to disseminate knowledge and ideas; to encourage communications; to promote product and career information. Under IRS ruling, 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 at any event. 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 promotion, your contract, payment and artwork are due by the deadlines posted on page 11 of this packet.

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. Lunch tickets are included where indicated.

PAYMENT

Payment is due one month after receiving your finalized invoice. All final payments are due by January 12, 2024. Failure to make full payment by the deadline may subject the exhibitor to cancellation of contract and forfeiture of deposit. Full payment is due on any applications received after January 12, 2024.

INSTALLATION & REMOVAL OF EXHIBITS

For the State Career Development Conference, exhibitors may begin installation Thursday, February 15th at 2:00 PM. The exhibit area will be open on Thursday, February 15th from 3:00 PM to 7:00 PM and on Friday, February 16th from 8:00 AM to 4:00 PM. For exhibits at any event other than the State Career Development Conference, installation and removal times will be communicated prior to the event.

SECURITY

Texas DECA will NOT provide 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.

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 facility 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 part thereof, excluding any such liability caused by the sole negligence of the facility and its employees and agents. In addition, exhibitor acknowledges that Texas DECA and the facility 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

The contract for the state career development conference may be canceled in writing prior to January 12, 2024, in which case fifty percent (50%) of the rental fee will be retained by Texas DECA. Cancellation after this date obligates the exhibitor to full payment. If the state career development exhibit space is not occupied by Friday, February 16th at 8:00 AM, Texas DECA shall have the right to use such space as it sees fit. Any event cancellations outside of the state career development conference must be done so in writing at least 30 days prior to the event, in which case fifty percent (50%) of the rental fee will be retained by Texas DECA. Cancellation after this date obligates the exhibitor to full payment.

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 area.

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.

BADGES

Exhibitor personnel will be provided with badges to permit entry into the exhibit area. You must advise us of attending personnel by one week prior to the event 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.

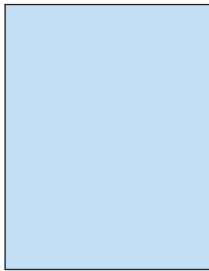
SHIPMENT AND STORAGE

Information on shipping methods, storage and rates should be discussed with the facility. Any materials shipped will be at the exhibitors own risk and expense. Texas DECA will not ship, receive or hold any items for exhibit booths.

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.

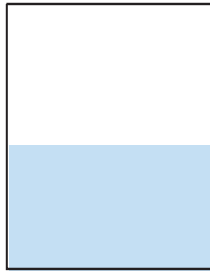
TECHNICAL SPECS & DUE DATES

PROGRAM ADVERTISEMENTS *printed*



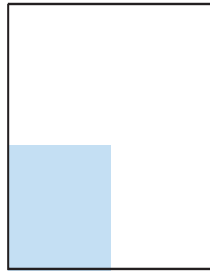
FULL PAGE

Safety: 8" x 10.5"
Trim: 8.5" x 11"
Bleed: 8.75" x 11.25"



1/2 PAGE

Safety: 8" x 5"
Trim: 8.5" x 5.5"
Bleed: 8.75" x 5.75"



1/4 PAGE

Safety: 3.75" x 5"
Trim: 4.25" x 5.5"
Bleed: 4.5" x 5.75"

All ads will bleed off of the page. Please make the final ad size the bleed dimensions listed. Please do not put any text or important information outside the safety dimensions listed. If text or important information is placed outside of those dimensions, it can not be guaranteed that it will not get cut off. If no bleed is included, we will try our best to accommodate but can not guarantee that a portion of your ad will not get cut off when trimming the program. If you need a template or help setting up your file with bleed, please reach out to Nicole Willis - willis@texasdeca.org.

SOCIAL MEDIA ADVERTISEMENTS *digital*

INSTAGRAM POST

Square

Recommended Width: 1080 px
Recommended Height: 1080 px
Max File Size: 5 MB

Portrait

Recommended Width: 1080 px
Recommended Height: 1350 px
Max File Size: 5 MB

Landscape

Recommended Width: 1080 px
Recommended Height: 608 px
Max File Size: 5 MB

INSTAGRAM STORY

1080 px X 1920 px
Max File Size: 5 MB

FACEBOOK POST

Recommended Width: 1200 px
Height can vary
Max File Size: 5 MB

TWITTER POST

Recommended Width: 1200 px
Recommended Height: 675 px
Max File Size: 5 MB

OTHER ADVERTISEMENTS *digital*

CONFERENCE APP

Width: 600 px
Height: 110 px
Max File Size: 5 MB

TEXAS DECA NEWSLETTER

Width: 590 px
Height: 250 px
Max File Size: 5 MB

REGISTRATION PACKET

Width: 5.5 in
Height: 1.5 in
Max File Size: 5 MB

LOGOS

All logos should be sent as an .EPS or .PNG with a transparent background. High quality logo files should be shared to prevent the distortion of your logo.

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 .TIFF)
 - Adobe Illustrator .EPS files (*all fonts converted to outlines and all images embedded*)
 - Adobe InDesign files (*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.
- Designs must be produced to ad size specification listed above.
- 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 artwork.
- All Texas DECA digital and printed items are produced on a Macintosh platform and are unable to support Windows-based documents.

DUE DATES

- STATE CONFERENCE PROGRAM ADS: *Artwork due January 12, 2024*
- LOGOS FOR STATE CONFERENCE PROGRAM: *Due by January 12, 2024*
- CONFERENCE APP ADS: *Artwork due January 12, 2024*
- REGISTRATION PACKET ADS: *Artwork due September 1, 2023*
- NEWSLETTER ADS: *Due 1 Month Prior to Agreed Run Date*
- SOCIAL MEDIA ADS
 - *Due 1 Month Prior to Agreed Run Date*
 - *Any social media ads intended to run during the State Career Development Conference are due by January 12, 2024*

QUESTIONS?

Contact Nicole Willis
willis@texasdeca.org
817-900-8037

STATE CAREER DEVELOPMENT CONFERENCE ARTWORK DEADLINE

JANUARY 12, 2024



ARE YOU READY TO BE SEEN BY TEXAS DECA MEMBERS?

LET US KNOW HOW YOU'D LIKE TO REACH TEXAS DECA MEMBERS AT

bit.ly/txdecapartner

After submitting your partnership form, Texas DECA will confirm your selections and send an invoice, list of deadlines, and information on the next steps to the contact information provided.

If you'd like to discuss options not listed in this packet, contact Nicole Willis to discuss additional opportunities or create a partner package that fits the goals of your company/organization.

QUESTIONS?

**CONTACT NICOLE WILLIS AT
willis@texasdeca.org or 817-900-8037**